

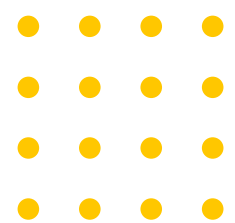


Bermuda Road Safety Council

BerDIN 2024

Countering Impaired Driving

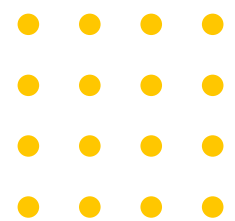
Initiatives and Strategies for addressing
impaired and substance driving.



Introduction to Anti-Impaired Driving



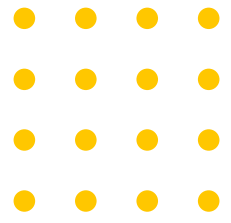
- Why sober driving/riding is important on our roads.
- Comparative statistics on accidents due to being impaired.
- Purpose of our presentation: to highlight the efforts and value of The BRSC's anti-impaired driving campaigns.



The Impact of Impaired Driving on our Small Community

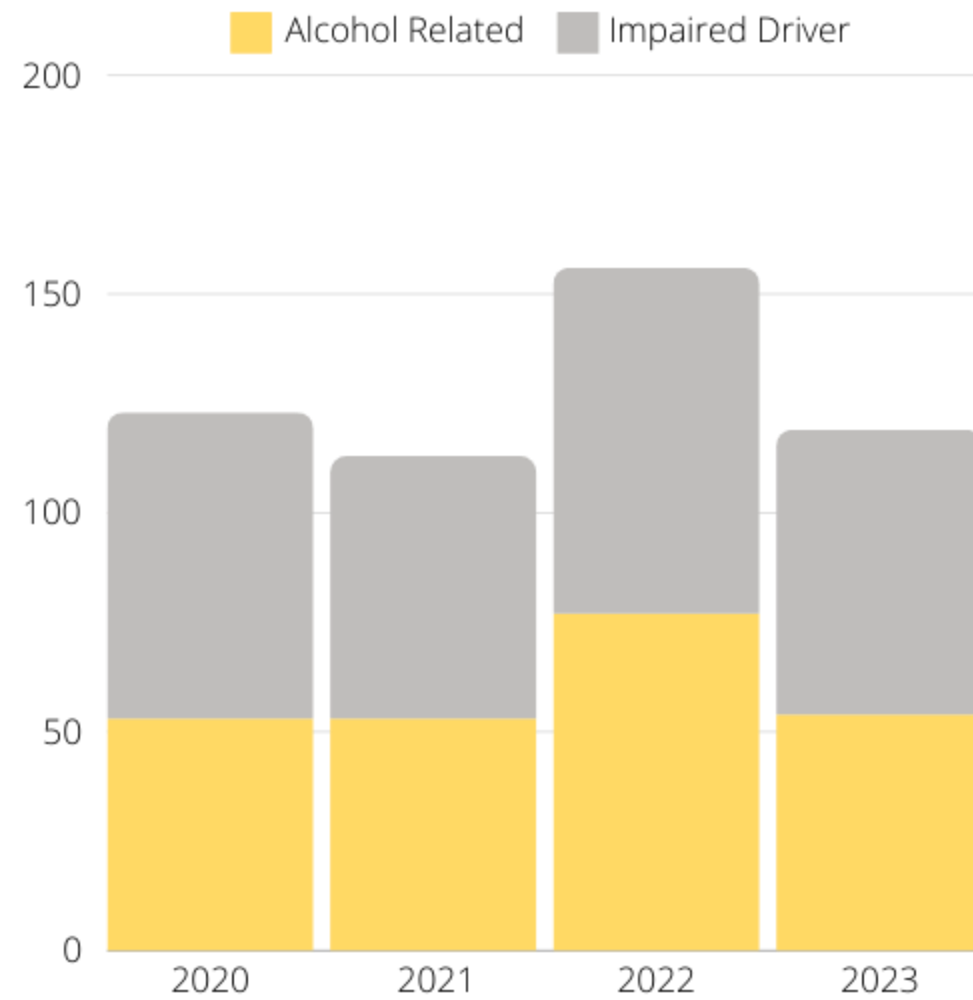
- The ways in which road accidents affect families, friends, and our local economy.
- The ripple effect of accidents in our small community (emergency services strain, increased healthcare costs, etc.)
- Emotional and psychological toll on victims and families.



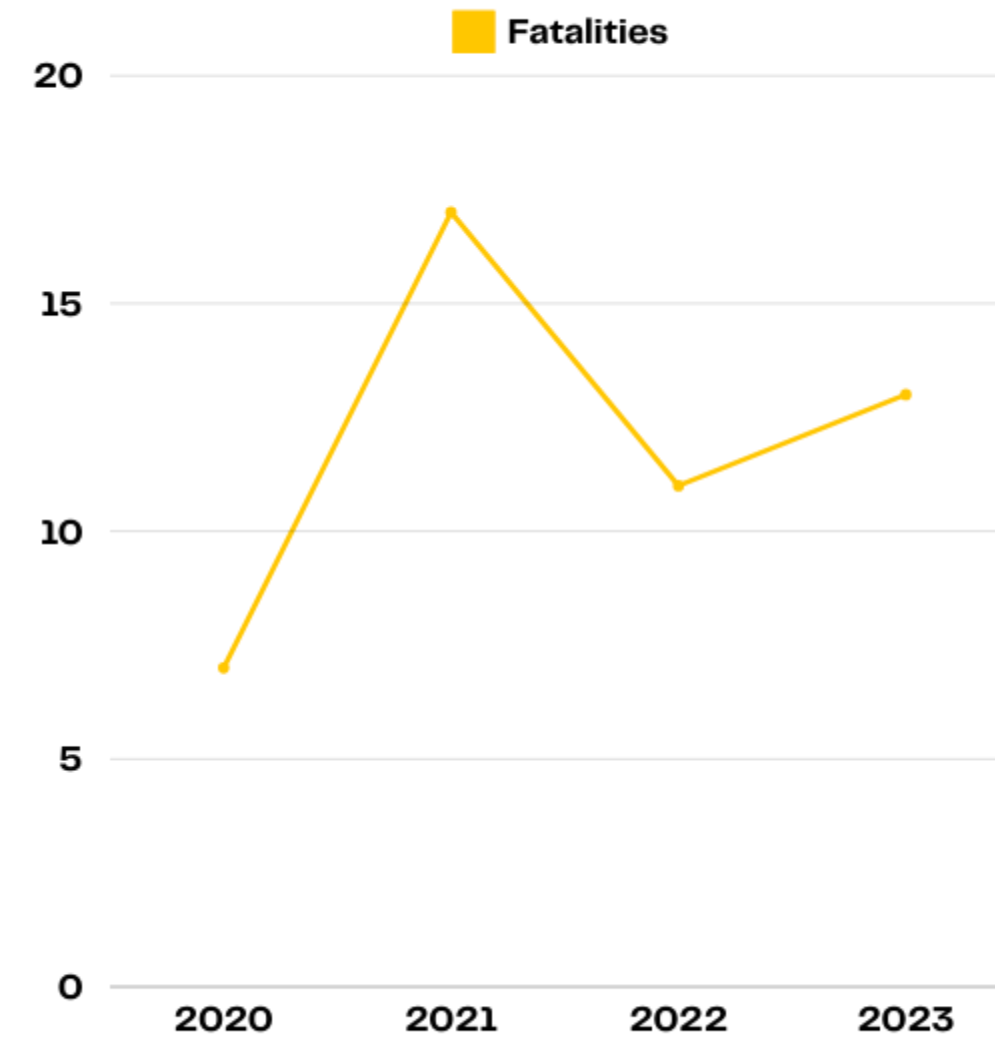


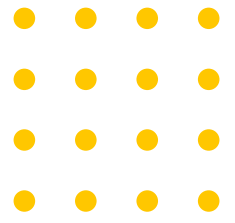
Statistics & Data

**Bermuda Road Accidents
(2020 - 2023)**



**Bermuda Road Fatalities
(2020 - 2023)**

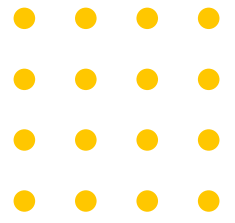




The Need for Behavioral and Cultural Shifts



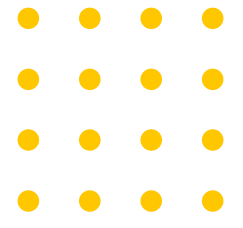
- Changing our attitude toward speeding, impaired driving, and distracted driving.
- The role of education and awareness in shifting driving behavior.
- We should encourage personal responsibility and community involvement in road safety.



Campaigns and Initiatives for Addressing Impaired Driving



- The BRSC has both short-term and long-term goals for reducing accidents.
- We strive for cost-effective solutions and often test pilot programs.

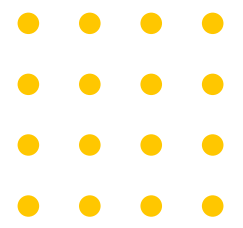


BRSC Drunk Driving Initiatives & Campaigns



April 2020 – March 2021

- Transportation Plan/Mock Sobriety Initiative
- Provided transportation during Cup Match at Horseshoe Bay
- Provided transportation on Labor Day at Clearwater
- Purchased 3 Drager Machines
- Designated Driver Campaign
- Held FROM NOVEMBER 26 2020 – JANUARY 17 2021



BRSC Drunk Driving Initiatives & Campaigns



April 2021 – March 2022

- Transportation Plan
- Creation of road safety video + flyer
- Designated Driver Campaign
- Partnered with Pickled Onion to promote non-alcoholic beverages
- Partnered with Planet Math Radio Quiz Show
- Sponsored Let Us Drive Program (CADA)
- Ashlee Battersbee created IDNWNTHT videos for DD
- Fresh TV CREATED RSC SONG – LAST CALL

BRSC Drunk Driving Initiatives & Campaigns



April 2022 – March 2023

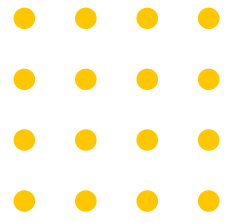
- Transportation Plan
- Sponsored transportation for Stone Love Event
- Don't Drink & Drive Campaign
- Created Don't Drink & Drive Flyer
- Ashlee Battersbee created IDNWNTHT videos
- Did You Know videos created
- Designated Driver Campaign
- Did You Know videos created

BRSC Drunk Driving Initiatives & Campaigns



April 2023 – March 2024

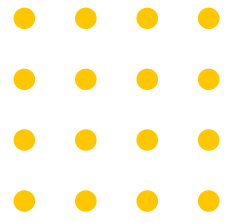
- Cup Match Campaign (Don't Drink & Drive)
- Commercial created
- Radio/TV Campaigns (BBC/Vibe/HOTT 1075)
- Partnered with Bacardi/CADA on Cup Match Fever Event (Transportation)
- Purchased Fatal Vision Kit
- Save Lives/Slow Down Campaign (Designated Driver)
- Mr. Fotogenik created commercial
- Radio/TV Campaign with BBC
- BRSC TV Podcast
 - Stay In Your Lane, Episode 3 (DUI)



Arrive Alive

August campaign against drunk driving

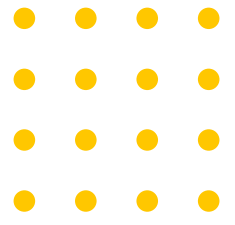




Expected Outcomes and Goals

- Reduction in accidents and fatalities over the next 4 years.
- Increased public awareness and responsible driving behavior.
- Measurable improvements in community road safety (e.g., lower impaired driving accident rates).

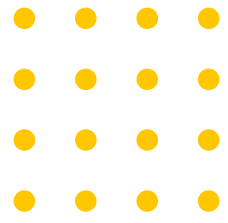




Road Safety Challenges



- Common causes of road accidents (speeding, distracted driving, impaired driving)
- Consequences of unsafe driving (human cost, financial burden, etc.).



Conclusion



- The importance of road safety & BRSCs proposed solutions
- Calling our community to action

*Cautious Drivers,
Safer Roads,
Safer Bermuda.*

 bdarsc@gmail.com

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 **Bermuda
Road Safety
Council**

