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**LIVES SAVED FROM DECLINED DRINK DRIVING BEHAVIORS IN A CHINESE CITY**

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**Background** China has the highest number of road traffic fatalities in the world, accounting for 18% of global road traffic deaths. Drink and drunk driving is one of major causes of traffic deaths. As a result, a stricter anti-drunk driving law enacted nationwide in May 2011. Concurrently, the Road Safety-10 Country (RS-10) China project was launched in Suzhou in 2010, aiming to prevent traffic deaths from drinking driving through social marketing and enhanced police activities.

**Aims/Objectives/Purpose** To estimate number of deaths through observed behavioral changes in drinking driving in Suzhou 2011.

**Methods** To monitor the behavioral change in drinking driving, four rounds of observations have been conducted during February 2011 and November 2011. We used the traffic mortality ratio for drivers with BAC <20 mg/100 ml and BAC > 20 mg/100 ml, and elevated risk of drink/drunken driving on fatalities from previous research, to estimate the lives saved by the reduced prevalence of drinking driving.

**Results/Outcome** A consistent declining trend of drinking driving behaviors has been observed. The prevalence of drinking and driving has dropped from 5.66% in February (survey sample size: 2421 drivers) to 0.63% in November 2011 (survey sample size: 5107 drivers). The change is statistically significant ( $p$  value < 0.01). Consequently it is estimated that 6–10 traffic deaths could have been averted in 2011.

**Significance/Contribution to the Field** Road safety interventions implemented by RS10-China project are effective in reducing risky behaviors. Evidences also show a significant percentage reduction of drinking driving related traffic deaths.