ALCOHOL AND ROAD SAFETY
INDIAN PERSPECTIVE

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New Delhi
India
Why Road Safety?

- Increased Vehicle Traffic
- Increased Accident on Road
- Increased Mortality and Morbidity
- Increased Health Burden
- Healthy lives on roads lost
- Breadwinner of Family lost
- Cream of the society lost
- Great Economic Burden
### Road Network of India

<table>
<thead>
<tr>
<th>Category of Roads</th>
<th>Length of Roads in Kms.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Road Network</td>
<td>3.34 million</td>
</tr>
<tr>
<td>National Highways</td>
<td>65,569</td>
</tr>
<tr>
<td>State Highway</td>
<td>1,30,000</td>
</tr>
<tr>
<td>Major Distt. Road, rural and urban</td>
<td>3.14 million</td>
</tr>
</tbody>
</table>
India having 3.34 million kilometres of road network, the second largest in the world.

- As per present estimates, road network carry nearly 60% of freight and 85% of passenger traffic.

- Traffic on roads is growing at a rate of 7 to 10% per annum, while the vehicle population growth is in order of 12% per annum.

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World’s first Road traffic death is supposed to be happened in 1896. Everybody concerned at that time reported to have said, “this must never happen again”. But more than a century later, 1.2 million people were killed on Roads every year and up to 50 million more are injured. Death Rate from RTA in highest in Africa, Lowest in UK & India is middle 16.3 – 19 per 1,00,000 people per year. Death for RTA is highest in the city of Delhi (2499), Mumbai (1415), Hyderabad (445) & Calcutta (452)
Some Facts on RTA

- Worldwide an estimated 3247 people are killed every day.
- It is the second leading cause of death among people aged 5-29 years.
- RTA injures or disable between 20 million and 50 million people a year.
- RTA rank as the 11th leading cause of death and accounts for 2.1% of all deaths globally.
- 90% of the RTA deaths occur in low income and middle-income countries.
- 73% of all the RTA fatalities are males.

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Some Facts on RTA

- The most vulnerable road users are pedestrians, cyclists, two wheeler riders and passengers on public transport.
- RTA injuries are becoming the third largest contributor to the global burden of diseases by 2020 after Ischemic Heart Disease and Unipolar major depression.
- RTA deaths are predicted to increase by 83% in developing countries and to decrease by 27% in developed countries.
- It is estimated that every year RTA costs Billions of rupees globally and nationally.
- An RTA injury puts significant strain as Health Care Budgets.

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Death Rate in Major Metros

- Delhi: 2499
- Mumbai: 1415
- Hyderabad: 445
- Calcutta: 452

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<table>
<thead>
<tr>
<th>Year</th>
<th>Total No. of Road Accidents (in numbers)</th>
<th>Total No. of Persons Killed (in numbers)</th>
<th>Total number of Registered Motor Vehicles (in thousands)</th>
<th>No. of Accidents per ten thousand Vehicles</th>
<th>No. of Persons Killed per ten thousand Vehicles</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>391449</td>
<td>78911</td>
<td>48857</td>
<td>80.12</td>
<td>16.15</td>
</tr>
<tr>
<td>2001</td>
<td>405637</td>
<td>80888</td>
<td>54991</td>
<td>73.76</td>
<td>14.71</td>
</tr>
<tr>
<td>2002</td>
<td>407497</td>
<td>84674</td>
<td>58924</td>
<td>69.16</td>
<td>14.37</td>
</tr>
<tr>
<td>2003(P)</td>
<td>400224</td>
<td>83733</td>
<td>67033</td>
<td>59.71</td>
<td>12.49</td>
</tr>
</tbody>
</table>

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## NUMBER OF MOTOR VEHICLES REGISTERED IN INDIA

(As on 31st March) (In Number)

<table>
<thead>
<tr>
<th>Year/State/Year</th>
<th>Two-wheelers</th>
<th>Auto-rickshaws</th>
<th>Jeeps</th>
<th>Cars</th>
<th>Taxis</th>
<th>Buses</th>
<th>Goods vehicles</th>
<th>Miscellaneous</th>
<th>Total No. of vehicles</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995-96</td>
<td>23252287</td>
<td>1010344</td>
<td>671682</td>
<td>3150951</td>
<td>381011</td>
<td>448415</td>
<td>2030728</td>
<td>2837302</td>
<td>33782720</td>
</tr>
<tr>
<td>1996-97</td>
<td>25693206</td>
<td>1165140</td>
<td>725524</td>
<td>3520660</td>
<td>415740</td>
<td>488169</td>
<td>2260052</td>
<td>2747049</td>
<td>37447526</td>
</tr>
</tbody>
</table>

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### Revised estimates for costs of road traffic crash injuries in India

<table>
<thead>
<tr>
<th>Injury severity</th>
<th>Estimated number of persons</th>
<th>Estimated cost in 1995 Rs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatalities</td>
<td>71,948</td>
<td>38,527,362,572</td>
</tr>
<tr>
<td>Serious-major injuries</td>
<td>1,079,220</td>
<td>188,698,379,340*</td>
</tr>
<tr>
<td>Minor injuries</td>
<td>5,036,360</td>
<td>94,960,567,800</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>322,186,309,712</strong></td>
<td></td>
</tr>
</tbody>
</table>

Total cost as per cent of GDP: 3.2 per cent
DRINKING & DRIVING

- Major Public Health Problem in India
- 500,000 Deaths from Injuries yearly
- 80,000 Deaths RTA
- Killer in Youngsters
- Significant Economic Loss
- Injury Burden 3% of GDP
- 50% Fatal Crash alcohol Related
- Twice Fatal Drinking crash in Metros

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The Challenges

- Unscientific Infrastructure Modification
  - Stake Holders never consulted
  - No Proper planning and Vision

- Lapses in the Implementation of Traffic Laws
  - Obsolete Laws
  - Inadequate Infrastructure and Staff

- Failures in Ensuring Road Safety
  - Traffic Rules Violations
  - Excessive Speeding
  - Reluctance in using Helmet and Safety Belts

- Failures in controlling Drunken Driving

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Role of IAPA and IMA

SHUN DRI NKI NG AND DRI VI NG CAMPAI GN

Supporting Alcohol Control Policies and Advocacy
IAPA has conducted seminars on Alcohol Abuse, Policy and Advocacy with a vision to work on controlling alcohol use and reducing harms related to alcohol use in India.

We are launching a Nationwide Campaign on “SHUN DRINKING AND DRIVING”
“SHUN DRINKING AND DRIVING”

OBJECTIVES

✓ To initiate an information drive for drivers through publicity campaigns.
✓ To establish a monitoring system to fix the Blood Alcohol Content (BAC) level.
✓ To undertake studies to correctly assess the traffic safety situation on Indian roads.
✓ To shift roadside liquor shops and bars to reduce the availability of alcohol on highways.
✓ To perform routine “Blood Alcohol” screening and strict enforcement of Motor Vehicle Act.
✓ To develop high taxation policies for alcoholic beverages.
✓ To propose restricted time of alcohol sales and intensive drive against drunken driving.
✓ To implement new measures and monitoring the progress towards target achievement.

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“SHUN DRINKING AND DRIVING”

**OBJECTIVES**

✓ To associate IAPA with Government and other stakeholder like-
  
  - WHO
  - IMA
  - ROTARY CLUB
  - TRANSPORT MINISTRY
  - INSURANCE SECTOR
  - HEALTH MINISTRY
  - SOCIAL JUSTICE AND WELFARE DEPARTMENTS
  - POLICE
  - JUDICIARY

For reduction of death and disability from motor vehicle accidents associated with alcohol

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“SHUN DRINKING AND DRIVING”

DRINKING & DRIVING

- Implementation of Laws
- Awareness among Drivers
- No Shops on Highways
- No Shops after 8 p.m
- Drinking age – 21 years
- Hoardings on Highways

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Government should declared road safety as priority issue

Traffic Safety Wing

Traffic Enforcement wing

Intensive Awareness Campaign on road Safety

Issue of Driving License and Minimum standard.

Compensation Policy should be revised

Liquor shops should be discouraged along the National Highways

Emergency Trauma care Facilities

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Emergency Accident Relief Centres:

**AIM:**
Reach to victim in the Golden Hour

- Road Side Booths
- Man Power
- Equipped Ambulance
- Toll Free Number 1033
- Network with Hospitals

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“SHUN DRINKING AND DRIVING”

EARC

- BAC
- Breathe Testing
- Hoardings on Drink Driving

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EMERGENCY ACCIDENT RELIEF CENTRES (EARC) on TUTICORIN HIGHWAYS
World Day of Remembrance for Road Traffic Victims Observation at Tuticorin

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World Day of Remembrance for Road Traffic Victims Observation at Trivandrum

Accident Victims’ Kin left to fend for themselves

Call to Join Hands against Raising Road Accidents

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No Alcohol on Road is Road Safety

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THANK YOU

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