

14th World Conference on Injury Prevention and Safety Promotion Adelaide, Australia, 27-30 November, 2022

***Towards Vision Zero: A World Without Drunk Drivers –
Shared Visions for Worldwide Safety Awareness***
7:00am-10:30am, 30 November, 2022

About The Workshop (Click [here](#) to register)

Drinking and driving contributes to between one-quarter and one-third of motor vehicle fatalities worldwide, resulting in an estimated 273,000 deaths annually (ITF, 2017). Over the years, multiple countermeasures have been implemented to reduce deaths from drinking and driving. Despite their implementation and success, drunk driving continues on an unacceptable scale.

This workshop, co-hosted by the Automotive Coalition for Traffic Safety (<http://www.ACTSAutoSafety.org>) and the International Safety Media Awards, will include presentations from worldwide experts in traffic safety, and a discussion of countermeasures from vehicle-integrated technologies to public education.

Program Highlights



- Special Video Address
 - Jean Todt, UN Secretary General’s Special Envoy for Road Safety
- Invited Guest Speakers
 - Mark King
 - Peter Frazer
 - Donna Price
- Hosted by
 - The Automotive Coalition for Traffic Safety
 - Robert Strassburger, President and CEO
 - Kristin Kingsley
 - Fatima Pereira da Silva
 - The International Safety Media Awards
 - Marcia Howell
 - Barbara Minuzzo

Who Should Attend

- Roadway Safety Advocates
- Youth Advocates
- Roadway Safety Researchers, Students, and Professors
- Policy-Makers
- Safety Communicators
- Safety Educators
- Vehicle Technology Engineers
- Alcohol Interlock Providers
- Law Enforcement
- First Responders/Post-Crash
- You!

WS4.3- Wednesday 30 November, 2022

| ACTS/DADSS/ISMA workshop: Towards Vision Zero: A world without drunk drivers. Shared visions for safety worldwide awareness | | | |
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| Time: | Name | Presentation | Position |
| 7 am | Kristin Kingsley (on behalf of Robert Strassburger) | Opening Session | Representative, Automotive Coalition for Traffic Safety, Robert Strassburger: President and CEO The Automotive Coalition for Traffic Safety |
| 7: 20 am | Jean Todt (b) | Automobiles and people: The challenges of new technologies for a safer world | UN Secretary-General's Special Envoy for Road Safety |
| Table introduction: 7: 25 am | | | |
| 7: 45am | Mark King (a) | Science and research speak to us: facts to bear in mind | Associate Professor and Academic Lead, Postgraduate Research at CARRS-Q, Center for Accident Research and Road Safety, Queensland University of Technology; ICADTS Board Member |
| 8: 05 am | Peter Fraser (a) | The world needs to hear what the feeling is when a part of us disappears | President of the SARAH Group for Safer Australian Roads and Highways |
| 8: 25 am | Marcia Howell (a) | Communication as a strategic tool for everyone's commitment to a safer world | Director International Safety Media Awards Executive Director: Center for Safe Alaskans |
| 8: 45 am | Donna Price (a) | Building a world of safe mobility. Life lessons: from the past, to the present and for the future | Founder & Chairperson, International Road Victims' Partnership; Member of the UNRSC and Irish Road Victims' Association |
| Break Time: 9:05 am | | | |
| 9: 35 am | Moderators: Kristin Kingsley (a); Fátima Pereira da Silva (a); Bárbara Minuzzo (a) | Practical workshop: Lessons learned. Dynamics of interaction with attendees. Based on a dynamic in groups of a maximum of 8 to 10 attendees, participants will be invited to actively participate through group work proposals, for 40 minutes. They will then be invited to elect a representative for each group to present their contributions: 1- Creating a key guiding phrase; 2- which actions should be implemented; 3- what expectations and results in the future | Automotive Coalition for Traffic Safety, Representative Automotive Coalition for Traffic Safety, Representative ISMA 2022 Coordinator |
| 10: 25 am | Close session | | |

- a) Face-to-face sessions of about 15 m
- b) 5 Minute video presentation
- c) Each presentation is expected to be 15 m long with 5 m for interaction at the end of the presentation moderated by Kristin Kingsley;