

CONADIC and FISAC present the First Memoirs of the National Breathalyser Programme, “Drive Alcohol Free”.

- The National Breathalyser Programme, “Drive Alcohol Free” is one of the most cost-effective programmes, having decreased the amount of alcohol-related road accidents by 35%.
- States such as Nuevo Leon, Colima, Sinaloa and Quintana Roo are working toward the standardisation of the legal drinking limit for driving (0.40 mg/L), its corresponding sanction consists of an administrative arrest (i.e., no criminal charges are filed) and the person is detained incommutably for 20 to 36 hours.

Mexico City, on this day, August 27, 2018. – The National Commission Against Addictions (CONADIC), part of the Health Secretariat, and the Foundation of Social Investigations, A.C. (FISAC) present the **First Memoirs of the National Breathalyser Programme, “Drive Alcohol Free”** in which we can find the actions that have been a product of the MOU of collaboration in matters regarding prevention co-signed by both institutions in June of 2016. In it, one of the main goals was working together in the implementation, standardisation and strengthening of said programme.

The event was officiated by José de Jesús Solís Rodríguez, a General Director at the CONADIC, Carlos Álvarez D’Vivo, President of the Board of Directors at FISAC and Isaac Chertorivski Shkoorman, Honorary President of FISAC.

The National Breathalyser Programme, “Drive Alcohol Free” is one of the most cost-effective programmes, having decreased the amount of alcohol-related road accidents by 35%, thus benefitting 80% of the Mexican people.

The states that to this date are working under a programme standardised with the one in Mexico City, are: Aguascalientes, the State of Mexico, Nuevo Leon, Sinaloa and Veracruz, among others. All of them conduct the programme in a way that guarantees the human rights of those detained.

These results showcase the work with the 31 states of Mexico, in approximately 379 municipalities that registered high rates of alcohol related road accidents and concentrate the highest population density.

CONADIC and FISAC have made great efforts in order to reach the whole country with the *National Breathalyser Programme, Drive Alcohol Free*, carrying out actions of raising awareness, training and monitoring; along with specific advisory consults for some states, on the need to modify or implement reforms in their regulatory frameworks and on-site supervision during the application of breathalyser checkpoints, among other activities.

Regarding the programme, José de Jesús Solís Rodríguez, a General Director at the CONADIC, stated that these memoirs describe the work methodology, the success stories and goals reached, as well as areas of improvement.

Likewise, he declared that this material is proof that working together, coordinated and with a common goal, it is possible to establish a solid link between sectors, guaranteeing the application of strategies with successful results in the prevention, care and control of addictions.

For his part, Carlos Álvarez D'Vivo, President of the Board of Directors at FISAC, commented that the joint work between the public, private and social sectors guarantees successful results in prevention programmes. In this sense, the collaboration with CONADIC and civil society has brought great satisfaction at the institutional level as well as individually, in each one of the people involved in joining efforts to achieve the goals outlined in this programme.

Our hope is that these First Memoirs of the National Breathalyser Programme, Drive Alcohol Free, serve as an inspiration for all those who wish to join the noble task of reducing accidents derived from the ill-paired drinking and driving, as well as the damage that this situation causes to Mexican society.

The programme is a success story and establishes a precedent that this strategy can be a good role model at both a national and international level.

If you witness any irregularity during a breathalyser checkpoint, report here: 01800 911 000 CECIADIC

For more information, visit: <http://www.conadic.salud.gob.mx> / <http://alcoholinformate.org.mx/>

Follow us on Twitter: @SSalud_mx/ @CONADICmx Facebook: SecretariadeSaludMX / Salud.Conadic/

Twitter, Facebook e Instagram: Mitos Alcohol

Press Contact: Social Communication CONADIC, comsoc.conadic@gmail.com

Janet Sánchez Quintos, jsanchez@fisac.org.mx, 55459510 ext. 214

On CONADIC.

The National Commission Against Addictions (CONADIC) has as a mission to promote and protect Mexican's health, by means of the definition and handling of national policy in matters of research, prevention, treatment, training, and development of human resources for the control of addictions, with the purpose of bettering health quality at an individual, familiar and societal level.

On FISAC

The Foundation of Social Investigations (FISAC), is an organisation of the civil society established in 1981, its mission is to promote a cultural change within society concerning accountability regarding alcohol use, through health and life skills education. It is constituted by the main alcohol industry companies and traders in Mexico, as well as strategic allies: Bacardí and Company, Beam Suntory-Tequila Sauza, Bodegas La Negrita, Brown Forman Tequila Mexico, Campari Mexico, Pedro Domecq, Diageo Mexico, Grupo Televisa, José Cuervo, La Madrileña, Moët Hennessy of Mexico and Pernod Ricard Mexico.

FISAC works under 4 guidelines: No drinking and driving, Zero underage alcohol use, Respect for non-drinkers, and Moderation in consumption. The foundation's work is centred on awareness campaigns, prevention workshops for teenagers and young adults, as well as trainings for service providers.