



SARTRE 3



*Drivers' attitudes to  
Drivers' attitudes to  
medicinal drugs and  
medicinal drugs and  
possibilities of preventive  
possibilities of preventive  
activities  
activities*

EUROPEAN  
CAR DRIVERS  
AND SAFETY  
*How to  
do better?*

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*SARTRE 3 Social Attitudes to Road Traffic  
Risk in Europe*

Granted by



EUROPEAN  
COMMISSION  
DG TREN



# Do we really need preventive activities ?

- **State of the art**
- Are medicinal drugs a contributing factor for road accidents?
- Do drivers recognise them as a factor contributing to road accidents
- How many drivers take medicinal drugs
- **Preventive activities**
- Raising awareness
- Changing attitudes
- Safer behaviour



Source: Krka d.d.



## Available data from the SARTRE3 survey

Who is SARTRE?

23 countries

24371 drivers

Results about:

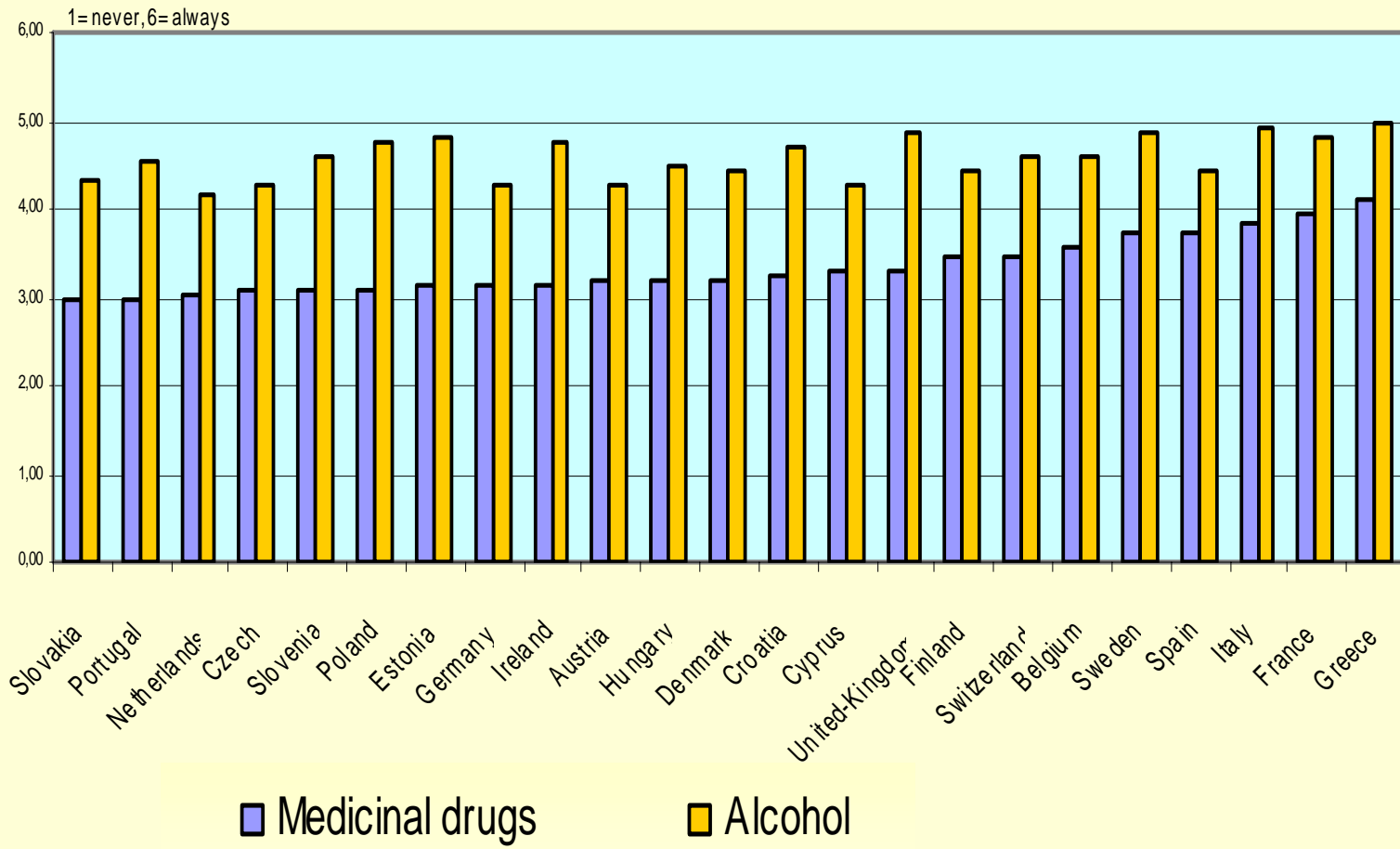
- Attitudes
- Self reported behaviour
- Perceived risk

related to factors important for road safety.



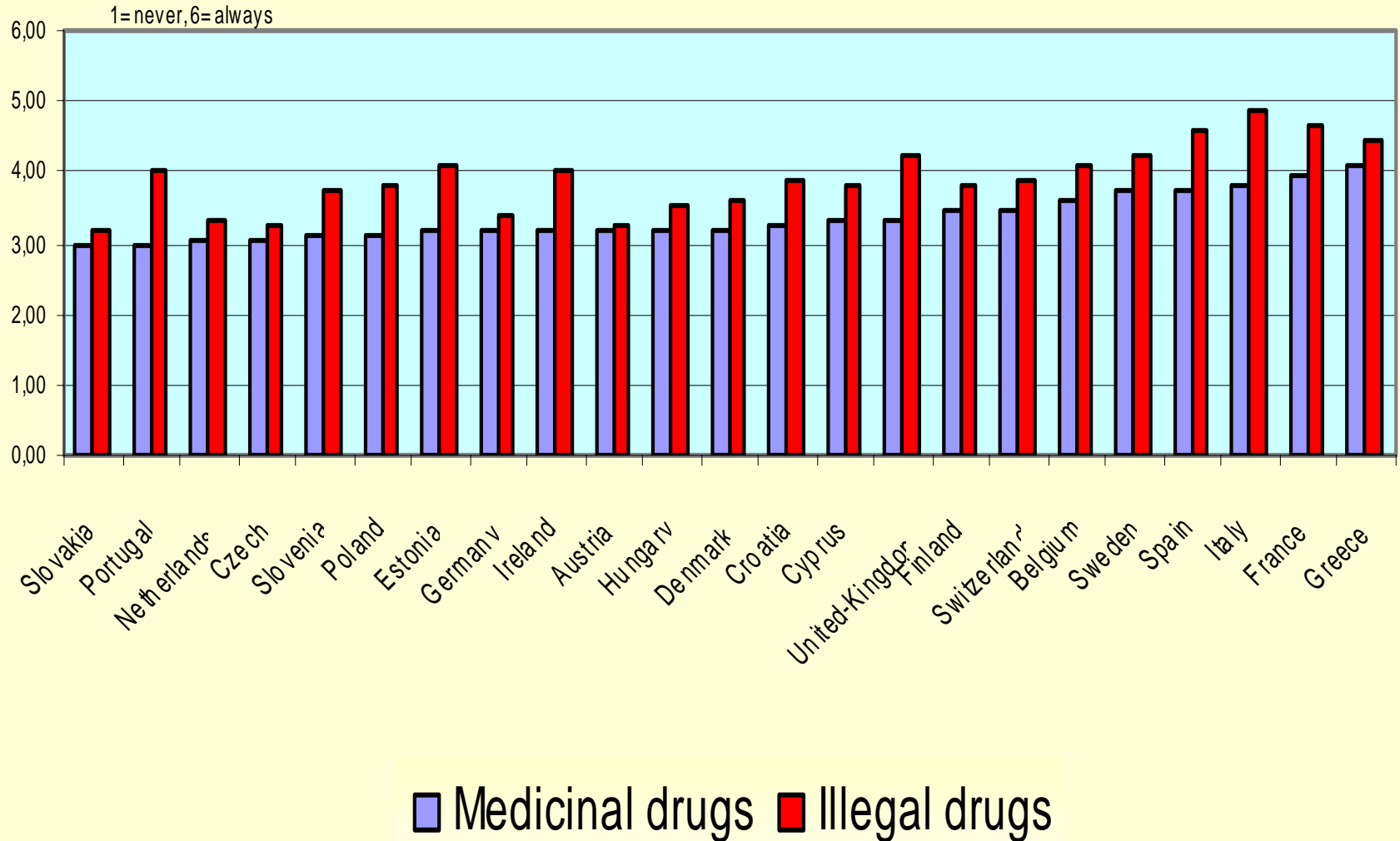


# How often are following factors causes of road accidents



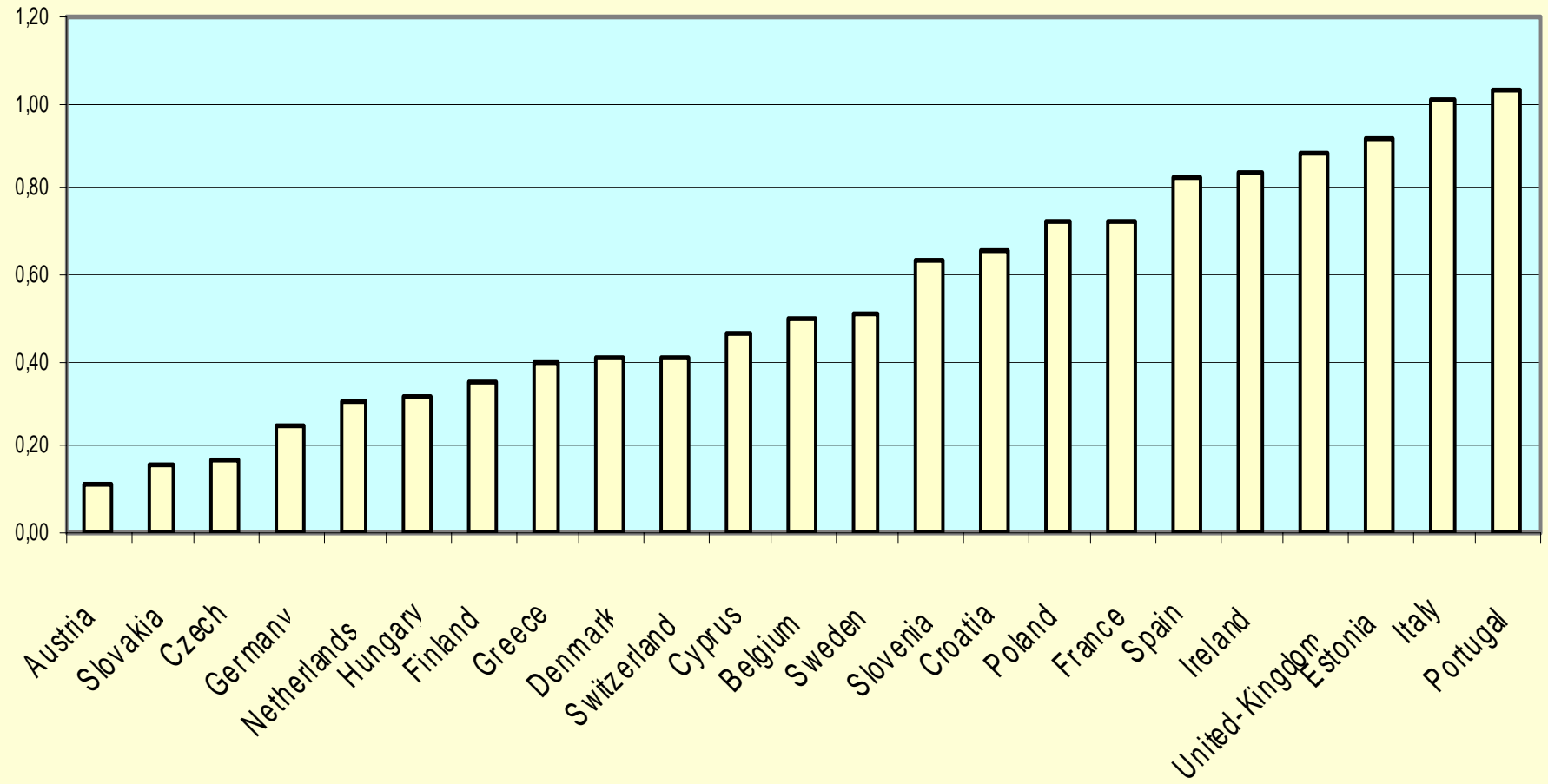


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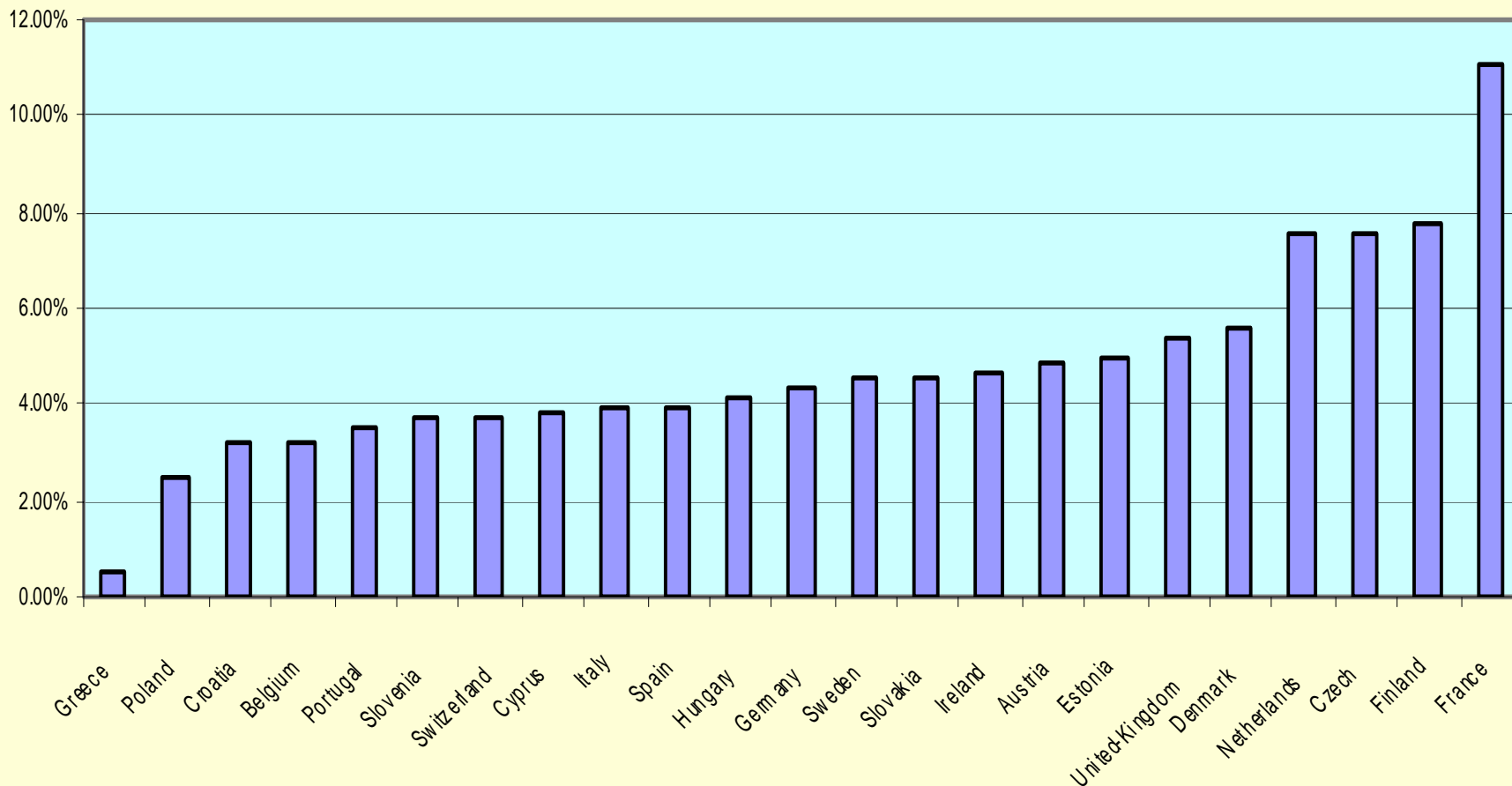


# Differences between medicinal drugs and illegal drugs as a cause of the accident





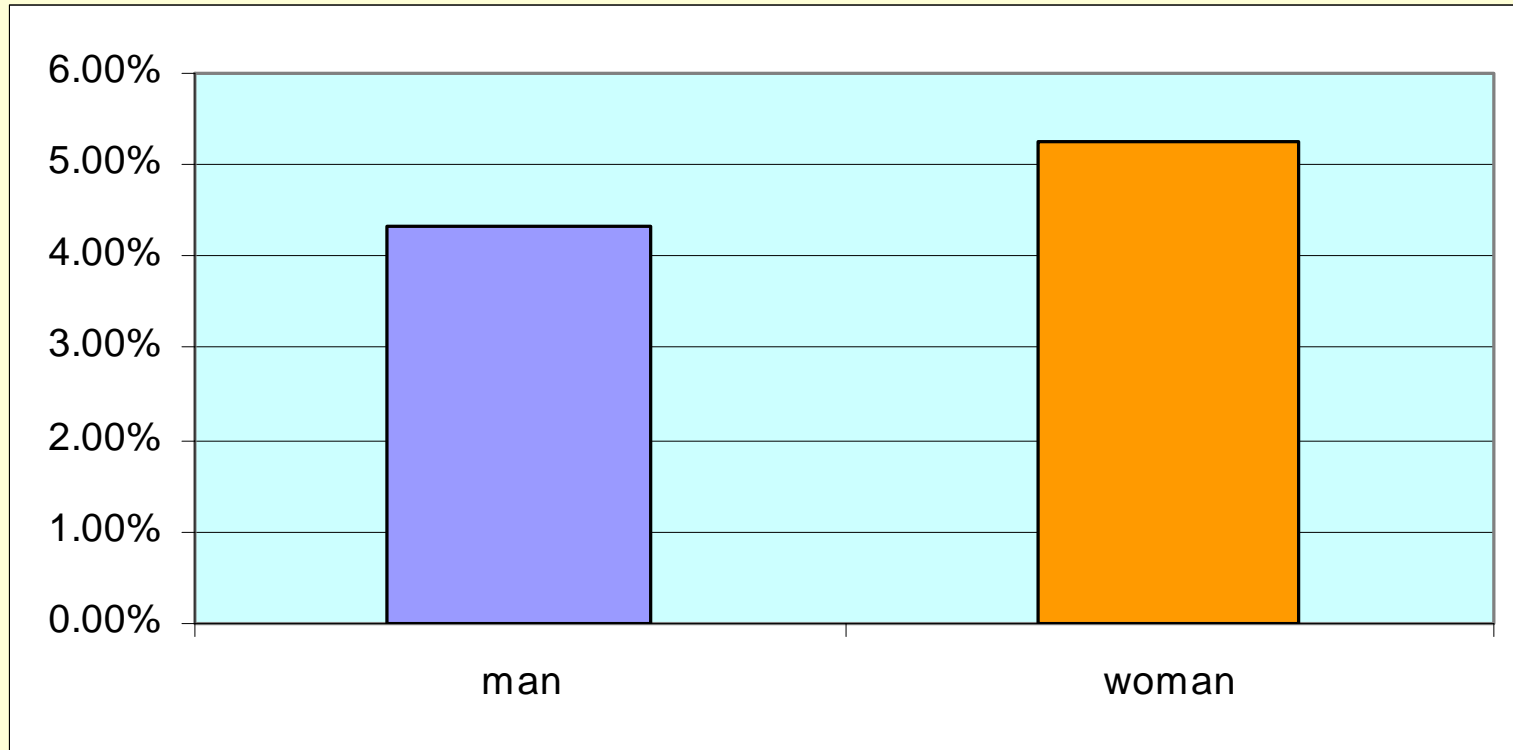
# Percentage of drivers who regularly take medication which may influence driving ability





# Percentage of drivers who regularly take medication which may influence driving ability

Gender

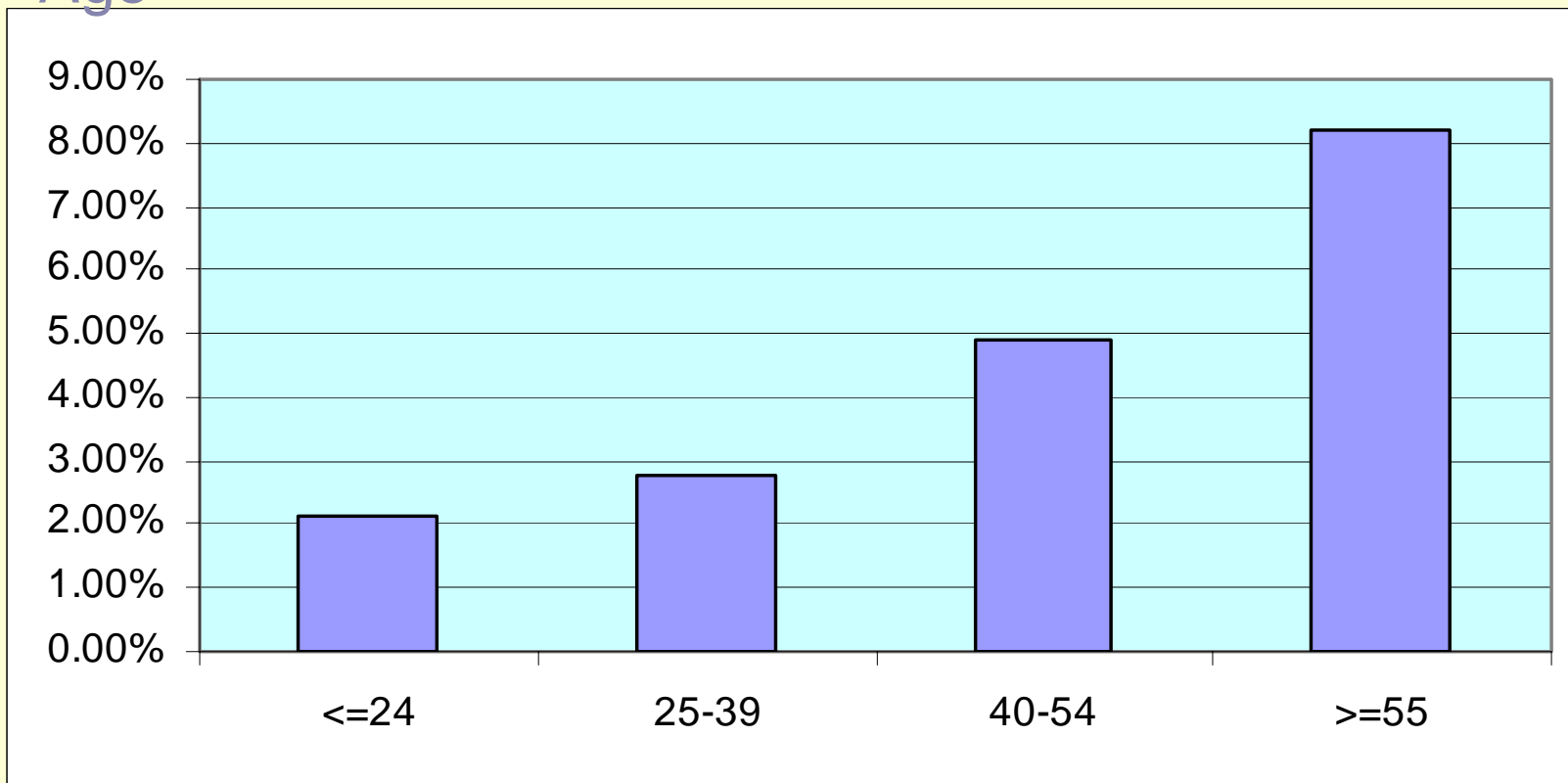






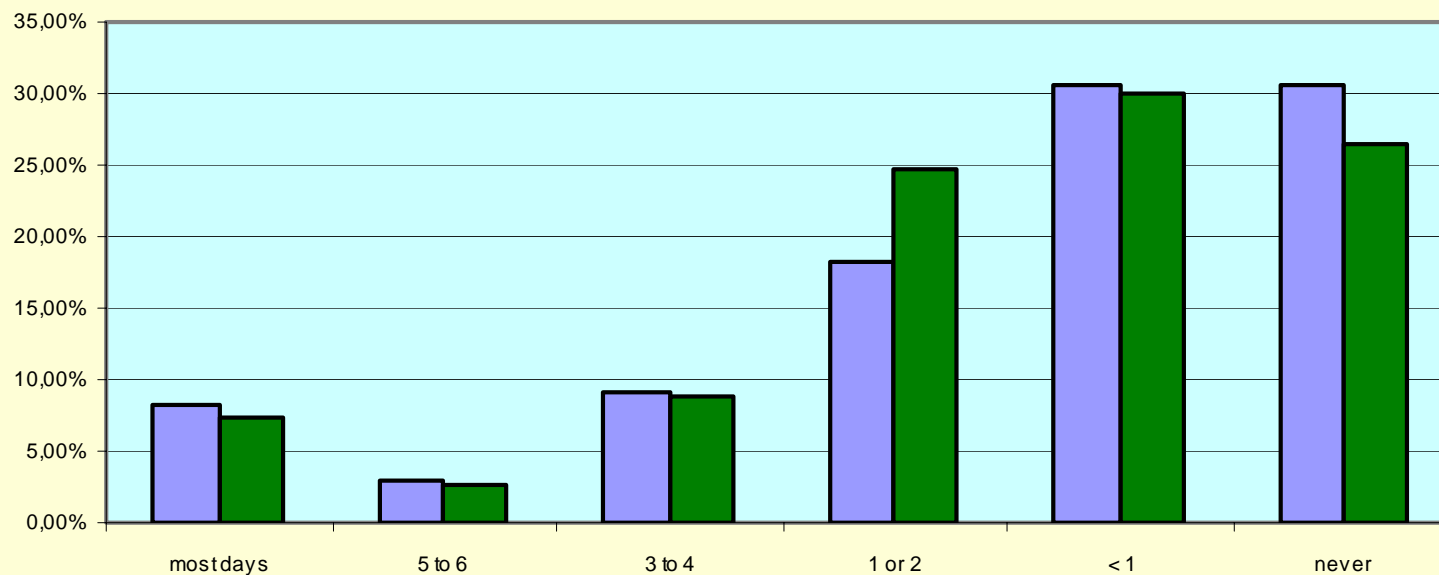
## Percentage of drivers who regularly take medication which may influence driving ability

Age





## How many days per week do you drink alcoholic beverages?



■ drivers who take medications ■ other drivers



# Steps in preventive activities

## OBJECTIVE:

*Eliminate problematic behaviour of the target group and convert it into a lasting behaviour change*

- Eliminate existing behaviour: Taking medical drugs and driving, taking medicinal drugs and drinking alcohol
- New, adapted driving behaviour
- Avoid potential risk behaviour (not adapted to traffic circ.)

⇒ change in

**knowledge** (rules + risk perception)

**attitude** (medical drugs influencing driving abilities = not driving)

**behaviour** (driving in a safer way)



# Steps in preventive activities

## STARTING POINT:

*The existing (problematic) behaviour of the road users*

- Analysis & researches
- Obstacles to adopt a better behaviour
- Boundary conditions
- Decide and evaluate

⇒ First know, then act



# Optimal approach

- Knowledge (education)
- internal motivation (attitude)
- integrated approach: combination of awareness raising and **enforcement** → objective and perceived risk of being caught DWI



# Conclusions

- Raising awareness that medical drugs are an important factor contributing to road accidents
- Information on risk behaviour
- Research and analyses
- Campaigns (e.g. Ask your pharmacist)
- And last but not least :

**What do we offer?**

**>**

**the necessary sacrifice of the audience!**