



社團法人台灣酒與社會責任促進會
Taiwan Beverage Alcohol Forum
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會訊雙季刊

二〇〇三年一月 - 六月

在認為喝酒是正當的社交禮俗，酒後駕車是可以容忍的台灣人來說，近年來儘管政府在路邊攔車執行酒測，而少數民眾仍有心存狡倖心理，只要不被抓到就好，但根本上對酒後駕車會危及自身及他人生命安全的危險認知不夠，而時有酒後駕車肇事事事件發生，這時不論是政府單位或私人機構都有責任對大眾教育酒後駕車是危險的行為，及適時提醒駕駛及其身旁的朋友切莫酒後駕車，尤其顯的格外重要。

在農曆春節期間是酒駕的高峰期，為有效的提醒民眾酒後開車肇事多，促進會首度結合了廣告及媒體業者的資源，推出了一支三十秒宣導酒後不開車的短片 - 再多保護也救不了酒後開車”輪胎篇”，以幽默的手法來詮釋一個老掉牙的觀念，並結合台北市相關政府單位的資源以新的公車背版平面創意廣告宣導。電視宣導片不但在各有線及無線電視台播出，更在創意讓促進會的創意伙伴 - 上奇贏得了 2003 年 4A 自由創意獎的最佳公共服務獎銀牌及最佳低成本 TVC 創意獎銅牌。

根據台北市交通局統計民國八十九至九十一年，十大酒駕肇事路段以直路及交岔路分別居於第一及第二高，而肇事高峰時段則在晚上十點至凌晨四點，佔全天肇事率的百分之四十五。據統計在春節期間，酒後駕車的行為可能因為警方強力執行酒測，自去年起已有明顯下降的趨勢，但在全國統計，因酒駕死亡案件有

Newsletter

January - June 2003

Our anti drink-drive campaign continues to build with the active cooperation of government and private companies and individuals dedicated to tackling the issue of the minority of people who consume alcohol and choose to drive. The vast majority of people in Taiwan recognise the dangers of drunk driving and TBAF would like to restate its commitment to the responsibility message, which with legal enforcement will continue to force down the incidents of drink driving in Taiwan.

TBAF supports the view that alcohol education, as well as sufficient enforcement of the law, has a major role to play in addressing the issue of drink-driving in Taiwan. The Taiwanese Government has responded to a recent report which claimed that drink-driving was responsible for the highest number of fatalities on roads in Taiwan in 2002, by acting to reinforce existing legislation. TBAF has responded with a renewed TV anti drink-drive advertising campaign across major cable channels, and with a print ad campaign in conjunction with Taipei authorities. Following with the billboard campaign in Taipei in June, we are pleased to report a decline in



四百一十二件，為十大交通事故原因的第一位。所以在今年六月的宣導，是在重點道路上以路邊看板提醒駕駛人酒後不開車，其平面設計就延續了電視廣告的圖像以加深受眾者對酒後不開車的印象。

促進會榮譽理事 Mr. Neil Hardwick 已於今年六月調往上海分公司，新接任台灣分公司總裁為 Mr. Christopher Fay 並將會如以往繼續支持促進會宣導負責任的飲酒態度。

如欲進一步瞭解促進會的宣導或提供資源贊助促進會活動，可以電子郵件聯絡本會 contact@tbaf.org.tw

detected drink-driving cases during the Chinese New Year holiday period, as verified by reports from Taipei City Government.

TBAF launched a new anti drink-drive campaign video on January 25th this year. The theme of the video is 'Nothing can keep you from danger if you drink and drive', a 30 second film which seeks to reinforce the 'danger' message in a humorous but also responsible way. The video recently won our creative partners Saatchi & Saatchi silver and bronze awards at the 2003 4A Creative Awards ceremony!

One of our board members, Mr. Neil Hardwick, moved to take up a post at Saatchi & Saatchi in Shanghai in June. His successor at TBAF, Mr. Christopher Fay, looks to build on TBAF's efforts to promote responsible consumption and the work which Mr. Hardwick initiated.

If you would like to learn more about TBAF, or would like to assist us either with volunteer-time or with technical assistance on TBAF's website please click on this link contact@tbaf.org.tw