

## NEWSLETTER

January – June 2002

Early this year Mr. William Li, Managing Director of Diageo Taiwan, was elected as President of the Taiwan Beverage Alcohol Forum, effective January 2002.

Although there was some good news with regard to drink-drive violations, (The National Statistics Report confirmed that there was a decrease in the number of drink-drive violations in 2001 compared with 2000), TBAF continues to emphasize consumer education via anti drink-drive initiatives in partnership with local government and private sectors. While heavy fines and targeted enforcement undoubtedly has an effect we believe that it is important to underpin enforcement with education.

It is recognized that Chinese New Year is the period when there is generally an increase in drink-drive violations. This year TBAF and Taipei City Government Traffic Department launched our joint 'Let the sober person drive' initiative. This poster campaign centered around city-bus rear panel advertising, sending a timely message to remind both drivers and their passengers of the dangers of drink-driving. We are pleased to be able to report that over 100 Taipei City buses carried the distinctive poster on various routes through the city, from Chinese New Year through to the end of March.

In May of this year TBAF, in conjunction with a number of local media organizations, launched an outdoor billboard advertising campaign, with video and radio broadcast advertising campaign focusing on the dangers of drink driving. City-Bus side panels were again utilized as well as posters at gasoline stations and parking lots in Taipei and in the Kaohsiung metropolitan area.



TBAF is also pleased to announce the launch of a new web-site set up as a resource to provide information on anti drink-drive campaigns implemented by TBAF. In addition to past and present campaign information you will find helpful information a more general nature, for example we have a convenient BAC (Blood Alcohol Content) chart, accounting for weight and gender. Our web site address is [www.tbaf.org.tw](http://www.tbaf.org.tw). Further information on the subject of drink-driving and underage drinking can also be found on our website. If you have any questions regarding our anti drink-drive campaign or would like to assist TBAF VIA donation, volunteer- time, or perhaps as a technical expert please contact [contact@tbaf.org.tw](mailto:contact@tbaf.org.tw)