



Ministry of Infrastructure and the
Environment

Dutch educational alcohol measures

Holenderski środki
wychowawcze alkoholu

25 September 2015



Awareness, education and information

- The BOB campaign was conducted in 2001
- The originally Belgium concept is adapted to the Dutch culture. The wry humour and pointing an accusing finger does not work out in the Netherlands
- The Dutch BOB concept is humorous, in perspective and not preachy.
- The campaign concept is regularly updated so the message always appeal to the audience
- There are different themes:
 - Summer and winter campaigns
 - Marking the Orange feeling around the European and World Championship Football and the Olympic Summer Games
 - Special sport campaign



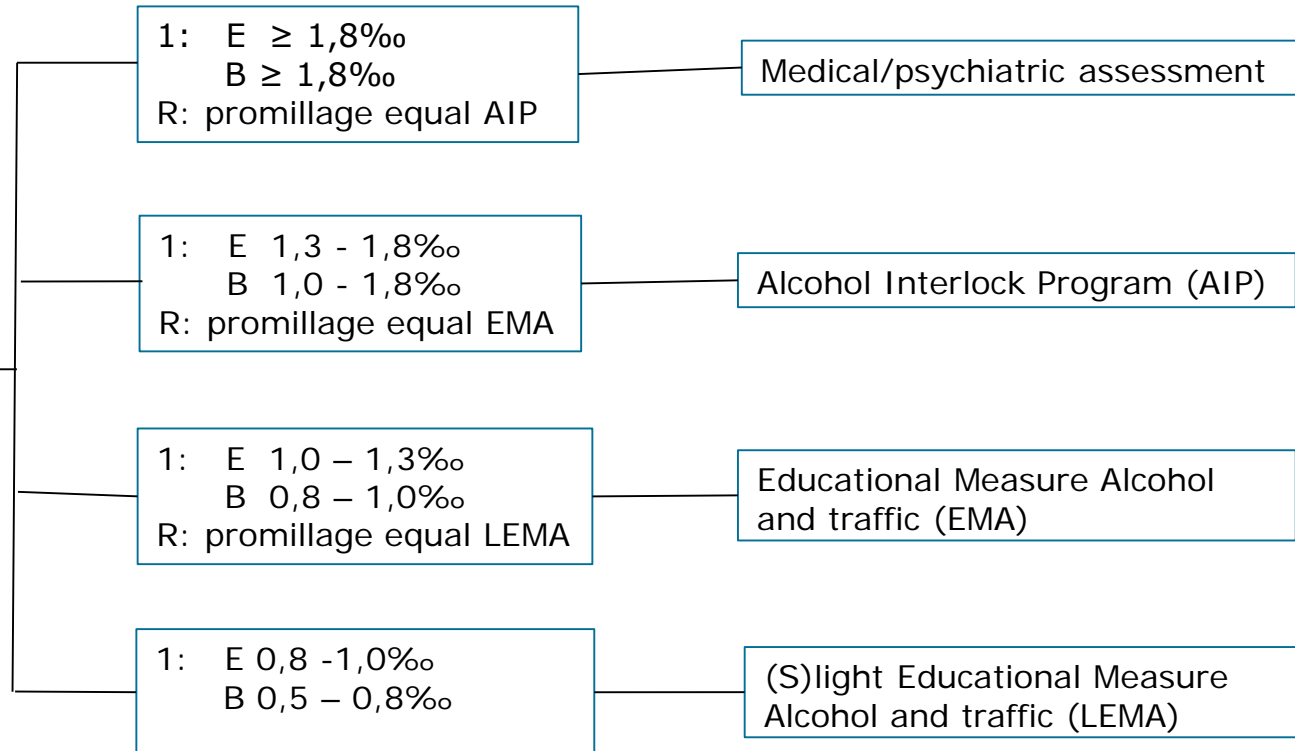
Visual materials





Driver improvement programme alcohol

Legend:
E: experienced driver
B: beginning driver
R: recidivism (< 5 year)





Course and examination

- Rehabilitation course
 - The course last several sessions, spread over a number of days and are taught by specially trained trainers / psychologists
 - The participants learn about the effect of alcohol to the body and driving behaviour and discuss about the consequences of drinking and driving
 - The EMA contains 1 full day and two half-days classes in a group and an exit interview
 - The LEMA contains two half-days classes in a group
- The examination consist of three parts:
 - A blood test (elevated levels indicating excessive alcohol consumption)
 - A physical examination of the body (p.e. alcohol air and vibration of the hands)
 - A psychiatric examination carried out in accordance with Dutch Directives psychiatric research (interview and history of mental illness)