

Policing and enforcement approaches in Slovenia

Enforcing drink driving legislation in Slovenia

In 2008, a major campaign was undertaken in Slovenia to reduce alcohol-related harm and road traffic crashes.¹ The campaign focused around two key party periods: the week surrounding St Martin's Day in November (when most traditionally turns to wine), and the Christmas and New Year holiday season. A key factor of the campaign was an increase in enforcement activity, particularly at weekend nights but also taking into account the increased daytime drinking over the holiday period. Enforcement activity included random police breath testing of drivers and increased inspections in licensed premises to enforce legislation on underage alcohol sales and sales of alcohol to intoxicated customers. The campaign was supported by intense media coverage, including posters, billboards, and radio and television advertisements. Campaign materials were targeted at young people most at risk of drink driving, including in and around nightlife premises. A telephone survey of drivers was also undertaken to measure public opinion on drink driving and methods of its prevention.

Police statistics show that during the first period of the campaign (November), officers stopped and breathalysed 15,660 drivers. Of these, 4.5% had breath alcohol concentrations higher than the legal permitted level. During the second part of the campaign (December), 74,720 drivers were stopped and breathalysed by police. Of these, 2.1% were found to be over the legal limit. Compared with the same periods in the previous year (2007), the number of road traffic crashes and road traffic fatalities decreased significantly during the campaign. The number of drivers in road traffic crashes who were under the influence of alcohol also decreased, although there was a slight increase in the proportion of all drivers in road traffic crashes who were under the influence of alcohol.⁴⁹ Evaluation of the media campaign found that the majority of drivers surveyed were aware of, and strongly supported the campaign, including increased random breath tests and detention of drunk drivers.² A major benefit of the campaign was also considered to be the greater awareness and reduced acceptance of drink driving by the media and civil society.



1. Ministry of Health, Slovenia. Report on the implementation of the campaign "Alcohol kills. The most innocent" during November-December 2008. Ljubljana: Ministry of Health, 2009.

2. Ninamedia. Evaluation of prevention advertising campaign to prevent drunk driving: Alcohol kills. The most innocent. Ljubljana: Ninamedia, 2008.