

## Truth about consequences is best way to educate drink drivers says IAM Motoring Trust

Neil Greig, Assistant Director of the IAM Motoring Trust said: Despite many years of campaigns ignorance about the personal consequences of drinking and driving is still rife. Hard core drinkers who get behind the wheel are best caught by police patrols and public tip offs. For the remainder, who may be tempted to risk it, the hard truth is that messages warning them about the personal effects on their home, work and wallet are more likely to hit home than shock advertising.

The IAM Motoring Trust welcomes the new Dft television campaign with its clear focus on the lasting personal implications of a drink drive conviction. Aside from the minimum one year ban and substantial fine drivers must consider the dire consequences of a criminal conviction. Higher insurance premiums, loss of job or barring from certain careers, inability to hire a car and potential hassle in gaining a visa to enter the USA are just some of the lasting mementoes of that extra drink.

Greig adds Sadly showing drivers the human cost of drink drive in the form of death and injury does not shock them into reforming their behaviour. In the real world drivers don't think it will happen to them. The IAM Trust believes that pointing out the everyday consequences of drinking and driving is more likely to stop the occasional drink driver becoming a danger on the road.

Ends all

### Media Contacts

Neil Greig 020 8996 9772 [neil.greig@iamtrust.org.uk](mailto:neil.greig@iamtrust.org.uk)

Barry Walsh 020 8996 9776 [barry.walsh@iamtrust.org.uk](mailto:barry.walsh@iamtrust.org.uk)

Media relations 020 8996 9777

The IAM Motoring Trust is the research and advocacy arm of the IAM (Institute of Advanced Motorists)

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