

COMMUNITY FEEDBACK, CHINA



Date started: January 2008 Date finished: January 2008

Partners: GRSP, HHRDC, WHO, Clarity Public Relations and local partners in Guangxi province.

Cost/time/resources: part of the GRSI drinking and driving project in the province.

Main result so far: Different attitude toward drinking and driving in two major cities in Guangxi.



Together with a wide range of partners, GRSP in China has nearly concluded a drinking and driving project in Guangxi province. Initial results in the participating cities show a decrease in drink-driving and an increase in awareness after targeted education and enforcement campaigns. In the control city the opposite trend has been observed.

As part of the project, focus group discussions were conducted in Nanning and Liuzhou before designing the public education campaign. The feedback from the community shows a clear link between general public awareness, education, enforcement and behaviour.

Summary project sheet

Objectives and scope

The focus group discussions were held in the two cities of Nanning and Liuzhou in order to understand:

- local drinking and driving behaviour;
- the main causes for drinking and driving;
- the level of public education and traffic law enforcement with regard to drink driving;
- public knowledge on legal system, risks and social impacts;
- public attitudes regarding existing and forthcoming educational and enforcement efforts;
- effective educational methods for preventing drinking and driving for the two cities.

Activities

A total of 35 group discussions were conducted with around 180 people participating. People were divided into driver groups (private and professional), policemen groups and resident groups (urban and rural). The groups were interviewed for about an hour. The discussions were recorded on tape as well as paper. Specific questions were designed for the different groups.

Conclusion and main lessons learnt

The outcome of the focus group discussion and feedback from the community is worth noting. Differences were shown between the two cities - the awareness and respect for the law and enforcement activities seems much higher in Liuzhou, although drinking and driving is still a serious problem.

Main reasons for people drinking and driving in both cities are that they have "Drinking Cultures". Drinking is a 'must' at party or banquets. There is a saying in Chinese, "no banquet without drinking". Many drivers tend to "try their luck", and believe "it is no big problem...just don't get caught by the police." Most people think the behaviour of drinking and driving is a "mistake," not illegal. Most people have a very poor understanding on the specific effects alcohol has on their driving ability and many don't know the legal BAC limit.

This links well with the lack of dedicated public education programmes and the serious limitation of the police in enforcing the law, especially in Nanning due to lack of resources. The social responsibility and legal knowledge seem somewhat stronger in Liuzhou where one also finds concepts of "designated drivers". Drinking and driving is an issue in both cities however the awareness and community priority is very different.