



→ CLEAR ZERO, CLEAR CONSCIENCE



**CLEAR ZERO
CLEAR CONSCIENCE**



TARGET GROUP:

(young) drivers

**TIME OF
OPERATION:**

during events,
at night where
alcohol is available

**EVENT
ORGANISERS:**

Safe Journey
Institute
moderators/
facilitators

FORMAT:

various locations,
awareness raising,
alcohol testing,
awards for drivers
with zero blood
alcohol readings

OBJECTIVES:

To reduce the numbers of young drivers getting behind the wheel while under the influence of alcohol. To change societal attitudes to driving under the influence of alcohol. To reinforce the concept among drivers that alcohol and driving do not go together.