

Central Otago



A World of Difference

Our Region



Our Crash Statistics



A bit of background info...



Our Enforcement Statistics



**EXPECT
MORE
TESTING**

DON'T DRINK AND DRIVE

The Project



How do you reach local males aged 20-24?

What were our messages?

What could we do to make them take the messages on board?



The Resource



Intoxiclock




Engaging the Target...




When is one glass really one glass?





The Results



The Intoxiclock engages people because it is all about them - their data, their results.

Having used the system, 37% of customers brought somebody else to have a go...

Our current years "alcohol" programme is now based on taking the Intoxiclock to as many clubs and groups as possible -now that we have tried the system, requests are coming from the Clubs for Road Safety to visit.

