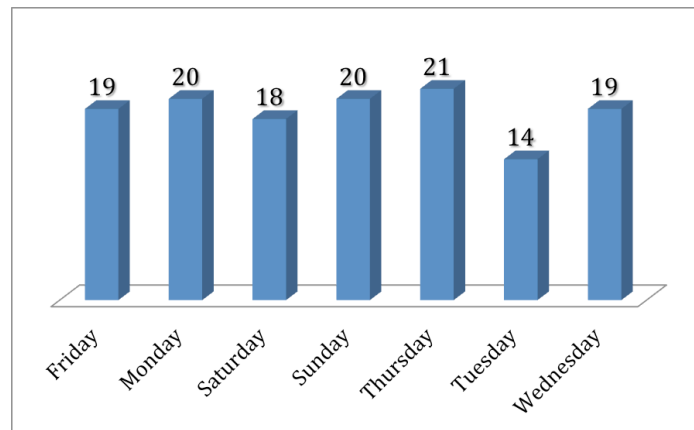


RELIGIOUS BELIEFS ENDORSE RESEARCH ON RISKS OF DRUNK-DRIVING

An analysis of the previous five years' data (2007-2012) of deaths due to drunken driving in the City has brought to fore an interesting fact. In spite of all the awareness and enforcement drives road users still feel it is worth taking the risk for the temporary excitement and thrill. A sizable number of people do not drink on Tuesday because of the underlying religious belief is that God will help his devotees to overcome difficulties in their lives. Little do they realize that God might be helping them in overcoming other difficulties He is surely protecting them from the risk of getting involved in a road crash due to drunken driving.

A study has revealed that "Crash Data Analysis" of the previous 5 years (2007-2012) reveals that there are nearly 28% lesser fatalities on Tuesday compared to any other day of the week. Navdeep Asija, Research Scholar, IIT New Delhi and ArriveSAFE, NGO on Road Safety conducted this study.



Impairment by alcohol is an important factor influencing both the risk of a road crash as well as the severity of the injuries that result from crashes. This is particularly true for the risk of death: an alcohol-impaired driver has 17 times the risk of being involved in a fatal crash than an unimpaired driver. (Source "Road Safety Facts" – WHO).

As per studies conducted by the WHO in low-income and middle-income countries have shown alcohol to be present in between 33% and 69% of fatally injured drivers.

With the increased level of enforcement of drink-driving laws the incidence of drink and driving might have reduced as increased drivers' perception of the risk of being caught. Still we need the God's divine intervention to Arrive Safe.