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Launch of Public Education Campaign on Drink Driving – A joint initiative by The Hong Kong Medical Association and The Law Society of Hong Kong

The Hong Kong Medical Association and The Law Society of Hong Kong have today launched a Public Education Campaign on Drink Driving.

The two professional bodies share concerns about the harm that drink driving can cause and are collaborating in several activities to drive home a key message that those who drink should not drive.

The aim of the Campaign is to arouse the public's awareness of several medical facts about driving under the influence of alcohol, and to highlight the risks of serious loss of life and property.

On the medical side, the campaign will highlight the adverse effects that alcohol can have on drivers and dispel certain misconceptions of how the blood alcohol level can be lowered.

On the legal side, drivers will be reminded of the serious criminal consequences for drivers who drive with an alcohol level above the legal limit. The campaign will also highlight the serious civil liability that drivers and owners of vehicles could face arising out of exclusion clauses in insurance contracts.

The campaign is meant for the general public, especially drivers, experienced and inexperienced. The two professional bodies will be distributing flyers containing answers to frequently asked questions concerning the medical and legal aspects of drink driving to target groups in sites where they are likely to frequent such as Lan Kwai Fong. We will also encourage lawyers and doctors to alert their clients to think twice before sitting behind the wheel after consuming alcohol.

The campaign will run for an initial period of two months starting from April.



For further information, please contact:

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The Law Society of Hong Kong
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