

## News



The hard-hitting beer mat message.

### Beer mats for campaign

A dramatic eye-catching holographic beer mat and poster that graphically shows the consequences of drinking and driving is spearheading a safety campaign designed by a West Sussex County Council Fire and Rescue Service firefighter.

'Lenticular' posters and beer mats involve two superimposed pictures. First you see four young people enjoying a drink in a bar then the image changes to show them badly injured in a car crash.

The wording on the beer mat and poster also changes from 'Drink and Drive' to 'Drink and Die'.

Originally it was only going to be used in Mid Sussex.

However, Lionel Barnard, county council cabinet member for public protection, said: "We thought it was so effective we've decided it should be used throughout the county. We've now ordered 46,000 beer mats and 2000 posters. With the support of local licensees and Pubwatch, Firefighters and Police will distribute them to some 600 pubs and clubs.

"The aim is quite straightforward to get drinkers, particularly young people to think about the consequences before getting into car when the driver has been drinking."

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original article: <http://www.horshamonline.co.uk/ViewArticle2.aspx?SectionID=507&ArticleID=1891810>