

DRINKAWARE

For immediate release

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‘Prioritise safety and keep our roads alcohol-free this bank holiday weekend’ urges Drinkaware CEO

- Our data shows that almost a quarter of young adults don’t believe that any amount of alcohol impairs their ability to drive*
- 13 % increase in road fatalities compared to this time last year **
- A third of fatalities in 2024 were aged 25 years or less ***

This Bank Holiday weekend, [Drinkaware](#) is appealing to roads users don’t drink and drive and instead choose a designated driver or taxi to get home safely.

As the long weekend approaches, Drinkaware aims to debunk any myths about the time it takes to sober up and encourages the public to avail of their easy-to-use Drinks Calculator - a free tool which can monitor alcohol intake and estimate the time required for the body to process alcohol - particularly the morning after consuming alcohol.

The Drinkaware [drinks calculator](#) is the most popular tool on [www.drinkaware.ie](#) and has already had over 120,000 uses in 2024. This demonstrates a desire from people to monitor their alcohol consumption and understand its effects, including processing time, ensuring they do not put themselves or others at risk by drink driving.

Research from the Drinkaware Barometer, a national reference point for alcohol consumption trends in Ireland, highlights a concerning lack of awareness regarding the harms of drink driving which is especially worrying with the rise in fatal road collisions this year. Our data shows us that almost a quarter of adults aged 18-24 don’t believe that any amount of alcohol impairs their ability to drive. The figures indicate a slight drop in adults believing that any amount of alcohol impairs your ability to drive (86% in 2023 vs 87% in 2022), and young adults report lower levels of agreement (77%).

Alcohol has been identified as a major factor in the increasing number of road fatalities and the most recent research from the Road Safety Authority (RSA) shows that 1 in 10 motorists have driven after consuming alcohol. Tragically, a total of 113 people have died on Irish roads in 2024, 13 more lives lost compared to this same period last year. Data from the RSA shows that of these fatalities this year, 37 (33%) were aged 25 years or less.

To assist the government's Road Safety Strategy to reduce deaths and serious injuries by 50% over the next decade, Drinkaware is urging the public to get the facts about alcohol and never drink and drive.

Drinkaware wants the public to know the facts about driving the morning after consuming alcohol:

- The only way to remove alcohol from your system is time; no amount of food or water will speed up the process.
- It takes at least one hour to process one standard drink.
- An average pint of beer equals two standard drinks. This means it will take your body two hours to process one pint of beer.
- Neither will the common myths about showering, eating a large breakfast, consuming coffee or energy drinks, or exercising.
- The processing time starts from when the last drink is finished.

Tips for a safe and mindful bank holiday weekend:

- Plan a safe route home before you go out. Double check public transport and remember it will be a busy weekend for taxis.
- Alternate every drink for a glass of water
- Don't top up your glass, let yourself finish the drink before pouring another
- Set a spending limit and stick to it
- Ask yourself 'Do I really want this drink?'

Try some alcohol-free events over the long weekend:

- Take part in a free local park run (don't worry, you can walk this too!)
- Make sure to check out your local area for different cultural events taking place
- Organise a mocktail night or try an alcohol-free alternative

Drinkaware's CEO Dearbhla O'Brien commented:

"Drinkaware is appealing to road users to prioritise safety on our roads this Bank Holiday weekend and don't drink and drive. This long weekend is a popular time for social events that involve alcohol and Drinkaware is encouraging people to arrange safe alternatives home, whether it's in a taxi or on public transport. If you see someone attempting to drive after drinking, a quick conversation could save a life.

Because there is no way to speed up how long your body takes to process alcohol in your system, there's no fail-safe way to guarantee all the alcohol you have drunk will be gone by the time you wake up the next day. It's important that people understand how long it takes for their bodies to process alcohol the next day; to prevent the typical rise we see in accidents over Bank Holiday's. The dangers of driving the day after consuming alcohol should not be underestimated.

Drinkaware is inviting everyone to avail of our free [Drinks Calculator](#) for more information on when it is safe to drive the morning after. Taking a shower or having a coffee may make you feel better, but it won't remove alcohol from your system. The only way to remove alcohol from your system is time. It takes at least 1 hour to process 1 standard drink, and the time starts when you finish your last drink.

We want to assist the public in their safety by providing practical information on drink driving, and when it is safe to drive the morning after. Let's make our second last long weekend this year a safe, fun and enjoyable time for all. Visit drinkaware.ie for more information."

Notes to the editor:

About Drinkaware:

Drinkaware is the national and independent charity working to prevent and reduce alcohol misuse in Ireland. It is governed by an independent board and regulated by the Charities Regulator. Registered Charity Number: 20204601

***The Drinkaware Barometer 2023 is a national population-based survey of 1,000 adults aged 18+ conducted by Behaviour and Attitudes in July/August 2023 and included a series of internationally recognised modules relating to alcohol consumption and mental health. For more information on research projects and publications, visit www.drinkaware.ie/research**

**** <https://www.garda.ie/en/roads-policing/statistics/roads-policing-statistics-for-2024/>**

***** <https://www.rsa.ie/road-safety/statistics/road-traffic-collision-data>**

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