

*"We let it fall by the wayside due to problems of control."*

# Designated drivers: more needed

by Colleen Weber

The Designated Driver Program proposes a practical solution to the problem of drinking and driving.

However, since its introduction by Hiram Walker Brands in May of 1985, less than two per cent of licensed establishments in Alberta have implemented the program.

Persons who agree to assume the role of driver for a group of drinking friends are given free non-alcoholic drinks under this program.

Undeniably, it would be a feather in the cap for any alcoholic beverage company to sponsor an easy-to-implement program which strives to reduce the incidence of impaired driving.

As Terry Kulasa, local president of People Against Impaired Driving (PAID), states, "We are very enthusiastic about backing the program."

A professional lawyer, Kulasa notes that "taverns share responsibility for impaired drivers being on the road and this serves as an incentive for the taverns to get involved."

Evidently, this incentive has sparked a number of local licensed establishments to implement the program.

The Beverly Crest, David's Restaurant, Smitty's Restaurants, and the famed student watering hole, RATT, all endorse the program.

One might assume there would be many more establishments which support this program.

In actuality, according to Hiram Walker representative in Alberta, Babe McAvoy, "Since the introduction of the program sixteen months ago, 69 out of a possible 5600 licenses use the program."

There is also the question of just how effective the program has been.

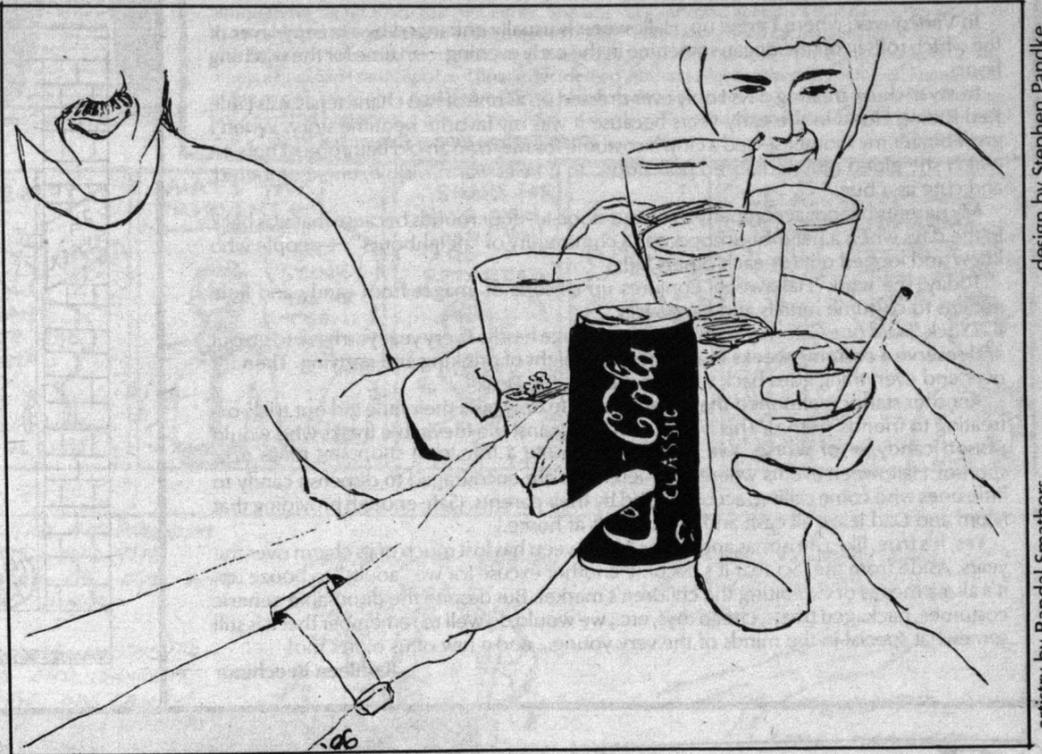
Don Moore at RATT states, "We're 100 per cent behind this program." Yet, when questioned on just how many people actually take advantage of it, Moore replied, "not a whole lot of people do."

Similarly, Barb Patterson of Barry T's indicated her enthusiastic support of the program. In fact, the club utilized the program a year ago. Patterson states, "We let it fall by the wayside due to problems of control."

There are also establishments like Johnny C's which were not even aware that the program exists.

The Canadian Club Designated Driver Program seems to be suffering due to a lack of public awareness, and in particular, a failure on the part of licensed establishments to implement it successfully.

Hiram Walker Brands realizes this and is taking steps to open the way



design by Stephen Pandke

artistry by Randal Smathers

for a greater and more successful application of the program.

Barbara Grant, Hiram Walker representative in Toronto, said, "We

are attempting to increase consumer awareness by publicizing (the program's) existence and promoting the concept."

Ideally, greater public awareness of the program will lead to a conscience attempt to avoid drinking and driving.

## Feds promise ed. forum

OTTAWA (CUP) — The federal government's proposed national forum on post-secondary education has garnered varying degrees of praise from the country's major education lobby groups.

In its Oct. 1 Speech from the Throne, the Mulroney government pledged to sponsor a forum, "to be held early next year." No other details have yet been set, according to Nigel Chippindale, educational policy director in the Secretary of State.

The Canadian Federation of Students, the Canadian Association of University Teachers, and the Association of Universities and Colleges of Canada have all welcomed the

forum. CFS and CAUT are also advocating a review of the current federal-provincial funding arrangement.

"Some sort of national dialogue needs to take place to more clearly define the role the federal and provincial governments are going to have," said CFS chair Tony Macerollo, adding it is "crucial" that students are allowed full participation in the forum.

CAUT president Allan Sharp said if the government is to take the forum — and thereby funding for post-secondary education — seriously, it must recognize two things.

"One, that they recognize that universities are crucial to Canada's

future, and two, they realize at long last that our universities are in crisis," Sharp said.

Both CFS and CAUT are calling for genuine discussion and analysis of education issues. "We know a conference won't solve the problems of education," said Sharp.

"What we are looking for is essentially a contract between the federal and provincial governments," he said.

The AUCC is more reticent. "We have no official comment yet, other than we're very happy with what was mentioned in the throne speech," said AUCC information officer Mark Giberson.

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### Quips 'n' Quotes

"The time is bound to arrive when people will stop marvelling at perfect household gimmicks, plush supercars, and the most long distance rockets."

Moscow News,  
Oct. 19, 1986

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