

**Perception of drinking and driving risk:  
A comparison between risk groups**

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According to the World Health Organization, 68 countries are experiencing an increase in death rates due to traffic injuries. Brazil is part of this group. There is a strong association between alcohol and drug use before driving and traffic accidents involvement. Neglecting the effects of alcohol on the body and consequently on behavior, especially in the context of traffic, may lead to a misperception of the risks possibly caused by inappropriate behavior. This study aimed to investigate the perception of the risk behavior between drinking and driving among two risk groups in Paraná: university students (mean age 21.63 years) and motorcyclists (mean age 33.37 years). There are similarities and differences between them. Both groups believed in the same situations that did not reduce the risks of driving under the influence of alcohol. However, among university students, the data evidenced a lower perception of risk in situations that they considered to mitigate the risks of drunk driving. Even though this is an indication of a greater perception of the risks of drinking and driving by motorcyclists, 50.8% were already victims of traffic accidents, compared to 27.6% of university students. The data indicates the need for targeted interventions for these groups. The presence of a psychologist specialized in the area of traffic psychology within the team of campaigning elaboration is also considered important, since this is a professional specialized in behavior understanding and changing.

\*Responsável pela apresentação do poster.