



# Impaired Driving Prevention Toolkit

*We're all at  
risk — but  
together we  
can save lives.*

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# Introduction

■ *In an Atlanta, Georgia high school auditorium, a teenage boy emotionally tells his captive audience how one year earlier, after drinking with his friends, he smashed his parent's SUV into a car and killed a couple on their honeymoon.*

■ *In rural Virginia, a 32-year-old alcohol-impaired driver plowed into a mini-van containing two young children, their parents, and grandparents. While all parties survived, one of the children remains in a coma and both grandparents sustained serious injuries. Police officers at the scene reported that the driver had drunk so much alcohol prior to the crash that he did not remember getting into his car, nor did he show remorse for his actions. The suspect's license was revoked at the scene; he was later convicted of impaired driving, and received a mandatory sentence of attending drug treatment and performing community service.*

■ *On a billboard near Pittsburgh, Pennsylvania, the face of a young girl — a victim of an alcohol-related crash — is a stark warning not to drink and drive.*

**E**ach year, 42,000 people die in motor vehicle crashes and more than 16,000 of these fatalities are alcohol or drug-related. Behind these statistics are real people with real stories. They're not numbers, but human beings with families and friends.

What's so remarkable is that fatalities and injuries involving impaired driving, also known as drunk and drugged driving,\* are *totally* preventable. Since 1990, alcohol-related fatalities have been reduced by 25%, from 22,084 in 1990 to 16,653 in 2000<sup>1</sup>. This reduction is due largely to concerted efforts by both the public and private sectors, and can be attributed to factors, such as the passage of stronger state and Federal laws; tougher enforcement of these laws; the integration of technolog-

\* While the definition of impaired driving includes "drug-induced" impairment, most of the information found in this toolkit focuses on impairment caused by alcohol.

ical tools to identify and convict impaired drivers; and the creation and implementation of education/promotional campaigns. All of these efforts have contributed to a change in public attitudes and beliefs about the dangers of drinking and drugged driving.

While enormous strides have been made, the number of alcohol/drug-related vehicle fatalities has leveled off over the last five years. It has become a National priority through the U.S. Department of Transportation and the Ad Council's ***Friends Don't Let Friends Drive Drunk*** campaign and NHTSA's ***You Drink & Drive. You Lose.*** National Mobilization to reduce the number of vehicle fatalities attributed to alcohol and drugs on the Nation's highways.

This is where CADCA comes in. We are pleased to announce the creation of a partnership with NHTSA to create a community-based initiative that reduces and prevents alcohol and drug-impaired driving. The vision of this project is to:

- Interrupt the cycle of behaviors that are placing underage drinkers at particular risk for impaired driving by educating and engaging coalitions in effective underage drinking prevention strategies.
- Foster the development of partnerships between local coalitions and law enforcement officials to participate in the development and implementation of Juvenile Holdover Programs<sup>2</sup> for underage drinkers in police custody.
- Raise awareness of the risks and consequences of impaired driving in communities with the implementation of the U.S. Department of Transportation and the Ad Council's ***Friends Don't Let Friends Drive Drunk*** campaign and NHTSA's ***You Drink & Drive. You Lose.*** National Mobilization.

*“Drunk and drugged driving is one of the most serious public health problems we face today because it is experienced in every community across the nation. While it threatens our stability in human and economic terms, the personal effects of impaired driving are the most devastating.”*

**John Moulden**  
**President, National Commission Against Drunk Driving**

*“The only defense we have to combat [drunken driving] is vigilant enforcement and education.”*

**Dr. Jeffery W. Runge**  
**Administrator, National Highway Traffic Safety Administration**

CADCA’s ***Impaired Driving Prevention Toolkit*** is a product of this NHTSA partnership. It is a “Prevention Primer 101,” providing basic facts; ways to evaluate the problem and/or successful initiatives in your communities; concrete steps to help integrate this issue into your current activities; and resources you can turn to for additional guidance. Here’s what you’ll learn about:

- The Sobering Facts
- Does My Community Have An Impaired Driving Problem?
- How Can My Coalition Help Stop Impaired Driving?
- Impaired Driving Prevention Tools
- Is It Working? Evaluating Your Program’s Success
- Want to Learn More?
- For Further Information

A word of caution — this toolkit is not meant to be an “end all” guide — it is intended to give you a solid foundation, and direct you to sources that will help you develop programs and activities that meet your community’s specific priorities.



Courtesy of Washington Regional Alcohol Program

# The Sobering Facts

The following questions and answers address critical concerns about impaired driving. Feel free to integrate the information into speeches, presentations, and press materials.

## **Who is most likely to drive under the influence of alcohol or drugs?**

Individuals between 21 and 34 years of age; repeat offenders or chronic impaired drivers — individuals who drive repeatedly after drinking and often do so with high amounts of alcohol in their blood; and underage drinkers between the ages of 15 and 20.

## **When are impaired driving crashes most likely to occur?**

In the evening hours, on weekends, and during specific holidays—such as Christmas-New Year's, Halloween, St. Patrick's Day, prom/graduation celebrations, spring breaks, etc.

## **Is impaired driving a serious problem nationwide?**

Yes. In 2000, there were 16,653 alcohol-related fatalities — 40 percent of the total traffic fatalities for the year. These figures represent an average of one alcohol-related crash every 32 minutes. Approximately 1.5 million drivers were arrested in 1999 for driving under the influence of alcohol or narcotics — an arrest rate of one for every 121 licensed drivers in the United States (2000 data not yet available).<sup>3</sup>

## **What is the cost of alcohol-related crashes?**

Recent NHTSA statistics indicate that alcohol-related crashes cost society \$40 billion. This conservative estimate does not include pain, suffering, or lost quality of life.<sup>4</sup>

## **Is it risky to be on the road with impaired drivers?**

Yes. About three in every 10 Americans will be involved in an alcohol-related crash at some point in their lives.<sup>3</sup> No one is safe when it comes to impaired driving — an alarming 68% of children killed in alcohol-related crashes ride in a car with a drinking driver.<sup>5</sup>

## What laws reduce the occurrence of impaired driving crashes?

The following laws have created the greatest impact in preventing and deterring impaired driving. Check with your State Highway Safety Representative to learn about laws in your state.

### Why do we say, “crash” versus “accident?”

*Impaired driving is no “accident,” it is preventable — a violent crime that kills.*

- **Minimum Legal Drinking Age Laws (MLDA):** Make it illegal for individuals who are less than 21 years old to purchase alcoholic beverages. Some states make it illegal to possess or consume alcoholic beverages or to misrepresent their age to obtain such beverages. MLDA laws are considered to be among the most effective and proven strategies to prevent and deter underage drinking and driving.
- **Zero Tolerance Laws:** Establish .00 BAC (blood alcohol concentration — the amount of alcohol found in an individual’s blood due to alcohol consumption) as the illegal limit for all drivers under age 21, making it illegal for underage drivers to have any amount of alcohol in their blood. Many states have set the limit at .01 and .02 BAC to reduce legal challenges that claim mouthwash and cold medication are responsible for low BACs.
- **Illegal Per Se Laws and Illegal Per Se at .08 BAC:** Make it illegal in and of itself to drive with an alcohol concentration at or above the established illegal limit. Most states plus the District of Columbia and Puerto Rico currently make it illegal to drive at .08 BAC or above.
- **Administrative License Revocation Laws (ALR):** Give state officials the authority to suspend or revoke the license of any driver who fails or refuses to take a BAC test.
- **Graduated Licensing Systems:** Allow beginning drivers to obtain experience behind the wheel under low-risk conditions. While approaches vary from state-to-state, a model system consists of three stages:
  - **STAGE 1 – Learner’s Permit:** Permit is distinctive from other driver licenses; requires a licensed adult (at least age 21) to be in the vehicle at all times and parental certification of practice hours; has teenage passenger limitations; and driver must remain crash- and conviction-free for at least six months to move to the next stage.

- *STAGE 2 – Intermediate (Provisional) License:* Individual must complete Stage 1 and an advanced driver education training course, be of a state’s minimum driving age, and has to successfully pass a behind-the-wheel road test. A licensed adult is required in the vehicle during late-night hours (e.g. night-time driving restriction), and must remain crash- and conviction-free for at least 12 consecutive months to move to the next stage.
- *STAGE 3 – Full Licensure:* Successful completion of Stage 2; individual must be of state’s minimum driving age.

The model, as recommended by the Insurance Institute for Highway Safety and NHTSA, calls for a minimum of six months in the learner’s and intermediate stages. All three stages contain zero tolerance and seat belt requirements.



Courtesy of PAS Systems International



# Does My Community Have An Impaired Driving Problem?

How extensive is the impaired driving problem in your community? You may know the major facts about your community. For example, “during last year’s prom event, three young people were arrested for impaired driving and during the St. Patrick’s Day Celebration, seven 21-30 year-olds were arrested with high BACs. There were also two alcohol-related traffic fatalities last year.” Are these isolated incidents or is there a pattern? One of the best ways to answer this question is to conduct a community needs assessment. It will help your coalition:

- Determine where problems currently exist and what efforts are taking place to solve them;
- Target existing resources and develop new ones;
- Give people the opportunity to express their views;
- Get fresh approaches to the problem and energize existing efforts;
- Garner media attention.

The needs assessment should evaluate enforcement, prevention, education, public policy development, and media activities. As such, you should reach out to law enforcement agencies and representatives from the judicial system, politicians, families, educators, students, owners of bars and establishments that sell alcoholic beverages, other community organizations, and media outlets. Your coalition may want to consider a two-step needs assessment.

- *STEP 1:* A survey of community perceptions, attitudes, and perceived needs.
- *STEP 2:* A system-based assessment, which interviews professionals and evaluates community-based DUI enforcement/prosecution/adjudication procedures.

Evaluations can be performed through door-to-door surveys, phone and mail polling, newspaper questionnaires, focus groups, etc. Because this toolkit provides you with the basics, you are urged to take a look at other resources that focus solely on performing needs assessments. One such document is



NHTSA's *Community How To Guide on Underage Drinking Prevention (Needs Assessment & Strategic Planning)*. See the **Want to Learn More?** section of this toolkit for downloading information.

**Here are some suggested questions to get you started:**

- Is impaired driving a problem in your community (find out the number of fatalities and injuries that are alcohol-related)? Does the community pay enough attention to the problem?
- What are the local and state impaired driving laws? Are they enforced? Should there be stricter enforcement? Are there initiatives underway to weaken or strengthen these laws?
- What organizations are involved with the issue and is there a long-term commitment to supporting impaired driving prevention and deterrence activities?
- What are the schools doing to prevent underage drinking and driving? Should more be done? Are teenagers involved in prevention efforts?
- Is it easy for minors to obtain alcohol (at private homes, liquor stores, bars/restaurants, delis/convenience stores, etc.)?
- How often and how specifically does the media cover impaired driving stories? Are the dangers/risks of driving under the influence of alcohol or drugs emphasized or even mentioned?

# How Can My Coalition Help Stop Impaired Driving?

Now that we know the facts, as well as how to determine the level of impaired driving in our communities, we're ready to focus on strategies with proven track records. Specifically addressed are five programmatic building blocks that form the foundation of successful impaired driving prevention and deterrence activities. An overall strategy is presented first, followed by a brief explanation of the strategy. Program activities targeting those "Under-21" and the "General Public" conclude each building block. Don't be surprised if the language and approaches are familiar to you! What's required is an expansion of your organizational knowledge and skills into a new arena.

## **Partnerships**

**Strategy:** To build a consortium of public/private organizations and institutions to create and sustain broad-based, impaired driving prevention and deterrence activities and programs.

**Explanation:** As experts in coalition building, you know about the importance of bringing the right players to the table in order to ensure programmatic success. Through your community needs assessment, you may find that impaired driving prevention activities are ongoing, and that your coalition will become part of them. If not, perhaps your coalition will take the lead in establishing such an initiative. The following agencies need to be on-board in order for such activities to get off the ground. Be sure your coalition is representative of the cultural make-up of your community. Because we're talking about the development of comprehensive strategies, organizations working with

*"Coalitions need to support treatment options for impaired drivers because these people are not strangers — they are our neighbors, family members, and friends. They will continue to drink and drive unless something is done."*

**Michael Gimbel**  
Director, Baltimore County Bureau of Substance Abuse, Baltimore, MD

those under-21 are listed with all of the other agencies. While you will probably recognize them by their names, they are marked with an “\*.”

- \*Public/private schools, after school programs, and colleges and universities
- \*YMCA and other youth-oriented civic organizations
- \*Youth, faith-based organizations
- State and local government offices, including the Departments of Recreation, Education, Health, Law Enforcement/Corrections, and Transportation
- Military installations (if they are close to your community)
- Local liquor control board
- Hospitals, health care providers, emergency medical services programs
- The media
- Neighborhood associations, local businesses/restaurants

You know what to do once your “partner membership list” is established — ensure that an impaired driving prevention point-person is on-board; develop long- and short-term programmatic goals and objectives; and begin creating and implementing your strategies.

Don’t know whom to contact in your community? Some of the names and addresses of national organizations and Federal agencies listed above are found in the **For Further Information** section of this toolkit.

## ***Prevention and Public Education***

**Strategy:** Develop and implement a comprehensive public education campaign to make people more aware of the effects of alcohol and drugs on driving. Specific objectives may include to:

- Help limit alcohol accessibility to underage drivers.
- Change risky and dangerous drinking and driving behaviors.
- Create protective environments.
- Inform the public about impaired driving-related laws and penalties for violating them.
- Put a human face on the people who are killed or have the potential to be killed by impaired drivers.

*“Jail time alone will not solve a community’s drunk driving problem. Coalitions should support court efforts to combine strict supervision and treatment for convicted drunk drivers.”*

**Judge Jeanne Hamilton**  
**Hancock Superior Court, Greenfield, Indiana**

**Explanation:** Experience has shown that repetitive messages about the perils of drinking/taking drugs and driving have had a positive impact on society. Here are some strategies that can be carried out throughout your community — in schools, colleges, medical and health care facilities, and worksites. Remember that your strategies and materials must be culturally appropriate.

### **Under-21 Activities:**

Organize programs adaptable for a broad age range from K-12 and beyond.

- Help incorporate an impaired driving prevention curriculum into the classroom.
- Establish and support activities of student safety clubs and affiliations with national safety organizations and Federal agencies such as MADD’s Youth In-Action Teams, Students Against Destructive Decisions (SADD), and NHTSA’s National Organization for Youth Safety (NOYS). Be sure to integrate and modify materials that are available through these entities.
- Convene poster contests in elementary, middle, and high schools. Ask local companies to donate CDs, videos, clothing, and other popular items as prizes.
- Promote and sponsor drug-free events throughout the school year, but especially during high risk times such as homecoming, spring break, graduation, and New Year’s Eve.
- Organize and sponsor classroom/assembly programs, bringing teens who have been involved in impaired driving crashes, law enforcement officers, emergency room physicians, public officials, and other community leaders right to the students.
- Publicize the role of marketing strategies that attract youth to alcohol in the first place.

- Encourage the implementation of the “Courage to Live” program, developed by the National Judicial College (NJC) in collaboration with NHTSA and brings judges into schools to hold DUI hearings live.
- Investigate the availability of alcohol through the Internet and develop promotional countermeasures to combat the problem.

### **General Public Activities:**

- Create activities that dove-tail national campaigns, such as the National Drunk and Drugged Driving Prevention Month (3D Month); Operation C.A.R.E. (Combined Accident Reduction Effort) Lights on for Life Day (individuals drive with their lights on all day to commemorate those who have died as a result of impaired driving); and MADD’s Red Ribbon of Memories (a visual tribute to the many thousands of men, women, and children who have been killed or injured in alcohol-related traffic crashes).
- Ask the mayor or city council to sign proclamations, designating specified time periods for impaired driving prevention activities. Hold a signing ceremony and invite the media.
- Engage religious leaders in your community to incorporate anti-impaired driving messages into sermons and greetings during targeted times of the year.
- Create safe driving programs during the summer and holiday seasons to include working with companies to arrange for vans and buses to transport people from parties; and disseminating e-mails reminding employees not to drink and drive.
- Arrange with mass transit representatives to increase service during “hot-spot” times of the year.
- Alert the public to the fact that “impaired driving” is not caused by alcohol and illegal drugs alone — over-the-counter and prescription drugs can also cause impairment.
- Develop campaign materials — either adapt existing information from NHTSA, national organizations, and/or state and community agencies and organizations or create new materials with your coalition’s spin on the issue.

- Engage the media to report on new programs, law enforcement campaigns, and human-interest stories.

## Legislation

**Strategy:** Citizens should inform legislatures about laws that define and prohibit impaired driving in broad and clearly enforceable terms; facilitate the acquisition of evidence against impaired drivers; and support a broad range of administrative and judicial penalties and actions.

**Explanation:** Impaired driving laws form the foundation of any prevention initiative. General and specific deterrent laws on the Federal, state, and local levels have proven to be extremely effective in keeping impaired drivers off the road, as well as saving lives.

*“The loss of one member of a community due to impaired driving affects everyone, and thus coalition involvement in prevention is essential.”*

**Dr. Susan Nedza**  
**Past-Chair, Alcohol Reporting Taskforce**  
**American College of Emergency Physicians**

### Under-21 Activities:

- Support the enforcement for:
  - Graduated licensing requirements.
  - Laws that make it unlawful for anyone under 21 to purchase or attempt to purchase (with or without a fake ID), possess, or consume alcohol.
  - Zero Tolerance laws.
  - Adoption of keg registration requirements. Purchasers register their name, address, and phone number with selling establishments before kegs are acquired. This practice can deter those under 21 from attempting to buy kegs illegally.

- Laws that create alcohol-free zones and events, designated to be alcohol-free because of the presence of individuals under 21.
- Adult Responsibility Laws stating that when underage offenses involve juveniles, parents/guardians should be held responsible.<sup>6</sup>
- Also support Federal legislation to expand the national anti-drug media campaign (sponsored by the Office of Juvenile Justice and Delinquency Prevention) to include alcohol.

### **General Public Activities:**

- Support:
  - .08 BAC Illegal per se laws.
  - Administrative license revocation laws.
  - Laws that prohibit open alcoholic beverage containers and consumption of alcohol in motor vehicles.
  - Laws that provide for effective enforcement of impaired driving laws (see **Law Enforcement** strategy section).
  - Laws that ensure the existence and practice of effective impaired driving sanctions (see **Prosecution, Adjudication, and Treatment** strategy section).
- Support the usage of implied consent laws (these laws require prompt and certain license revocation or suspension for those who refuse to take a chemical test that confirms alcohol/drug impaired driving).
- Address the legal issue of granting immunity to hospitals and personnel who conduct and report BAC tests of impaired drivers admitted to the hospital.

## **Law Enforcement**

**Strategy:** Support the enforcement efforts of police officers, prosecutors, and judges.

**Explanation:** A comprehensive enforcement program helps to maximize the prospects of detecting, investigating, arresting, and



*“Education, enforcement, and engineering are the key elements to successful DUI prevention efforts — coalitions have the hardest job of all — they are the educators. Enforcement and engineering goals could not be met without coalitions!”*

**Traffic Officer Mike Vail**  
**City of Petaluma, CA Police Department**

convicting impaired drivers. Statutes are only as good as a community’s enforcement efforts — if a community does not support the enforcement of laws, the wrong message is sent not only to police officers who are expected to enforce the laws, but also those to whom the laws are directed.

### **Under-21 Activities:**

- Engage law enforcement officers in discussions about the problem of underage drinking.
- Promote increased and strict enforcement of zero tolerance laws.
- Publicize support of law enforcement’s efforts to stop underage drinking parties and underage purchasing of alcohol (e.g. through sting operations).
- Promote, and if possible, financially sustain state-of-the-art training for police officers.
- Promote the use of, or help purchase, identification-checking equipment that will aid retailers in identifying underage purchasers, as well as individuals who are using falsified identification. Support the sanctioning of alcohol retailers and minors who violate underage drinking laws.
- Publicize the importance of seller/server training to help ensure that those under 21 are not served alcohol.

### **General Public Activities:**

- Encourage law enforcement to conduct sobriety checkpoints that stop vehicles on a nondiscriminatory basis to identify drivers who may be driving under the influence of alcohol or drugs.

- Promote the use of, or help purchase sobriety-testing equipment (e.g. passive alcohol sensors), in-car videotaping equipment, and preliminary evidential breath testing devices.
- Support the practice of requiring mandatory BAC testing whenever a law enforcement officer has probable cause to believe that a driver has committed an alcohol-related driving offense.
- Encourage your local law enforcement agency to participate in the National Holiday Lifesavers Weekend, which takes place each December during National 3D Month. During this weekend, law enforcement agencies stage a three-day crack down on impaired drivers through the use of sobriety checkpoints and saturation patrols.

## ***Prosecution, Adjudication, and Treatment of Impaired Drivers***

**Strategy:** Support prosecutors and judges in the strict enforcement of sanctions against impaired drivers and acknowledge that alcohol and drug treatment for impaired drivers is a critical component of the adjudication process.

**Explanation:** Without the delivery of swift and sure consequences for those who violate impaired driving laws, police officers can't effectively do their jobs, causing the efficacy of these laws to be placed in jeopardy. Likewise, research consistently shows that treatment can be somewhat effective in helping some chronic drunk drivers.

### **Under-21 Activities:**

- In addition to penalties defined under a jurisdiction's impaired driving laws, support alternative sanctioning for young people charged with impaired driving, including:
  - *Out-of-home placement and weekend intervention:* Juveniles can be placed in group homes, residential treatment centers, youth ranches, and other secure facilities. Under weekend intervention programs, juvenile DUI offenders attend a weekend residential program where they are screened and assessed for alcohol and other drug use.

- *Hospital emergency department visitations:* This sanction requires offenders to spend a certain amount of time (notably during high-traffic hours) observing medical treatment of patients in an emergency department or shock trauma unit.
- Coordinate the development of community service activities that youth offenders would find meaningful and appropriate.
- Develop and implement Victim Impact Panels. These panels provide drunk driving crash victims with an opportunity to share their stories with impaired driving offenders.
- Help ensure that prosecutors are knowledgeable and prepared to prosecute underage offenders.
- In addition to using traditional court and sentencing approaches, encourage judges to create innovative programs such as Teen Courts and provide the necessary support to implement such initiatives. In Teen Courts, also called peer and youth courts, offenders are held accountable for substance use and other misdemeanor offenses. They are sentenced by a jury of their peers to community service, counseling, restitution, and/or to offer an apology to the victim.

**General Public Activities:**

- Encourage vigorous prosecution of alcohol/drug-related fatality and injury cases under both impaired driving and general criminal statutes.
- Encourage prosecutor training so high rates of convictions and appropriate offender sanctions can be obtained.
- Encourage the evaluation of convicted impaired drivers for the presence of alcohol or other drug addiction and participate in the establishment of treatment programs that target such individuals.
- Support the creation of DUI Courts — special court programs that combine treatment with strict supervision by a judge.

# Impaired Driving Prevention Tools

As in any campaign, it is vital to reach out to the media to promulgate your messages and publicize events related to your cause. As you know, there is a variety of media tools you can use to accomplish this task. Among them are: press releases, public service announcements (PSAs), letters to the editor, and opinion editorials. We have provided samples of these materials and all can be adapted to meet your community's specific needs.



Courtesy of Washington Regional Alcohol Program

## Sample Press Release

Your letterhead

For Immediate Release:

Contact: NAME

Date:

Phone #

### **Coalition Kicks-Off Impaired Driving Prevention Initiative Local Community Groups Organize to Get Dangerous Drivers Off the Road**

CITY/STATE, DATE — A coalition of local community groups and interested individuals have joined together to help reduce and prevent alcohol and drug-impaired driving. (COALITION NAME) is kicking-off its comprehensive initiative with (DESCRIBE WHAT THE PROGRAM IS), on (DATE, TIME, PLACE).

DETAILED INFORMATION ABOUT THE SPECIFIC PROGRAM.

The coalition is part of the larger U.S. Department of Transportation and the Ad Council's ***Friends Don't Let Friends Drive Drunk*** campaign and NHTSA's ***You Drink & Drive. You Lose.*** National Mobilization.

"We are committed to getting the word out that driving under the influence of drugs and alcohol is something we cannot afford to overlook in our community," said (NAME OF PERSON), (TITLE) of (COALITION NAME). "People who die in impaired-driving crashes are real people. They are our families, friends, and neighbors, and their deaths are preventable — they are not accidents."

INSERT LOCAL STATISTICS AND POSSIBLY AN APPROPRIATE CRASH STORY.

Nationwide, over 16,000 people were killed last year in alcohol-related crashes, and 310,000 were injured. Statistics show that those most likely to drive under the influence are underage drinkers between the ages of 15 and 20; people between ages 21 and 34; and repeat or chronic drunk drivers — individuals who drive repeatedly after drinking, and often do so with high amounts of alcohol in their blood. Approximately 68% of all children killed in alcohol-related crashes ride in a car with a drinking driver.

*(continued on next page)*

Over the past 10 years, the number of deaths due to impaired driving has decreased by 25%. Experts attribute this drop-off to stronger state and Federal laws; tougher law enforcement with stiff penalties; new technological tools to identify impaired drivers; effective public education about the risks of drinking/taking drugs and driving; and a change in the public's attitude. However, the number of people killed has leveled off over the last five years, and as a result coalitions are working across the country with NHTSA to help reduce alcohol/drug-related fatalities.

For more information about the (COALITION PROGRAM) or impaired driving prevention in general, please contact: (INFORMATION).

BOILERPLATE PARAGRAPH ABOUT ORGANIZATIONS IN THE COALITION.

###

## ***Sample Radio Public Service Announcements***

### **Length: approx. 30 seconds**

Last year, (NUMBER) people were killed in our community in alcohol-related crashes. More than 16,000 men, women, and children, including impaired drivers, die each year nationally. They are not just numbers. They are families, friends, and neighbors. All are real people whose lives were cut off by a preventable crime — impaired driving.

Help get impaired drivers off the road. Join us, (COALITION NAME) at (THE KICK-OFF EVENT, ETC.) to keep our roads safe and save lives. Remember, impaired driving is no accident. Call us at: (NUMBER)

### **Length: approx. 10 seconds**

Last year, drunk or drugged drivers killed (NUMBER) people in our community.

Help get impaired drivers off the road. Join us, (COALITION NAME) at (THE KICK-OFF EVENT, ETC.) to keep our roads safe and save lives. Remember, impaired driving is no accident. Call us at: (NUMBER)

## **Letter to the Editor**

Dear Editor:

Your article about (MENTION IMPAIRED DRIVING ARTICLE) was very moving. Yet in the interest of preventing future tragedies, it is vital to shed light on the seriousness and extensiveness of the problem both in our area and throughout the entire country.

Last year, (NUMBER) people perished in our community at the hands of drunk or drugged drivers; (NUMBER) were injured. Nationwide, there were about 310,000 injuries and more than 16,000 men, women, and children died. That's not all — about 1.5 million drivers nationally and (STATISTIC) locally were arrested last year for driving while impaired (DWI) or driving under the influence (DUI). This is particularly disturbing given the fact that those most likely to drive while impaired are underage drinkers between the ages of 15 and 20; individuals between ages 21 and 34; and repeat or chronic drunk drivers — individuals who drive repeatedly after drinking, and do so with high amounts of alcohol in their blood.

There are many of us who have decided that impaired driving is something we cannot afford to overlook in our community. We have formed a coalition (NAME) composed of (TYPES OF MEMBERS IN COALITION) to help keep our roads safe and to save lives. It is our hope that by working with the National Highway Traffic Safety Administration (NHTSA), alcohol/drug-related fatalities will be reduced.

We hope others in our community will join us in this mission.

Sincerely,

NAME

TITLE

COALITION NAME & PHONE



## **Opinion Editorial**

You've heard the stories before: a person gets into his car to drive home after having drinks with friends after work. Then there are the teenagers who pile into a convertible after a night of drinking and partying. And don't forget about the woman who's taking allergy medicine and has to rush to school to pick up her kids.

Why is it that an individual gets behind the wheel after drinking alcohol or taking drugs? For some, it is the "I can handle it" attitude. For others, it's that they've done it so often that they don't care, or because they don't think anything will happen, or they don't think they'll get caught. And still for others, it is that they are so out of it that they don't even remember getting into their vehicles in the first place. Who is most likely to commit this crime? Underage drinkers between the ages of 15 and 20; individuals between ages 21 and 34; and repeat or chronic drunk drivers — individuals who drive repeatedly after drinking, and often do so with high amounts of alcohol in their blood.

Each year, about 42,000 people die nationally in motor vehicle crashes. More than 16,000 (40%) of these fatalities are alcohol or drug-related. Furthermore, about 310,000 people were injured in crashes where alcohol was present. In our own community, there were (NUMBER) fatalities and (NUMBER) injuries due to impaired driving. What's so remarkable is that fatalities and injuries caused by impaired driving are *totally* preventable, and



for the last (#) years, there has been a concerted effort by the public and private sectors to deter impaired drivers from being on the road. As a result, in the last decade, alcohol-related fatalities have dropped 25%. Experts attribute the decline to the passage of stronger state and Federal laws; tougher enforcement of these laws; the integration of innovative technological tools to identify and sanction impaired drivers; educational programs; and changing public attitudes and beliefs about the dangers of drinking and drugged driving.

While enormous strides have been made, this figure has leveled off over the last five years. That is why the U.S. Department of Transportation and the Ad Council's ***Friends Don't Let Friends Drive Drunk*** campaign and NHTSA's ***You Drink & Drive. You Lose.*** National Mobilization plans to reduce the number of vehicle fatalities attributed to alcohol and/or drugs.

So what can individuals and organizations do to help keep our roads safe and save lives? You can become involved in coalitions like (NAME). You can educate your family and friends about the dangers and extensiveness of impaired driving. You can support legislative initiatives that make it illegal to operate a motor vehicle at .08 BAC (the amount of alcohol found in the blood or blood alcohol concentration) or higher. You can also support the enforcement of age-21 laws. You can take personal responsibility each time you get into your motor vehicle. Driving under the influence of drugs and alcohol is something we cannot afford to overlook in our community. Together we can make a difference. We hope you will join us.

# Is It Working? Assessing Your Program's Progress

Evaluation is a vital asset to program managers, and can transform guesswork into certainty. This section provides you with strategies that can be incorporated into coalition planning and implementation activities. Evaluation must start from day-one. It is *not* an afterthought, but *is* an integral part of a project's overall plan. There are many types of evaluations, including:

- *Formative evaluation:* Used to test the appropriateness and effectiveness of project materials.
- *Process evaluation:* Used to determine whether a project or coalition is working effectively.
- *Outcome evaluation:* Used to determine an organization's progress toward achieving its goals and objectives.

The information and tools presented here are to get you started, helping you to assess your program's progress. Take a look at NHTSA's *The Art of Appropriate Evaluation. A Guide for Highway Safety Program Managers* as well as *Community How To Guide on Underage Drinking Prevention...Evaluation*. Both can be downloaded from NHTSA's website. See the **Want to Learn More?** section of this toolkit for downloading/ordering information.

## Sample Assessment Tools

The first tool is an *Evaluation Plan Worksheet* to help ensure that all of the appropriate players are included in your evaluation. The second document is a *Tracking Form* to help track who you have contacted, how often, and if any conclusions were reached as a result of the contact/activity.

## Evaluation Plan Worksheet

1. What is the purpose of this evaluation?
2. Define the target population (youth, adults, enforcement, retailers, policymakers, etc.).

Type of Information To Be Collected	YES	NO
<p><b>a. Demographics</b></p> <p><b>b. Data</b></p> <ol style="list-style-type: none"> <li>1. Highway safety data (crashes, DWI arrests, etc.)</li> <li>2. Liquor law violations</li> <li>3. Sales to minor violations</li> <li>4. School data</li> <li>5. Criminal justice data</li> <li>6. Injury/fatality data</li> <li>7. Hospital treatment</li> <li>8. Other</li> </ol> <p><b>c. Surveys</b></p> <ol style="list-style-type: none"> <li>1. Youth</li> <li>2. Adult</li> <li>3. Enforcement</li> <li>4. Media</li> <li>5. Criminal justice</li> <li>6. Educators</li> <li>7. Elected and appointed officials</li> <li>8. Other</li> </ol> <p><b>d. Focus/discussion groups</b></p> <ol style="list-style-type: none"> <li>1. Youth</li> <li>2. Adults</li> <li>3. Law enforcement/alcoholic beverage control</li> <li>4. Elected/appointed officials</li> <li>5. Health Department</li> <li>6. Media</li> <li>7. Alcohol retailers</li> <li>8. Other</li> </ol> <p><b>e. Media review</b></p> <p><b>f. Public Policy Review</b></p>		

## Tracking Form

What is being counted:

- Contact with individual via telephone, fax, mail, e-mail or meeting
- Meetings held
- People reached by public information
- Project events, activities, or training sessions
- Materials distributed
- Other questions addressed in needs assessment stage of program development

Activity	Number of Contacts	Date(s)	Response, if any, to Contact
<b>Contact Description</b>			
Telephone calls			
Fax messages			
E-mail messages			
Meetings			
# of requests for information about initiative			
<b>Meeting Description</b>			
Coalition or organization meeting			
One-on-one meeting			
Meeting with other community groups			
Meeting with elected/appointed officials			
Meeting with the media			
Meeting with key impaired driving groups:			
Youth			
Adults			
Law enforcement			
Criminal justice			
Schools			
Other			
Other			
<b>Public Information &amp; Education Campaign</b>			
News and/or feature story in newspaper			
News and/or feature story on radio or TV			

Activity	Number of Contacts	Date(s)	Response, if any, to Contact
<b>Public Information &amp; Education Campaign (continued)</b>			
Public presentation (speeches, testimony, etc.)			
Letter to the editor or OP Ed piece			
Other			
<b>Material Distribution</b>			
Brochure			
Poster			
Report			
Booklet			
Letter to elected/appointed officials			
TV public service announcement (PSA)			
Radio PSA			
Press release			
Press kit			
Campaign kit			
Tee Shirts			
Other			

As you move forward with your evaluation strategies remember that:

- Evaluation does not need to be difficult;
- It does not have to be expensive;
- Investing in evaluation can save time and dollars over the long haul.

With the information learned from a thorough evaluation, the project can focus resources on the most critical problem areas and assess countermeasure effectiveness. As a result, your coalition will be much more likely to convince funding sources that their dollars have been well spent.

## Endnotes

- <sup>1</sup> NHTSA, The Fatality Analysis Reporting System, 2000.
- <sup>2</sup> Juvenile Holdover Programs provide supervision for juvenile detained by law enforcement officers when a legal guardian cannot be found and/or a juvenile detention facility is not an option. The presence of these programs enhances a police department's ability to enforce underage drinking laws because alternative supervisory options are available for detained youth.
- <sup>3</sup> NHTSA, *Traffic Safety Facts 2000*.
- <sup>4</sup> NHTSA, *The Economic Impact of Motor Vehicle Crashes 2000*, May 2002.
- <sup>5</sup> MADD, *Driven* magazine, Fall 2000.
- <sup>6</sup> Parents should be required to:
  - Attend all court proceedings;
  - Participate in rehabilitative programs with their children;
  - Pay costs associated with the prosecution, placement, and treatment of their children;
  - Participate in court-ordered programs that require parent involvement and participate in parent effectiveness training activities;
  - Take responsibility at some level for victim restitution.

## Want to Learn More?

Check out the following materials to learn more about impaired driving prevention. Sources and publication titles are provided. Contact the national organizations and Federal agencies listed in **For Further Information** if you want to order hard copies of the documents.

### ***From NHTSA:***

*Traffic Safety Facts 2000*

<http://www.nhtsa.dot.gov/people/ncsa/pdf/Alcohol00.pdf>

*State Legislative Fact Sheet, .08 BAC Illegal Per Se Level*

<http://www.nhtsa.dot.gov/people/outreach/stateleg/08content.html>

*Impaired Driving in the United States: State Cost Fact Sheets User's Guide*, June 2000

[http://www.nhtsa.dot.gov/people/injury/alcohol/Users\\_gd.htm](http://www.nhtsa.dot.gov/people/injury/alcohol/Users_gd.htm)

*Community How To Guide on Underage Drinking Prevention*, Spring 2000

<http://www.nhtsa.dot.gov/people/injury/alcohol/youth.htm>

*You Drink & Drive. You Lose. A Guide for Building a Comprehensive Impaired Driving Campaign and Media Tools*

<http://www.nhtsa.dot.gov/people/outreach/SafeSobr/ydydyl/brochure/index.html>

*The Art of Appropriate Evaluation. A Guide for Highway Safety Program Managers*

<http://www.nhtsa.dot.gov/people/injury/research>

*Sentencing and Dispositions of Youth DUI (Driving Under the Influence) and Other Alcohol Offenses: A Guide for Judges and Prosecutors*

<http://www.nhtsa.dot.gov/people/injury/alcohol/youthdui/acknowledge.html>

***From NHTSA/Office of Juvenile Justice  
and Delinquency Prevention:***

*Peer Justice and Youth Empowerment: An Implementation Guide  
for Teen Court Programs*, 1996  
<http://www.ncjrs.org/peerhome.htm>

***From the National Commission Against Drunk Driving:***

*The Millennial Generation Reaching the New Youth of Today  
and Tomorrow*

*Chronic Drunk Drivers: Resources Available to Keep Them  
Off the Road*  
<http://www.ncadd.org>

## For Further Information

The following resources represent a short list of Federal agencies and national organizations that are involved in impaired driving prevention issues.

### ***Federal Agencies***

Center for Substance Abuse Prevention (CSAP)  
Substance Abuse and Mental Health Services Administration  
5600 Fishers Lane, Rockwall II  
Rockville, MD 20857  
301-443-0365  
Website: <http://www.samhsa.gov/csap>

National Clearinghouse for Alcohol and Drug Information  
(NCADI)  
PO Box 2345  
Rockville, MD 20747-2345  
1-800-729-6686  
Website: <http://www.health.org>



## ***Federal Agencies (continued)***

National Highway Traffic Safety Administration (NHTSA)  
Traffic Safety Programs  
Impaired Driving Division  
400 7th Street, SW  
Washington, DC 20509  
202-366-9588  
Website: <http://www.nhtsa.dot.gov>

Office of Juvenile Justice and Delinquency Prevention (OJJDP)  
810 7th Street, NW  
Washington, DC 20531  
202-3075911  
Website: <http://www.ojjdp.ncjrs.org>

## ***National Organizations***

Center for Science in the Public Interest (CSPI)  
1875 Connecticut Avenue, NW, Suite 300  
Washington, DC 20009  
202-332-9110  
Fax: 202-265-4954  
Website: <http://www.cspinet.org>

The Century Council  
1310 G Street, NW, Suite 600  
Washington, DC 20005  
202-637-0077  
Fax: 202-637-0079  
Website: <http://www.centurycouncil.org>

Community Anti-Drug Coalitions of America (CADCA)  
901 North Pitt Street, Suite 300  
Alexandria, VA 22314  
1-800-54-CADCA  
Website: <http://www.CADCA.org>

Mothers Against Drunk Driving (MADD)  
511 East John Carpenter Freeway, Suite 700  
Irving, TX 75062  
214-744-6233  
800-GET-MADD  
Website: <http://www.madd.org>

## ***National Organizations (continued)***

National Association of Governors' Highway Safety  
Representatives (NAGHSR)  
750 First Street, NE, Suite 720  
Washington, DC 20002  
202-789-0942  
Website: <http://www.naghsr.org>

National Commission Against Drunk Driving  
1900 L Street, NW  
Washington, DC 20036  
202-452-6004  
Website: <http://www.ncadd.org>

Students Against Destructive Decisions (SADD)  
PO Box 800  
Marlboro, MA 01752  
508-481-3568  
Website: <http://www.nat-sadd.org>

The Underage Drinking Enforcement Training Center  
Pacific Institute for Research and Evaluation  
11140 Rockville Pike, 6th Floor  
Rockville, MD 20852  
301-984-6500  
Website: <http://www.pire.org/udetc>



*Together we can save lives.*



901 North Pitt Street  
Suite 300  
Alexandria, VA 22314  
703-706-0560



400 7th Street, SW  
Washington, DC 20590  
202-366-2600