



Grassroots Support for Impaired-Driving Law Enforcement Crackdown Efforts



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Introduction

In 2004, 16,694 Americans died in alcohol-related crashes, and another 248,000 were injured.^{1 2} While there have been slight decreases over the past two years, there is still someone killed almost every half hour.

One of the most effective ways of stopping this problem is through law enforcement, and not just law enforcement, but high-visibility law enforcement. When the perceived risk of getting caught goes up, the likelihood that people will make the fatal decision to drink and drive decreases. This general deterrent effect can come only when enforcement is known about and feared.

This is why the National Highway Traffic Safety Administration (NHTSA) created a *You Drink & Drive. You Lose.* national crackdown campaign - to increase the general deterrent effect of enforcement by establishing a time when enhanced enforcement efforts are combined with paid advertising to raise visibility and create a strong general deterrent effect. National crackdowns, using the *You Drink & Drive. You Lose.* campaign, were conducted in July and December of 2003, and around Labor Day in 2004 and 2005. In 2006, a new tagline was created for the national campaign - *Drunk Driving. Over the Limit. Under Arrest.* NHTSA also supports sustained high-visibility enforcement efforts that maintain high levels of activity and are supported by publicity at high-risk times across the country throughout the year.

These efforts, like the *Click It or Ticket* mobilizations that promote safety belt use, have an impact on the motoring public. Since these enforcement efforts began, safety belt use has increased to an all-time high of 82 percent³ and impaired-driving fatalities decreased in both 2003 (by 2.9%) and 2004 (by an additional 2.4%); the first decrease since 1999.⁴

However, law enforcement agencies have only limited resources and face many critical priorities. What steps can be taken to support law enforcement and help them with these important lifesaving activities?

MADD strongly supports high-visibility law enforcement efforts and sought to identify ways in which its army of volunteers could help law enforcement in these activities. In 2003 and 2004, MADD entered into a cooperative agreement with NHTSA to help support law enforcement during the *You Drink & Drive. You Lose.* national crackdown periods. The goal of the cooperative agreement was for MADD, through its State and local chapters, to take tangible and innovative steps to support law enforcement during the crackdown periods and maximize the impact of the crackdowns.

Many strategies were tried. Not all of them worked, and there were some bumps in the road along the way, but patterns emerged as to what did work and could be replicated in other locations by MADD or other community or grassroots organizations. This report identifies these patterns and highlights the strategies that seemed to work best. Further details on the strategies undertaken in each State are included in Appendix A.

¹ Blincoc, Lawrence, et al. "The Economic Impact of Motor Vehicle Crashes 2000." Washington, DC: National Highway Traffic Safety Administration, 2002. <http://www.nhtsa.dot.gov/people/economic/EconImpact2000/>

² National Highway Traffic Safety Administration. "Traffic Safety Facts 2004: Alcohol." DOT 809 905. Washington DC: National Highway Traffic Safety Administration, 2005. <http://www-nrd.nhtsa.dot.gov/pdf/nrd-30/NCSA/TSF2004/809905.pdf>.

³ Glassbrenner, Donna. "Safety Belt Use in 2005 - Overall Results." DOT 809 765. Washington DC: National Highway Traffic Safety Administration, 2005. <http://www-nrd.nhtsa.dot.gov/pdf/nrd-30/NCSA/RNotes/2005/809932.pdf>

⁴ National Highway Traffic Safety Administration. "Traffic Safety Facts 2004: Alcohol." DOT 809 905. Washington DC: National Highway Traffic Safety Administration, 2005. <http://www-nrd.nhtsa.dot.gov/pdf/nrd-30/NCSA/TSF2004/809905.pdf>.

Grassroots Activities

MADD chapters in 20 States conducted grassroots activities. The strategies used varied widely, but tended to relate to one of four general areas:

- **Recruitment** – MADD chapters enlisted law enforcement agencies to participate in the National Crackdown and encouraged them to increase their levels of participation; MADD chapters wrote letters, made phone calls, and met with law enforcement leaders to persuade them to participate in *You Drink & Drive. You Lose*. See, for example, *MADD Indiana, Nebraska, or New York*, Appendix A.
- **Participation** – Many MADD chapters believed it would be inappropriate for MADD to ask law enforcement agencies to participate in high-visibility impaired-driving enforcement without MADD itself being involved; while MADD did not itself “enforce the law,” MADD provided assistance for officers before or during sobriety checkpoints or saturation patrol operations, such as by speaking during roll call, handing out materials, helping to direct traffic, holding up signs or just bringing coffee and cookies. See, for example, *MADD Delaware, South Carolina or Virginia*, Appendix A.
- **Publicity** – MADD helped generate increased media attention to these law enforcement activities; they organized and participated in press events, wrote letters to the editor, provided victim stories, and generally worked to make sure that enforcement activities had a maximum reach in the media. See, for example, *MADD Alaska, Minnesota, Missouri, or Tennessee*, Appendix A.
- **Recognition** – Law enforcement officers (particularly those working traffic) often do not receive the recognition they deserve. MADD sought to recognize law enforcement officers and agencies for their hard work and long and late-night hours. Some MADD chapters hosted recognition ceremonies; others recognized officers or agencies in more simple ways, such as with a badge, with an article in the local newspaper, or by supporting law enforcement training, equipment, or attendance to a national meeting. See, for example, *MADD Arizona, Massachusetts, or Texas*, Appendix A.

A good example of all of these working together is *MADD Georgia*, as you can see in Appendix A. These strategies can be implemented separately or in combination with each other, as they are mutually reinforcing. Strong grassroots law enforcement support programs use strategies in each of the four areas. Discussed below are tips, or recommendations, for increasing the effectiveness of the strategies in each area.

Recruitment

Tip #1: Make requests as personal as possible.

People respond best when they have an established, positive relationship with the person making the request. This sounds obvious, but too often law enforcement officials hear from community groups only when there is a problem or when they need something. Chapters that had pre-existing relationships with their law enforcement agencies were most effective in gaining law enforcement support for the crackdowns. By establishing a relationship with law enforcement before you need to ask for something, you will increase your chances of receiving a favorable response.

If you have not already established a relationship, however, do not give up. A request such as this can provide a perfect opportunity to start one. However, the initial contact is best made in person. MADD chapters reported that scheduled face-to-face meetings were more successful than impersonal means of recruiting, such as letters, e-mail, or voice mail messages. Chapters should call and request a personal meeting with the agency's top leader, such as the police chief or sheriff. The personal meeting provides an opportunity to show grassroots support for law enforcement activities and offer partnership support of the crackdown, rather than give the impression that MADD is "wagging its finger" at agencies who do not participate. *MADD Nebraska* made strong headway by sending out letters that not only asked law enforcement to participate, but also provided them with useful information about the DUI law and how to organize a legal checkpoint. *MADD New Mexico* separated those agencies that already did a good job (who received thank you letters) from those who could do better (who received recruitment letters).

Tip #2: Focus on law enforcement leaders.

When recruiting, it is important to remember that you are trying to gain the participation of agencies, not individual officers. The orders given to law enforcement officers originate at the top. Thus, support from top leadership is essential for enhanced enforcement efforts. In most law enforcement agencies, the leader will be the chief or the sheriff. However, if you are not able to meet with these officials, try to meet with those deputy chiefs or sheriffs who have either command or financial authority (over staffing or spending, respectively). Next to the chief or sheriff, these two officials generally have the greatest ability to shape the level of effort dedicated to traffic safety issues. *MADD Indiana* and *Nebraska*

both wisely worked with their highway safety offices to get appropriate names for contact to make sure they were reaching out to those who could take action.

Tip #3: Use recognition and grassroots support to encourage law enforcement participation.

Law enforcement is rarely given the recognition and praise it deserves. By mentioning recognition events as part of recruitment, you can let law enforcement know that, while this is another demand on the time and focus of their organization, it is one that will be appreciated. In addition, law enforcement agencies and officers often engage in friendly competition, and knowing that officers and agencies will be recognized publicly can encourage them to compete and participate at higher levels. *MADD New York* found success with this technique.

By mentioning that you would like to work with law enforcement and participate in their activities, you help law enforcement agencies know that they will not be alone; that the community supports them. One of the comments we heard repeatedly from law enforcement was that it was simply nice to know that others cared about and supported the work that law enforcement was doing. Volunteers from *MADD Arkansas* called all of the agencies they were hoping to recruit and, instead of asking primarily if the agency was part of the crackdown, they asked how they could help the agency with crackdown efforts. This helped boost participation in Arkansas.

Tip #4: Use your current champions to help recruit new officials.

Doctors listen more closely to other doctors, lawyers listen more closely to other lawyers, and law enforcement officers listen more closely to other law enforcement

officers. This is with good reason. Civilians do not have as good a grasp on what law enforcement officials face as do their brethren. Thus, having a State Colonel, Municipal Police Chief, or County Sheriff from a neighboring town ask for participation will help your recruitment efforts.

In addition, because traffic safety champions have an array of experience with high-visibility law enforcement techniques, they can provide new ideas and allay concerns. Common concerns voiced by some in law enforcement include that increased traffic safety enforcement will cost too much or will divert from other priorities. Current champions can help explain (in ways that civilians cannot) how they overcame barriers like these.

MADD Nebraska used this strategy. Law enforcement agencies in Nebraska had not used sobriety checkpoints because of the logistics involved. *MADD Nebraska* sent letters to law enforcement agencies asking them to employ checkpoints and included in the letters statements from respected law enforcement and State highway safety leaders explaining how checkpoints could be conducted easily and legally. This letter received a positive response.

MADD Alaska found similar success in using luminaries like the state trooper commander, public safety commissioner and deputy commissioner, and the mayor at its events. This type of leadership made the crackdowns seem very important to all involved.

Participation

Tip #1: Offer to participate in roll call briefings and help during enforcement.

Community groups can put a face on the issue and imbue enforcement with a sense of purpose. Several State MADD chapters participated in roll call briefings and found that it helped set the tone for the night and made

the officers feel appreciated. However, there is no need to stop there. Roll call briefings at the start of the night may seem empty if they are not followed by participation in the actual enforcement. *MADD Massachusetts* took this approach. When officers found that the same people had briefed them at the beginning of the evening and continued to support them through the end of the shift, they appreciated MADD's commitment to enforcement, and many were inspired to redouble their efforts as a result.

Tip #2: Participate in the enforcement in as many ways as possible.

There were numerous ways in which State chapters were involved with enforcement efforts:

- Distributing literature – Checkpoints are good places to distribute appropriate messages about traffic safety. Sometimes MADD volunteers created their own materials (e.g., *MADD Georgia* produced 10,000 brochures detailing the costs of a DWI, and *MADD Virginia* educated people about their new DWI laws). On other occasions, they distributed materials produced by the State highway safety office.
- Providing food and drink – Whether donated by local establishments or provided by volunteers, bringing food and drink to officers engaged in enhanced enforcement efforts helped build officer morale. *MADD Delaware* found success with their pizza parties.
- Providing resources – *MADD Georgia* printed up “sticky notes” that allowed officers to screen vehicles and make notations to officers downstream in the checkpoint processing to help sort drivers effectively. *MADD Florida* created DWI guide books for prosecutors that assisted them with important aspects of the DWI law.

- Helping with set-up and tear-down.
- Acting as spotters – Some agencies use volunteers during saturation patrols to help spot potential offenders. Such operations require volunteer training on detection cues and use of police radio.

Generally, the more involved your organization can be, the better. It helps if there is a concerted effort to identify the appropriate role for volunteers and to coordinate the efforts well. *MADD Delaware* was able to establish a working relationship with the State DWI Coordinator and Community Information Officer, who helped plan volunteer involvement in law enforcement activities. These integrated efforts seemed to boost officer morale and performance. Officers often commented, “MADD was right alongside me.”

Publicity

Tip #1: Help with publicity.

Community organizations are uniquely positioned to generate earned media. By sharing their stories, they personalize the issue and can greatly enhance the amount of media coverage received. We identified several strategies for attracting increased earned media coverage:

- Victim stories are usually a good way of attracting media attention and driving home the importance of enhanced enforcement efforts. *MADD Mississippi's* roving billboard, a billboard pulled behind a vehicle, used this technique to get earned media.
- Border-to-border events create strong media draw because they introduce a new enforcement strategy. Such events were held in Georgia, Florida, Alabama, and between the Carolinas. It remains to be seen whether this strategy earned a one-time bump in media attention or whether such increased interest would be generated year after year.
- Conduct both State and local events – larger media sources will cover State events; local media are more likely to focus on media events with the local sheriff and/or police chief. Because of the sheer size of the State, *MADD Texas* put on eight events plus a State kickoff.
- The more organizations that can lend their names to the press release, the better. A show of force is more likely to garner media attention. Similarly, the rank of the participants is important. *MADD Alaska* garnered a lot of attention by being able to have luminaries like mayors at their events.
- Try to avoid scheduling press events when they would compete with other major media draws. For example, the crackdown generated less media attention in New York in 2004 because the Republican convention was taking place at that time in New York City. Conversely, identify slow media days and plan media events on those occasions. That being said, enforcement activities themselves should be dictated by data, not media.
- Talk about results. *MADD Ohio* helped get political permission for checkpoints by releasing results from previous years' crackdowns. This improved the quality of coverage.
- MADD chapters reported that States which had recognized media outlets for their coverage of DWI issues in the past found it easier to garner media attention during the crackdown period.

Tip #2: Help with public service ads and paid media.

While community groups often lack the funds to pay for the development and placement of paid advertisements, they can enhance campaigns paid for by others.

When working with paid media, it is important to work with the State highway safety office. It can ensure that your ads and others being broadcast in the State use consistent messages, and it can advise you on placement of your ads to avoid duplication of efforts. For example, *MADD Missouri* and the Missouri highway safety office worked together to develop a comprehensive media strategy.

Sometimes, one medium is saturated and the community group can complement the State effort by broadcasting through a different medium. For example, the highway safety office in Minnesota told MADD they had television covered, so *MADD Minnesota* produced radio ads (which were less expensive) with the grant funding. The highway safety office can also help you with messaging. *MADD California* created a billboard ad using a message that was coordinated with ads then playing on television and radio. These ads were then placed at selected high-risk intersections.

Community groups also can help enhance public service announcements (PSAs). Some stations are more likely to provide additional air time for ads when community groups are involved. In *Minnesota*, radio stations supplemented paid ad time with an equal amount of free PSA time because MADD was involved in placing the ads.

Recognition

Tip #1: Recognition can be large or small.

Any community group can create meaningful recognition. For the price of a stamp, you can write a letter to the editor or a letter of commendation for noteworthy law enforcement efforts. For a little more, you can implement a simple awards dinner or luncheon.

Some States, such as Arizona, conducted large-scale recognition programs, hosting a 300-person event, which generated a tremendous amount of goodwill and media attention. In Ohio, the first lady, Hope Taft, emceed the event. However, recognition does not need to break the bank. In *Georgia*, MADD volunteers wrote letters to the commanders of officers who organized sobriety checkpoints in the State for placement in the officers' personnel files. As you might guess, citizen complaints are more common than compliments, so the letters really stood out.

MADD Delaware recognized officers immediately after enforcement efforts with pizza parties for those involved in the checkpoints. This simple recognition for a job well done went over very well. *MADD Virginia* had previously conducted recognition events in five regions of the State; with the support they received under the cooperative agreement, they expanded their recognition program by conducting simple affairs in underserved areas of the State, to let officers know they were appreciated, even if there was not a large core of volunteers in their community. *MADD Alaska* hosted recognition events and also placed ads in the local newspaper to publicly acknowledge the officers who had been honored.

Tip #2: Recognize both units and officers for hard work.

Traditional law enforcement recognition efforts typically give awards to the officers who arrest the greatest number of impaired drivers. However, the primary purpose of these high-visibility enforcement efforts is not necessarily to increase the number of arrests. Rather, it is to create general deterrence in the hope of reducing the number of impaired drivers who are on the road. Therefore, it is important to recognize individual officers who work hard at generating general deterrence through high-visibility enforcement, using measures other than just arrests. In addition, it is useful to honor the agencies and law enforcement leaders who sponsor and support high-visibility enforcement events, and who inspire their officers to participate. A variety of items can be used when providing recognition. Some chapters used plaques, certificates, or badges that the officers could wear on their uniforms. Others provided financial support for training or law enforcement equipment, such as video cameras, passive alcohol sensors, or preliminary breath testers. The advantage of providing training or equipment is that they can help enhance future enforcement efforts. For example, *MADD New York* provided Alco-sensors to agencies that turned in reports, as well as recognizing “Top Cops.” Similarly, by rewarding both agencies and officers, *MADD Mississippi* was able to shine a light on officers not showing up for testimony and, thus, hurting the impaired-driving legal cases.

Tip #3: Recognize officers in the media.

Officers appreciate recognition at an event, but the public should also be informed about their accomplishments. After all, one of the goals of a community organization’s efforts must be to generate broad community support

for law enforcement to perform their jobs effectively. Increased awareness by the general public can lead not only to increased support and appreciation, but also may lead to demands for further enhancements of law enforcement efforts. There are several methods for increasing publicity for award winners:

- Invite a dignitary known to law enforcement and the entire traffic safety community to serve as keynote for your recognition event. *MADD* chief executive officer Chuck Hurley attended the *MADD California* recognition event.
- Provide the media with a press release and background materials about the officers and agencies receiving the awards and the reasons why they were chosen. *MADD Alaska* went one step further in purchasing ads for the officers in local newspapers.
- Place a “thank you” ad in the local newspaper. *MADD Alaska* used this strategy with great effect. Each newspaper that received a paid ad complemented the ad with an article of its own, detailing the awards and the officers who had won them.

Additional Recommendations

Tip #1: Work with more than just law enforcement.

Law enforcement efforts can be greatly enhanced with support from community groups. They can be enhanced even further with support from and coordination with other important groups and organizations, including prosecutors, judges, court administrators, State highway safety offices, and the media. It is important to have these people on board at the beginning. For example, coordination with prosecutors, judges, and court

administrators assures that sufficient resources will be available to handle the influx of DWI cases that might be generated during the enhanced enforcement effort. Support from the State highway safety office can include financial resources, equipment, and publicity for the enforcement efforts.

- **Prosecutors:** When enhanced law enforcement is conducted, additional DWI cases often result. Efforts should be made to inform local prosecutors about such efforts, so they can make adjustments in staffing and resource allocations. Without this information, prosecutors may find themselves unprepared, and lead them to settle, drop, or dismiss cases, which can reduce general deterrence. Thus, it is vitally important to keep prosecutors informed about enhanced law enforcement activities. For example, *MADD Indiana* met with prosecutors and hosted informational lunches for judges to brief them on upcoming enforcement efforts. As a result, the prosecutors and judges anticipated the additional staffing and resource needs that would be required during the enhanced enforcement periods and the system was able to meet the increased demands.
- **Judges and Other Court Officials:** Judges and court administrators also need to know about upcoming enforcement efforts for much the same reasons that prosecutors need to know – they must prepare for a larger case volume than normal. *MADD Texas* conducted a judicial seminar to inform judges about the crackdowns, their purpose, and their effectiveness.
- **State Highway Safety Office:** State Highway Safety Offices can make resources and technical assistance available to law enforcement agencies and community groups. They also coordinate with many groups and

organizations throughout the State and may be able to identify ways in which your organization may be able to collaborate and play a particular role to enhance law enforcement efforts. *MADD Minnesota* worked with the State highway safety office to focus on 13 counties that had the highest alcohol-related fatality rates, which helped them concentrate their recruitment efforts where they were needed most.

- **The Media:** Working with the media is critical to obtain and increase levels of publicity. However, they are important for other reasons as well. Presenting awards to media outlets during recognition events led to increased coverage for them and also other honorees. *MADD Arizona* included media awards as part of their large-scale awards ceremony and, as a result, received coverage in both English and Spanish.
- **Other Partners:** Additional partners can also provide assistance – with recruitment, participation, publicity, and recognition efforts. For example, you can work with political figures, local celebrities, and highway safety groups to help support law enforcement during crackdowns. *MADD Ohio* did a good job of bringing all of the above groups together, including First Lady Hope Taft.

Working with these groups provides several benefits. It can help create an increased sense of partnership. Everyone can see the breadth of support for the same cause. It can establish champions in non-law-enforcement fields. It can also help develop a cross-pollination of ideas. For example, *MADD Tennessee* conducted leadership meetings throughout the State with representatives from law enforcement, the State Highway Safety Office, the District Attorney's Office, the Health Department,

the State Highway Patrol, and others. The goal of each meeting was to discuss the *You Drink & Drive. You Lose.* crackdown, coordinate dates and details, and consider ways to combine efforts to make enforcement efforts as successful as possible. In Arizona, some law enforcement officers received recognition at an awards ceremony, and left inspired by ideas they learned from other awards winners from different regions in the State.

Tip #2: Think multi-lingual.

Bilingual materials have long been used in States such as Arizona, New Mexico, and Florida, but with increases in non-English speaking populations in many other areas of the country, it is important to consider whether the development of Spanish or other language materials need to be created. *MADD Arizona* presented an award to the best coverage by a Spanish language news outlet. *MADD New Mexico* also did billboards, events, and media in both English and Spanish. Additionally, in some areas, other languages may be appropriate.

Summary

In summary, there are many actions that community groups can undertake to support law enforcement, especially during enhanced enforcement efforts. Here are some tips to bear in mind as you work to support law enforcement:

Recruitment

- Make requests as personal as possible.
- Focus on law enforcement leaders.
- Use recognition and grassroots support to encourage law enforcement participation.
- Use your current champions to help recruit new officials.

Participation

- Help with roll call briefings, then participate in the enforcement.
- Participate in the enforcement in as many ways as possible.

Publicity

- Help with publicity.
- Help with public service announcements and paid media.

Recognition

- Recognition can be large or small.
- Recognize both units and individual officers for hard work.
- Recognize officers in the media.

Additional Recommendations

- Work with more than just law enforcement.
- Think multi-lingual.

Appendix A: State Grant Activities

Alaska

MADD Alaska had proposed to do three law enforcement recognition events. In order to get statewide media, all three events (in Anchorage, Juneau, and Fairbanks) occurred on August 29.

All three events had a very strong mix of attendees. For example, at the Anchorage event, attendees included local police, state troopers, regular and reserve military, the police chief, state trooper commander, public safety commissioner and deputy commissioner, and the mayor. Many were heard to remark how great it was that local, State, and Federal people were in the same room honoring law enforcement.

After each event, a full-page ad was taken out in all three local newspapers to celebrate the officers and promote the upcoming crackdown. These ads used the NHTSA template ads with the officers' names at bottom. Because of the events, earned media was carried in all three papers as well.

Arizona

MADD Arizona proposed to do earned media for the crackdowns, advertising for the crackdowns, alcohol awareness programs in schools and at other gatherings, and a statewide law enforcement recognition dinner.

In terms of media coverage, MADD Arizona conducted several interviews, including some with Spanish language channels, regarding the crackdown. A billboard ad that was to promote the crackdowns had trouble in coordination among MADD, the Governor's Office of Highway Safety, and ClearChannel. As a result, Governor's Office of Highway Safety (GOHS) and MADD ran a general advertisement about enforcement not connected to the crackdowns through May. This is not being paid for out of grant funding, due to the lack of tie-in to the *You Drink & Drive. You Lose.* message.

MADD has also been attending taskforce checkpoints, both during and outside of the crackdown period.

MADD sent out press releases, op-eds, and letters to the editor supporting the crackdowns.

For school outreach, MADD was able to reach over 17,000 students. The outreach efforts were conducted in 35 different schools, including American Indian nation schools.

The statewide law enforcement recognition dinner took place on May 13, 2005. While the implementation with the Governor's Office of Highway Safety could have used significant improvement on MADD's end and there were staffing situations within MADD that were addressed late in the process, the event itself went very well. Over 300 people were in attendance, including multiple members of the Governor's cabinet. David Manning, Richard Fimbres, and Nick Ellinger joined together in presenting awards, making it a true GOHS/NHTSA/MADD collaborative event.

Arkansas

MADD Arkansas produced a car magnet for the law enforcement vehicles involved in the crackdown. They were going to have bumper stickers made, but after discussions, they went with a removable, transferable car magnet. The magnets were used on the vehicles to highlight the heightened enforcement period and were given to law enforcement for future *You Drink & Drive. You Lose.* efforts.

Volunteers also made phone calls to all agencies in the State asking if they were going to participate and if they needed any assistance. These recruitment efforts received a strong response, including getting additional participation and setting up opportunities for MADD Arkansas to assist with heighten enforcement efforts.

They also did their annual law enforcement recognition awards (the “Blue Knight” awards), which are beloved by law enforcement.

California

The California Office of Traffic Safety requested that MADD use the grant funds to secure extra billboard advertising. MADD California did billboards in Office of Traffic Safety designated areas and they placed the ad on buses in the area. They also provided press releases to over 400 media outlets, and MADD California chapters did public awareness events in their areas about what law enforcement would do during the crackdown.

A billboard went up on Highway 29 at the border of Napa and Solano Counties in American Canyon, and forty-five 27”x85” signs were placed in Alameda, Sonoma, and Contra Costa counties. As the cost was slightly higher than budgeted, MADD California made up the excess out of local funds.

Additionally, a law enforcement recognition event was held (using local funds) on April 9, 2005. MADD’s Chief Executive Officer, Chuck Hurley, was there – an unexpected nice touch. He and MADD’s Board Chairwoman Cindy Roark addressed the audience. They also had remarks from Roderick Hickman, a cabinet officer of the governor’s office and Chris Murphy, director of the Office of Traffic Safety. A total of 90 award presentations were made.

Delaware

Through a partnership with Office of Highway Safety, MADD Delaware was able to gain a working relationship with the State DUI coordinator and Community Information Officer. The DUI coordinator was able to assist with details like helping to coordinate volunteers and checkpoints locations, as well as suggestions on how best to support each checkpoint.

MADD Delaware worked with the communications officer and helped to coordinate the media buy and with the writing and distribution materials describing State participation in *You Drink & Drive. You Lose*. MADD also participated in the Office of Highway Safety’s “Checkpoint Strikeforce” kickoff event.

MADD Delaware held a pizza party (at the DUI coordinator’s recommendation) for each of the county task forces – about 25 officers per – and held an appreciation luncheon on December 27th with over 40 law enforcement officers in attendance. Delaware’s Secretary for Public Safety spoke at the event and he gave the DUI Task Force kudos for their commitment to the crackdowns.

MADD Delaware volunteers also worked at as many checkpoints as possible and were very appreciative of the opportunity to help law enforcement. They distributed information about the enforcement efforts to individuals and coffee mugs to officers.

Media messages were also used. Over 200 30-second public service announcements ran on radio stations popular among 18- to 35-year-olds in the area.

On January 26, MADD Delaware was recognized by the Office of Highway Safety for its support of the crackdowns and special attention was paid in the media materials about the event that the efforts were made possible by the NHTSA grant.

Florida

Due to the hurricanes of 2004, many of the events in Florida were postponed or cancelled. MADD Florida did “Hands Across the Border” press conferences detailing Alabama, Georgia, and Florida’s commitments to stopping drunk driving. However, law enforcement was re-tasked to other activities. MADD Florida and the

Office of Highway Safety looked at doing alternate events, but had difficulty coordinating. MADD Florida did produce a booklet of Florida DUI laws for prosecutors.

Georgia

Part of the success of MADD Georgia is that they split up into teams to support the checkpoints. As a result, they were able to assist with many more checkpoints than they would have been able to if efforts were centralized.

MADD Georgia used NHTSA grant funds to send information out to all of the law enforcement agencies in Georgia asking them to participate in the crackdowns and in sustained enforcement and telling them that MADD volunteers would be available to assist and support the events. As a result, MADD volunteers were at many checkpoints. Ten thousand cards were printed discussing the costs of a drunk driving conviction and every one was distributed by MADD volunteers.

MADD Georgia also printed sticky notes for the law enforcement agencies, allowing the spotting officer to detail the violations s/he saw that merited further review to the officer down the line (e.g., occupant protection, insurance, licenses, etc). DUI was separate and thus not on the note. These were so well received that MADD Georgia will probably continue these even absent grant funding.

They also provided meals to law enforcement officers. Volunteers talked to officers about the importance of the jobs they were doing.

MADD Georgia hosted a law enforcement awards banquet at the Georgia Public Safety Training Center. MADD Georgia also participated in a number of media activities and put on other events, including mock crashes, during the crackdown time.

Following each of the checkpoints, MADD Georgia wrote letters to the chiefs commending the officers who organized the checkpoints. These letters were submitted for their personnel files. These letters also solicited applications for the law enforcement awards and publicized the luncheons. Postcards were sent about the events to every chief in the State. Special auto decals were given to the top three agencies (50 per agency) publicizing that that agency had done an exemplary job of DUI enforcement. Each individual officer who received an award received a plaque and a pin for his/her uniform – 53 such awards were given. A number of smaller awards were also given. Additionally, press releases went out to that person's local newspaper.

Indiana

After securing participation from Office of Highway Safety, MADD Indiana began to recruit agency participation by sending letters and meeting with the agencies. Agencies in all corners of the State heard from MADD, urging action during the crackdown period.

MADD supported many checkpoints in the State with volunteer attendance and participation. MADD also participated in several media events, including the executive director speaking at the statewide kickoff. To prepare their offices, MADD also met with prosecutors and held educational luncheons for judges across the State.

The Indiana Office of Highway Safety asked MADD if they could use the grant funds to host a recognition event for law enforcement to reenergize the State's crackdown efforts. The Office of Highway Safety set the times and MADD executed the events. MADD Indiana wanted show support for all the officers have done during the crackdowns and the positive effect they have. These four events went very well.

Massachusetts

MADD Massachusetts set out to get more participation from law enforcement in the State. They conducted roll call briefings at agencies around the State as well as supporting the activities as they occurred.

The law enforcement recognition breakfast, which was the main thrust of the efforts, occurred on January 25, 2005. There was a strong press contingent at the event, as well as some legislators (who had been invited when there was an award recipient in their district). Ted Minall gave the keynote address and the superintendent of the Massachusetts State Police also spoke. Uniform pins were also given out. They created an application so that officers could be nominated by MADD chapters and other stakeholders in the area. As a result, there were strong press mentions of the law enforcement officers who won.

Minnesota

MADD Minnesota worked with the Department of Public Safety (DPS) to target 13 at-risk counties with radio ads. These ads were produced with DPS to complement other ads the State was using. Over 500 30-second ads were run during the crackdown period. Radio stations matched the paid ads with an equal number of bonus spot runs of the ads, so MADD Minnesota was able to double the ad money.

MADD was then going to support crackdown events and inform the public of the efforts the State was doing to combat drunk driving. This was to be a viral e-mail campaign with animation to peak interest. The ad was designed and sent to a production company to create, but problems with the production company led to the animation not being produced. A newspaper ad was created at the last minute and the viral campaign was

replaced by phone calls and meetings with media. The production company will try to conduct the animation for later crackdowns, but they were unable to satisfy the timeline and did not inform MADD Minnesota until it was too late for alternative plans.

The phone calls and meetings with media bore fruit. This media advocacy resulted in a number of highly visible placements for crackdown-related earned media. Additionally, the newspaper ad also helped raise awareness of the crackdown.

MADD volunteers also participated in the crackdowns, handing out materials on the costs of drunk driving.

Mississippi

A taskforce on impaired driving was created to get all agencies in the State coordinated. Some of the agencies have good participation and some do not; MADD worked with the areas that did not have good participation in efforts to boost that participation.

To promote public awareness, MADD Mississippi purchased a “roving” billboard – a billboard that can be pulled behind a vehicle on a trailer – that would drive in urban areas to promote the crackdown message. This billboard would reach different areas and as it was not static, it would reach a larger audience.

The recognition event occurred on December 16, 2005. Officers were given pins and awards. The awards were Preliminary Breath Test devices for the officers and their agencies. The PBT awards went to officers with high conviction rates. Mississippi has a problem with officers not showing up for court, and DUI cases are being dismissed. By showing support for those who followed through with the whole process, Mississippi hoped to encourage more officers to do the same. Additional

PBTs were given out as random door prizes to encourage attendance at the recognition event. A press release was also issued to promote the event.

Missouri

MADD Missouri coordinated with the Missouri Division of Highway Safety to put together a high frequency TV and radio campaign in the top 13 counties for DWI crashes for the past 13 years. A total of 280 messages were run on major cable channels, and 111 messages ran on radio stations around Missouri. The Missouri Division of Highway Safety matched MADD Missouri grants so they could place the ads in more markets. The cable messages were targeted toward the younger male, with MTV, Spike, FX, ESPN2, Comedy Central, and E! as the targeted channels. Radio was targeted similarly.

Nebraska

Many agencies in Nebraska have not participated in checkpoints because of the logistics involved. MADD Nebraska sent letters to the agencies asking them to participate, and it provided them with the State laws and information on how to organize legal checkpoints. MADD Nebraska worked to inform law enforcement of the benefit of checkpoints, and it published op/eds in papers around Nebraska to inform the public.

Agencies that had not participated before conducted checkpoints and will continue to do them. There have been some conversions of key law enforcement leaders by MADD and they have begun to evangelize the sobriety checkpoint message.

They also posted billboards in areas that the highway safety office suggested as target regions (the four counties with the highest numbers of alcohol-related fatalities). These billboards supported not only checkpoints, but

also the other crackdown efforts conducted through saturation patrols. MADD also worked to publicize the crackdown through other means, including scheduling the Attorney General to conduct a press release on the crackdown and organizing a press conference. MADD also did three public awareness days to promote the crackdown.

New Mexico

The law enforcement agencies in New Mexico have been steady participants in the past, so MADD New Mexico wanted to reenergize them and get those who have not participated before to participate. To reenergize, MADD New Mexico held a recognition event to thank law enforcement officers for their participation after the New Year checkpoints (so that the awards were for participation during the crackdown as well as broader efforts). To get those to participate who have not, they sent letters to all of the law enforcement agencies who had not participated in the past.

In order to publicize the checkpoints, MADD New Mexico conducted kickoff press conferences around the State. They placed billboards that warned motorists that law enforcement would be out in force. They conducted these in English and Spanish. They also printed information brochures, in English and Spanish, to hand out at the checkpoints. Spanish outreach was critical in heavily Hispanic-populated New Mexico.

New York

The crackdowns had trouble in New York because the Republican convention was in New York City and that took a lot of the media focus. Because the media focus was elsewhere, MADD New York looked for other ways of reaching audiences. One of those was placing the ads in movie theaters on the screen ads. Billboards were also placed.

In order to recruit agencies, MADD New York sent letters to law enforcement and asked for their involvement. They also produced flyers promoting the crackdowns and the recognition luncheon (to provide another enticement).

MADD New York purchased 10 Alco-Sensors to have as raffle giveaways. Agencies needed to return their reports to the Department of Criminal Justice to be eligible (so that participation could be judged). In November, MADD New York held its “Top Cops” recognition luncheon. A victim came to speak to the attendees to thank them and remind them why they do what they do.

Ohio

MADD Ohio held eight press events around Ohio to kick off *You Drink & Drive. You Lose*. Each press event had MADD representatives, Safe Communities representatives, and county DUI taskforces. They presented PBTs to local law enforcement agencies participating in the area of the press conferences. The media was notified and strong results were achieved. MADD Ohio also released the results of the campaign to the media around the State as a way of getting long-term buy-in for enhanced enforcement efforts. They also wrote letters to 980 law enforcement agencies around the State as a way to increase participation.

Last year, Ohio conducted low manpower checkpoint trainings with money from the crackdown grant. To follow up on that training, this year they prepared a survey to send to those agencies to see if checkpoints were conducted regularly.

They also organized a luncheon in October where they invited members of the law enforcement community, judges, prosecutors, DUI Task Force members, media representatives, and Safe Communities representatives. They awarded more PBTs and had First Lady Hope Taft as the keynote speaker.

South Carolina

MADD South Carolina supported the crackdown by helping at the checkpoints; they produced DUI law cards that could be handed out at the checkpoints. The law cards were produced late and were not handed out during the crackdown period, but were distributed at checkpoints through out the fall and winter.

MADD South Carolina also increased awareness of the crackdowns by conducting press conferences during the crackdown and encouraging law enforcement to continue the efforts. They also issued press releases and did other media efforts. The law enforcement recognition event was held in May and was by all accounts well attended.

Tennessee

MADD Tennessee organized and hosted eight community leader meetings around the State. Each of these meetings took a considerable amount of coordination and planning to make sure that the proper players were present and that those who attended supported the agenda and came with ideas, suggestions and a willingness to work hard. These meetings were comprised of representatives from law enforcement, the Governor’s Highway Safety Office, District Attorney’s Office, the Health Department, the Tennessee Highway Patrol, and others. The goal of each meeting was to talk about the *You Drink and & Drive. You Lose* crackdown, coordinate dates and details, and to talk about how to combine efforts to make enforcement efforts as successful as possible. MADD traveled around the State to each of these eight meetings to offer training materials and general support.

MADD Tennessee also hosted the MADD Tennessee Excellence Awards to honor law enforcement, judges, prosecutors, the media, and volunteers. This recognition event was marked by a formal dinner and awards ceremony

held in Nashville. An award was created in each category and those presented with awards were invited along with their family. Each winner was presented with a plaque.

In order to publicize the crackdowns, MADD Tennessee participated in the kickoff press events. They also purchased newspaper advertising about the crackdown period.

Texas

MADD Texas, in order to spread the money around a large State, focused on three major activities – media in support of the crackdowns, law enforcement recognition, and judiciary seminars.

Many different MADD chapters partnered with their agencies who were working under Strategic Traffic Enforcement Program grants to do press events before the crackdown period talking about impaired driving enforcement efforts. These media events went very well, resulting a number of enforcement-related stories, some of which detailed what a saturation patrol is and how they would be conducted.

Eight areas throughout the State did law enforcement recognition events. When possible, these events featured presenters like Ken Copeland from NHTSA and Bryan Roberts from the Texas Municipal Police Association to speak to the officers. Press releases also went out to each officer's local paper, resulting in a number of very positive stories about the officers. Hundreds of officers were thanked.

Three judges' seminars were conducted in Dallas, El Paso, and Waco. Approximately 100 judges and courthouse personnel heard about the crackdowns, what would happen there, and about the benefits of DWI courts.

Virginia

Virginia had a boost on this year's crackdown, because during the previous legislative session, over 20 new DUI laws were passed in Virginia and there was a good deal of publicity surrounding that legislation. To inform the public and law enforcement of these new laws, MADD Virginia went about producing cards, table tents, and other information resources to get the message out about the laws. The goals were to help increase the deterrent effect of the new laws by making sure that people were aware of the changes and to help officers get acquainted with the new code sections. This message dovetailed very nicely with the general deterrent message of *You Drink & Drive. You Lose.* because not only did people get the message that there would be serious consequences, but they also got the message that law enforcement was out in force and that they were more likely to be caught.

MADD Virginia also wrote letters to their local law enforcement agencies asking them to participate in the crackdown, including information about the recognition events as an incentive for agencies to do well.

MADD Virginia already conducts five local recognition events but there are five major areas in the State not covered by chapters. In order to increase coverage, MADD conducted its normal five events, plus five additional events with the grant to cover the entire State. Attendance was very strong and MADD Virginia hopes to be able to continue these in years to come.

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