

**RECOMMENDATIONS FOR GUIDELINE AREA 2A
PUBLIC INFORMATION AND EDUCATION FOR PREVENTION
(** Priority Recommendations)**

1. DEVELOP/IMPLEMENT STATEWIDE PI&E PLANS

- ** The Division of Highway Safety should develop a statewide enforcement and prevention plan and program for impaired-driving PI&E activities. The plan should include attention to public health approaches that are designed to alter social norms with regard to impaired driving, to change risky and/or dangerous behaviors, and to create more protective environments especially for youth. CT00
- ** Design and implement a specific statewide PI&E plan for an expanded effort to increase public awareness and to reduce impaired-driving problems throughout Indiana. IN01
- ** The Office of Highway Safety Planning should assume responsibility for development of a statewide PI&E plan. It should consider contracting this responsibility for implementation to the Alcohol Issues Forum. MI
- ** OTS should proceed with development of a comprehensive PI&E plan in support of an overall Impaired Driving Prevention Plan. The plan should include: needs assessment, marketing plan, and evaluation of target group exposure, recall, and assimilation of messages. The planning process should include participation of all public and private organizations providing PI&E activities. WI93
- ** Develop a comprehensive prevention and PI&E plan for the State. OK
- ** Design, fund and implement a comprehensive statewide plan for all impaired-driving PI&E activities; this plan should describe and delineate an ongoing statewide PI&E program and include a dedicated coordinator responsible for these impaired-driving activities. VT
- ** GHSP should develop a PI&E plan for the State. At a minimum, such a plan should encompass discussion of the extent of the problem, a strategy for addressing the problem, and a discussion of resources available to inform the public about the problem and effective ways of addressing it. WV
- ** The PI&E coordinator should develop a statewide plan and program for all impaired-driving PI&E activities. GA
- Develop a coordinated and comprehensive statewide PI&E plan including standardized materials and strategies for media support. DE
- DTS should develop and follow a statewide PI&E plan. IL
- Develop a PI&E plan for the State. This plan should set reasonable goals and should coordinate them with Healthy Marylanders 2010 efforts. MD
- The "Comprehensive Substance Abuse Prevention Five-Year Plan" described in section 2-B, should include a statewide coordinated PI&E component. ND
- Develop an impaired-driving PI&E plan, coordinated with substance abuse and health promotion campaigns, including needs assessment, tested messages, targeted media and sustained campaigns. RI

- Develop a comprehensive PI&E plan coordinating the efforts of various agencies involved in impaired-driving prevention. OR
- Develop a coordinated, interagency traffic safety PI&E plan. MO

2. ESTABLISH STATEWIDE PI&E COORDINATOR POSITION/RESPONSIBILITIES OF

- ** The Division of Highway Safety should develop a statewide enforcement and prevention plan and program for impaired-driving PI&E activities and designate a coordinator to implement the plan. CT00
- ** Traffic Safety Bureau should designate a full-time PI&E Coordinator either in the agency or on a contract basis. NM95
- ** Office of Traffic Safety should designate a PI&E coordinator responsible for development of a comprehensive PI&E plan. MN95
- ** DTS should create and staff a position responsible for coordinating public and private DUI activities. IL
- ** Hire a full-time PI&E coordinator to ensure that the plan is implemented on a reasonable timeline. MD
- ** Expand the PI&E staff contingent within the GHSP, and specifically hire a full-time coordinator with the responsibility to annually develop a statewide plan and program for all PI&E activities related to impaired driving. NC
- GHSP should designate a PI&E coordinator. WV
- Designate a statewide traffic safety PI&E coordinator in the GHSO. OH
- Appoint a coordinator for traffic safety PI&E activities within the GHSO. TN
- A position for a permanent, full-time PI&E coordinator should be established by GOHS. GA
- Designate a statewide traffic safety PI&E coordinator. MO
- The PI&E coordinator should be responsible for a comprehensive statewide PI&E plan. NM95
- The PI&E coordinator should be encouraged to participate in workshops and seminars on PI&E strategies and techniques that apply to activities outside the scope of law enforcement in order to broaden his perspective and statewide network. GA

3. IMPROVE/EXPAND AGENCY/INTERAGENCY PI&E PLANNING AND COORDINATION EFFORTS

- ** New Mexico should continue to work with regional task forces and attempt to expand them and develop better coordination. NM91
- ** Continue and expand GOHS' planning and coordinating in the area of PI&E. AZ
- ** Increase interagency planning for State prevention and PI&E efforts. OK

- ** The Hawaii Department of Health, Alcohol and Drug Abuse Division should take a more active role in the coordination of and participation in PI&E activities that surround prevention. HI
- ** The GHSP should assume a leadership position in the coordination of highway safety efforts in the State. To this end, GHSP should convene an interagency group for the specific purpose of sharing information about issues of mutual concern and interest. Membership should include reps from insurance, health, DOT, DMV, and the WVSP. WV
- ** The Department of Highway Safety should provide coordination of PI&E activities consistent with a comprehensive plan. The PI&E plan should be consistent and coordinated with the Statewide Prevention Plan being developed by Interagency Coordinating Council. CT93
- Develop stronger relationships with selected State agencies to expand support for PI&E campaigns on impaired-driving issues. NC
- Develop a coordinated, interagency traffic safety PI&E plan. OH
- Establish an interagency prevention coordinating council that uses current impaired-driving/substance abuse data to determine what policy and behaviors should be targeted and develop strategies to educate the public and to garner public support. MD
- Establish an interagency alcohol, tobacco, and other drug prevention coordinating council with a PI&E sub-committee with representation from at least the GHSO, DOH, DOE, law enforcement agencies at the State and local level and college safety and substance abuse prevention programs. TN
- Create an inclusive prevention committee(s), and establish collective Hawaii-specific goals, through interagency, inter-organization agreements. HI
- The GHSP should develop a plan to promote substance abuse and impaired-driving prevention activities that enhance the likelihood that resources will not be duplicated and will target areas that may have been missed in earlier campaigns. Include the development of data-driven materials that underscore the costs of substance abuse with particular emphasis on DUI. WV
- Include the Department of Insurance in planning efforts. OK
- Office of Transportation Safety should develop strategies for more effective coordination of PI&E activities. CO
- Office of Highway Safety Programs and the Alcohol Issues Forum should encourage and assist other counties to adopt and adapt an "Impact Weekend" program. MI
- Prevention should be part of the proposed statewide Traffic Safety Conference in order to better coordinate prevention activities. CO
- Develop action teams in conjunction with State and local police whose goals should be to get relevant information regarding traffic safety problems in a timely manner to the OHSP public information office. MI
- Office of Highway Safety Planning should encourage and assist local coalitions in obtaining PI&E materials from private sources. MI

- Texas should continue expansion of the excellent inter-agency cooperation in PI&E campaigns. Traffic Safety Operations Office should work with other State and local groups to develop a comprehensive PI&E plan in order to avoid duplication of effort. TX
- Organizations such as the Maryland DOT or ADAA should sponsor periodic "sharing" conferences for local projects and Resource Centers and could also establish a network of local projects to share information. MD91
- OTS should fund the Resource Center on Impaired Driving to produce and distribute a newsletter to inform the highway safety community about legislative, policy and program changes and recent research findings related to impaired-driving prevention. WI93
- Support continued operation of the Wisconsin Clearinghouse for Prevention Resources and coordinate links to Web sites and other Clearinghouse resources with community and school-based prevention programs. WI
- The Resource Center on Impaired Driving and the Wisconsin Clearinghouse for Alcohol and Drug Information should coordinate their efforts. The programs should be aware of each other's holdings in order to refer patrons to the best source of specific information. The programs might consider producing joint publications on issues of immediate concern to the impaired-driving field in Wisconsin. WI93
- GHSP should lead in developing a coordinated PI&E plan. WV93
- Work with traffic safety coalitions, public health agencies, and citizen advocacy groups to correct public misinformation about DWI and alcohol use stemming from alcohol advertising. NM91
- TSB should establish a statewide body to coordinate its impaired-driving program and it should contain standing committees on Prevention PI&E. NM91
- Incorporate into the Oklahoma HSO statewide prevention plan the recommendations of the Oklahoma Drug and Alcohol Policy Board's substance abuse and treatment recommendation that pertain to highway safety. OK
- The Alaska Highway Safety Planning Agency should develop a comprehensive statewide presentation plan that should include decision makers from the education departments (or academia), State and local police, DMV, citizen groups, and alcohol industry. AK
- Because of the size of Alaska, regional prevention groups must be formed. These groups should plan for the region within the parameters of the State plan. AK
- The DUI Advisory Council should establish an ad hoc committee to determine how to best use current PI&E activities. IL

4. BUSINESS/PRIVATE/SCHOOL ORGANIZATION INVOLVEMENT IN PI&E EFFORTS

- ** The Division of Highway Safety should expand its contacts with and support of community not-for-profit organizations that implement impaired-driving PI&E programs at a regional and community level. In addition, the Division of Highway Safety should expand its media contacts related to impaired-driving issues. CT00

- Develop stronger relationships with private sector business leaders to expand support for PI&E campaigns on impaired-driving issues. NC
- Design and implement a statewide conference for community, voluntary organizations, and private sector leaders and use "lessons learned" to stimulate a wider geographic range of impaired and underage driving PI&E activities. NM
- Design and implement additional statewide and regional PI&E conferences for community, voluntary organizations and private sector leaders in order to stimulate and coordinate impaired-driving PI&E activities. NC
- The statewide plan should include a strategy for coordinating the PI&E activities of each grantee. Private sector, volunteer, and public agency activities that are not grant-funded should also be coordinated to the extent that this is possible. If multiple messages in multiple contexts can be coordinated, they may become synergistic. GA
- Coordinate highway safety initiatives with advocacy groups as well as private industry groups with an interest in highway safety and injury reduction. OK
- Promote better communications between State and private agencies advocating for safety and health. OK
- Conduct at least two meetings per year with traffic safety and other advocates to plan for future efforts and evaluate past activities. MO
- Businesses and private organizations should be encouraged to form public-private partnerships that further support existing PI&E efforts through increased funding, as well as access to other outlets. Where alcoholic beverage industry funds are used, advertising visibility should not be greater than that of any other participants. CA
- Continue the process of community-based empowerment, including support for citizen activist coalitions. CA
- Continue the public-private partnership with groups such as Farmers Insurance. Expand this effort to other potential sources of private sector involvement in PI&E. AZ
- State support for faculty research grants and/or student assistantships dedicated to prevention research could serve as an incentive for greater university participation. MD91
- GHSP should continue to encourage and assist local programs to obtain PI&E materials from private sectors including major corporations and local companies. WV93

5. PROMOTE PUBLIC AWARENESS OF RISKS OF DUI, HEALTH CONSEQUENCES, ETC.

- ** PI&E messages should be developed to inform drivers of the specific consequences of a DWI arrest and conviction. NC95
- ** A comprehensive PI&E plan should be developed to address all elements of public awareness, knowledge, and attitudes related to the prevention of DUI. MT

- ** Develop a working group to plan and develop an impaired-driving fact book that will be easily understood by lay people, that will have relevance for county and local task forces, that can provide at a minimum a compendium of information about impaired driving and other alcohol issues in each county. Impaired driving arrest data, as well as accident data, should provide demographics that enable prevention programs to choose appropriate strategies for targeting their limited resources. At the State level information should be released to the public indicating the disposition rates of impaired-driving cases in the courts for each judicial district. MD
- A PI&E strategy to educate the public and provide documentation in support of the goals of the Governor's Statewide DUI Task Force should be developed and implemented. No area of the State should be neglected, particularly if its electorate has substantial influence on the legislative process. GA
- The Transportation Policy Committee should involve local participation in the development process for statewide PI&E campaigns. VA
- GHSP should develop and maintain an updated fact sheet on DUI and its consequences in the State and on a county basis as well. At the state-level, information should be released to the public that indicates the disposition of DUI-related offenses. WV
- The content of PI&E messages should be expanded beyond the deterrence message to address the health and safety consequences of impaired driving. NC95
- Integrate impaired-driving messages into other ongoing public information activities, e.g., the Arizona DOT's Construction Alerts. This should be encouraged and expanded. AZ
- Explore the possibility of implementing a non-commercial, sustaining announcement program that provides the equivalent of PSAs. AZ
- Greater efforts should be directed to develop common themes and messages, with State and local groups encouraged to continuously create innovative methods of delivering the message. TX
- Efforts should be made to match the level of alcohol advertising with equivalent exposure for effective pro-health and safety messages to provide more complete and accurate information. CA
- Eliminate alcohol advertising and beverage industry promotion/sponsorship of public events where the majority of anticipated audience is under the legal drinking age. CA
- Develop messages that stress the promotion of healthy life styles and relate them to the costs of impaired driving. OK

6. MEDIA-RELATED RECOMMENDATIONS

- Long-term planning should include the development of personal relationships with local media markets and a strategy for ensuring statewide media coverage. The GOHS clipping service should be used to develop a media market database for this purpose. GA
- Consider establishing a contract with a public relations firm to conduct media activities. WV

- Hire a PR firm to conduct media activities after the above recommendations are implemented. MD

- Continue to encourage comprehensive news reporting of alcohol-related problems and crashes; continue the multi-media campaigns that are based on effective social marketing principles. Where necessary, repackage the message to make it more salient or reinforce the media's contribution to project successes by providing feedback to the public that emphasizes good results. CA

7. PI&E EFFORTS FOR HIGH-RISK GROUPS

- ** Design and implement specific education, information and media strategies to address binge drinking and other drug use by youth. These PI&E and related strategies may require a two-part approach, one directed primarily toward youth and the other directed to parents and other caretakers of underage people. IN01

- ** Convene and financially support a summit of college and university counseling, housing, student affairs, student government, and health clinic personnel to address issues of underage and binge drinking by students. NM

- GHSP should assess the effectiveness of prevention programs targeting youth through the use of Youth Behavior Risk Survey, which is conducted every other year in West Virginia's schools. GHSP should request permission to add questions specifically addressing the issue of drinking and driving by youth as well as the issue of riding with another youth who has been drinking. WV

- Target selected high-risk communities to conduct a special "I'd Rather Drive" campaign that would include providing each young person in the community with a personal copy of the tape. CA

- Use data provided from HARM coupled with DUI/DWI arrest data to identify areas at high risk for impaired driving. OK

- Designate a proportion of prevention dollars to assessing high-risk areas and for developing community programs promoting highway safety. OK

- Traffic Safety Attitude Surveys should be expanded to include targeted sub-populations of minorities, youth, and problem drinkers. OR

- Work with traffic safety coalitions, public health agencies, and citizen advocacy groups to oppose inappropriate targeting of youth and lower income groups in advertising, particularly in billboard placement. NM91

8. CULTURAL-RELATED PI&E EFFORTS

- ** All PI&E program materials used statewide should be available in Spanish. In addition, materials and programs should be developed to reflect Hispanic culture and concerns. TX

- ** Implement a sustained, targeted, and coordinated PI&E campaign to address the cultural norms related to alcohol use and impaired driving. WI

- ** Some multi-cultural PI&E campaigns and materials, primarily for Hispanic audiences have been developed. However, given California's cultural diversity, consideration should be given to expanding these efforts, particularly with respect to Asian and other ethnic populations. CA

- PI&E materials should reflect cultural, ethnic and literacy diversity in Virginia. VA
- Develop culturally sensitive PI&E materials and campaigns for Hispanics and Native Americans. OR
- Newly developed materials should be culturally relevant, should involve input from the populations for which they are intended, and should reflect regional values and concerns. CO
- Work with traffic safety coalitions, public health agencies, and citizen advocacy groups to oppose inappropriate targeting of minorities in advertising, particularly in billboard placement. NM91
- Traffic safety materials on impaired driving (brochures, films, manuals, posters, etc) should be available in and targeted to the various major ethnic groups in New Mexico. NM91

9. PI&E EVALUATION EFFORTS

- ** Conduct evaluations to determine the effectiveness of various campaigns, target group exposure and message recall. Use local resources when possible (University faculty). AZ
- ** Office of Highway Safety Planning should set specific goals for PI&E programs and conduct an evaluation using empirical data to determine the impact. MI
- Develop and distribute evaluation tools for all funded prevention programs. Publish results of evaluations conducted to show which are working. HI
- Expand comprehensive evaluations of PI&E campaigns. OH
- Conduct comprehensive evaluations of all PI&E programs. MO
- Develop outcome measures for programs and require that each program include at least a basic evaluation. OK
- Use evaluations to eliminate ineffective programs. OK
- Evaluation of PI&E should concentrate on measuring exposure, recall and correlated knowledge and attitudes. Existing surveys, such as the Behavioral Risk Factor Surveillance System, might prove to be an efficient tool for this purpose. CA
- PI&E programs should be evaluated to assure efficiency in use of limited resources. TX
- Evaluation of PI&E should concentrate on measuring exposure and recall and correlated knowledge and attitudes. MD91
- Overall prevention evaluation efforts should be designed and overseen by the Center for Substance Abuse Research. MD91
- GHSP should encourage prevention programs to develop and implement empirical evaluations of the impact of PI&E activities. GHSP should assist programs in identifying sources of assistance in conducting evaluation research, e.g., universities. WV93

10. PI&E FUNDING RECOMMENDATIONS

- Review strategies to seek creative means of funding existing viable programs. HI
- Use State grant funds to enhance PI&E functions. NC
- DMV should fund full-time PI&E positions in all district CTSPs. VA
- Insure that the Hawaii Department of Transportation has the funding necessary to carry out the PI&E for all islands. HI
- Resource Centers should become "institutionalized" by seeking multiple sources of funding (private and public) and by establishing cooperative agreements with regional authorities and organizations. MD91

11. PI&E MATERIALS

- ** Given the proportion of rural roadways within the State, some PI&E materials should focus on rural highway safety. CA
- Establish a clearinghouse for statewide PI&E materials that are accessible by all partners and highway safety advocates. MO
- The Department of Highway Safety should encourage and assist local programs to obtain PI&E materials from private sector sources including major corporations and local companies. CT93
- The Division of Highway Safety should develop its own PI&E campaigns and materials in the impaired-driving area. These materials may be either adapted from those developed by other sources and/or they may be created for, or by, the Division of Highway Safety. CT00

**RECOMMENDATIONS FOR GUIDELINE AREA 2B
SCHOOL PROGRAMS AND COMMUNITY YOUTH PROGRAMS
(** Priority Recommendations)**

1. DEVELOP/IMPLEMENT K-12 ALCOHOL AND DRUG EDUCATION PROGRAMS.

- ** Institute a comprehensive K-12 alcohol and other drug education program. Information on substance abuse and impaired driving should be presented progressively to students in each grade. NM91
- ** Colorado should incorporate alcohol and drug education programs in all early childhood education programs, where possible. CO
- ** The Alaska Highway Safety Planning Agency, along with the Department of Education should take the lead in establishing K-12 traffic safety education programs and materials with emphasis on alcohol and drug impaired driving. AK
- ** Implement appropriate model K-12 alcohol programs. MN03
- ** DMV, working in conjunction with the Dept. of Education, should develop and implement a K-12 alcohol highway safety curriculum. VA
- ** Implement the "Protecting You/Protecting Me" curriculum on a pilot basis including comprehensive evaluation. Based on findings from the pilot project, the curriculum should be implemented statewide. OH
- ** Alcohol/drug education should be mandated for grades K-12. IL
- All school districts in North Dakota should implement a science-based prevention program at all levels K-12. ND
- Develop drug and alcohol awareness programs with a highway safety message for use with middle school students. OK
- Promote the inclusion of alcohol highway safety curriculum in high schools no longer providing driver education programs. OK
- Encourage all schools to implement comprehensive health curriculum with substantial material related to DUI and alcohol and substance abuse related issues. MT
- The Department of Education in conjunction with the Department of Human Services and the Office of Traffic Safety should develop a comprehensive, progressive, public-oriented substance abuse and traffic safety curriculum for grades K-12. MN95
- Schools with DARE should be encouraged to expand the program to junior and senior high school levels. WI93
- Comprehensive substance abuse and traffic safety curriculum with impaired-driving prevention components should be implemented in K-12. TX
- Implement Life Skills Training in all schools in Delaware. DE
- Traffic Safety Bureau and Department of Health should prepare plans to expand DWI prevention activities in schools to replace programs lost in the event of anticipated funding cuts. NM95

2. EXAMINE, REVIEW, REVISE STATE CURRICULUM EMPHASIS

- ** The Department of Highway Safety should work through the recommended Governor's Commission on Alcohol and Traffic Safety to establish an articulated impaired-driving prevention emphasis in substance abuse programs for students at all levels. This prevention emphasis should embrace the public health/traffic safety model recommended by NHTSA. CT93
- Prevention efforts in the schools and in the community should emphasize parental and family use and abuse of alcohol, parent attitudes toward young people's use of alcohol and parenting skills, and family management. ND
- Continue and strengthen the emphasis on the consequences of drinking and driving in the driver education program. MD
- Review and develop the alcohol and substance abuse curricula to include appropriate, current and accurate information about impaired driving. AZ
- Existing State curriculum should be reviewed and revisions made as needed. Grade 1-12 faculty substance abuse education efforts should be supplemented with community project and/or Resource Center staff who could present special "units." MD91
- Information used in school-based programs should be updated frequently to reflect legislative and program changes and current statistics and research findings. TX
- Messages specific to impaired driving should be integrated into existing health and other education programs beginning in grade school with special emphasis in middle and early high school years. NC95

3. PROMOTE ALCOHOL-FREE EVENTS

- Alcohol-free events should be promoted in rural as well as in urban areas. GA
- Promote alcohol- and drug-free activities throughout the school year to include a focus on impaired driving. AK

4. DEVELOPMENT OR ENCOURAGEMENT OF ALCOHOL/DRUG EDUCATION PROGRAMS OR EFFORTS FOR COLLEGE STUDENTS.

- ** GOHS, Department of Health Services, and other agencies should work with the University System to develop and implement a comprehensive alcohol/substance abuse prevention and intervention program. AZ
- ** Implement appropriate model college alcohol programs. MN03
- ** Community colleges and universities need to develop, implement, enforce on- and off-campus alcohol and other drug policies for students. Consideration might be given to having students majoring in the area to spearhead awareness programs and to develop and staff peer assistance programs. CA
- College campuses should be encouraged to develop impaired-driving prevention activities within the framework of comprehensive risk reduction and health promotion programs. NC95

- Colleges should be encouraged to develop comprehensive alcohol and substance abuse programs with strong impaired-driving prevention components. TX

- Increase attention to prevention programs on college campuses, especially with respect to reducing underage consumption of alcohol and drinking and driving. VA

- University substance abuse prevention efforts should be coordinated with the communities where the campuses are located. Coordination should include inviting local prevention projects onto campus, conducting programs for youth in the community and making University resources and expertise, e.g., evaluation research, available to the community. AZ

- The university administration should become involved in the process of the placement and legal operation of alcohol outlets in close proximity to the campus. This should include providing impact statements to the Liquor Control Board (LCB) when new license applications are in process. Also, the university should pursue sanctions against licensed outlets involved in unsafe practices such as sales to underage students or to intoxicated patrons. AZ

- Continue the efforts of the Alcohol Issues Forum with the President's Council and others to reduce alcohol-related incidents on college campuses. MI

- Campus programs should be reviewed and encouraged to eliminate "responsible use" messages from programs intended for audiences under 21. Programs with alcohol free alternative activities and curriculum infusion should be encouraged. WI93

- Encourage elimination of alcohol advertising and promotion of college campuses where a high proportion of the audience is under the legal drinking age. CA

- A model program to reduce the use of alcohol by people under 21 and to promote traffic safety on a college or university campus should be considered for grant funding by GOHS. GA

5. STATE/LOCAL GOVERNMENT AND COLLEGE COORDINATION/COOPERATION

- ** Office of Traffic Safety and the Department of Human Services should facilitate the formation of a consortium of college substance abuse prevention programs to promote comprehensive campus prevention programs. MN95

- Develop a college, university, and trade school committee in conjunction with the State Department of Health and the Traffic Safety Bureau to determine how to develop more effective alcohol and other drug use and abuse policies. NM91

- Traffic Safety Bureau should work with the consortium of colleges to promote substance abuse prevention programs on campuses and to assure that DWI issues are incorporated into these programs. NM95

- GOHS should encourage the Board of Regents to adopt policies that eliminate alcohol advertising and promotion on college campuses where a high proportion of the audience reached is under the legal drinking age. AZ

- Expand liaisons with higher education institutions throughout the State in order to encourage the adoption of policies and practices that have been scientifically proven to reduce alcohol and other drug problems, and to lead to the reduction of a variety of traffic safety problems among college students. NC

6. ESTABLISH TASK FORCE/CONSORTIUM TO REVIEW/IMPROVE CAMPUS ALCOHOL POLICIES

- ** Establish a consortium of college traffic safety, injury prevention and alcohol and other drug abuse prevention programs to develop and implement a plan for DUI prevention and intervention and activities for college students. OR

- ** Establish a task force to conduct a comprehensive review of college DUI and substance abuse prevention programs including campus alcohol policies and make recommendations for creating a healthy environment in relation to use of alcohol. MT

- The Interagency Substance Abuse Prevention Team should establish a College Substance Abuse Prevention Consortium to conduct a needs assessment, develop a prevention plan, and implement science-based prevention programs on all campuses in the state. ND

- Establish a consortium of college prevention programs to exchange ideas and work toward a consistent and effective alcohol and other drug policy on campuses throughout Tennessee. TN

- Establish a College and University Prevention Consortium with coordinated planning and shared resources and materials. WI

7. COMMUNITY COALITION INVOLVEMENT IN SCHOOL AND COMMUNITY YOUTH PROGRAMS

- ** Coordinate the efforts of local Safe Kids/Safe Communities projects, local SICA, and other substance abuse prevention coalitions. MT

- Community coalitions should be established in the remaining regions in North Dakota. ND

- Community coalitions should be given technical assistance in implementing the Comprehensive Substance Abuse Prevention Five-Year Plan and include impaired-driving information in all components. ND

- Expand and coordinate Safe Communities and other community level coalitions' impaired-driving and underage drinking prevention activities in schools. OH

8. STATE/LOCAL GOVERNMENT AND SCHOOL COORDINATION/COOPERATION

- ** Office of Highway Safety Programs must become involved in prevention programs with schools and promote use of the health and safety modules. MI

- Establish a higher education alcohol awareness coordinating council to develop policies to effectively work with higher education administration, students, law enforcement and treatment providers. MD

- Project Celebration activities should be coordinated with TX Youth Safety Program committees. TX

-The Maryland DOT and/or ADA Regional Coordinators should help initiate school-based projects that receive direct support (e.g. school budget) or indirect (e.g. PTA, community organizations) support. The Maryland Department of Education, DOT, and the Governor's Commission should assist districts in obtaining Drug Free Schools funds for new and existing projects. MD91

9. IMPROVE COORDINATION OF INTERAGENCY/INTERGOVERNMENTAL INVOLVEMENT IN YOUTH PREVENTION/EDUCATION ACTIVITIES.

- ** Enhance coordination between the agencies working with youth groups so that funds are better used. OK

- ** Major prevention initiatives in Missouri should be coordinated by an interagency group consisting of at least the Missouri Division of Highway Safety, the Division of Alcohol and Drug Abuse, the Caring Communities Program, the Missouri Youth Adult Alliance, and the Missouri Association of Community Task Forces. MO

- ** Initiate an inter-island council on education and community involvement headed by the Hawaii Department of Education and Department of Health. HI

- ** Appoint a Traffic Safety Bureau representative to the Prevention Sub-Coordinating Agreement Advisory Committee and appoint a representative of the Transportation Department to the Cabinet-level Prevention Advisory Committee. NM

- ** Seek the cooperation of the Secretaries of Health, Transportation, and Education in efforts to institutionalize prevention programming within the schools. NM

- ** Formalize coordination of youth programs through formation of a Youth Prevention Summit Task Force. OR

- Establish an interagency alcohol, tobacco and other drug prevention coordinating council with a school and community sub-committee with representation from at least the GHSO, Department of Health, Department of Education, law enforcement agencies at the State and local level, citizen advocacy, and college safety and substance abuse prevention programs. TN

- Traffic Safety Bureau should coordinate with the Department of Health Prevention Coordinator to assure inclusion of DWI issues in prevention programs. NM95

- Interagency agreements should be signed by all major players. HI

- Include personnel from prevention services in DMH/SAS and the Department of Health in highway safety coordination efforts. OK

- Coordinate and integrate the strategic planning and prevention initiatives developed under the SICA with existing impaired-driving and injury prevention efforts at the State and local level. DE

- The Division of Highway Safety should maintain close cooperation and coordination with Federal and State agencies involved in reviewing scientific "best practices" related to the prevention and reduction of alcohol and other drug problems. Department of Health Services should keep apprised of the most current best practices, and to ensure that funding and other support is provided to those educational programs that demonstrate effectiveness in reducing youth alcohol problems. CT00

-The Maryland Department of Transportation and others in the impaired-driving field need to maintain a strong cooperative relationship with the Maryland Department of Education. MD91

- Office of Traffic Safety and all other agencies involved in the impaired driver field should continue to provide support for implementation of the Wisconsin Plan for AODA prevention in schools. WI93

- Facilitate collaboration between the Council and other State agencies, higher education resources, middle and high school educators, youth and parents to share and discuss research evidence on alcohol, tobacco and other drug problem prevention programs and strategies that have been scientifically demonstrated to work. IN01

- The Governor's Highway Safety Program should convene a task force to develop a comprehensive, coordinated plan to address prevention, adjudication, and rehabilitation of young impaired drivers. NC95

- Convene a statewide task force to develop a comprehensive, coordinated plan that addresses prevention, adjudication, and rehabilitation of young impaired drivers. NC

- Available education programs should be presented as an element of the proposed annual statewide Traffic Safety Conference. CO

- The Governor's Statewide DUI Task Force should pursue its draft proposals for an inventory of youth traffic safety programs and for a Statewide Teen DUI Conference. GA

10. ESTABLISH A YOUTH COORDINATOR POSITION

- ** Dedicate one full-time position to work as a youth coordinator. There is an important amount of activity occurring in the State and such a coordinator could make the prevention of juvenile impaired driving an issue. MD

- ** Retain the Hawaii Department of Education's Traffic Safety Coordinator position and seek permanent State funding of the same. HI

- ** GHSP should support a youth coordinator whose responsibility consists of developing uniform state-level guidelines for impaired-driving prevention activities at the high school and middle school levels. The Coordinator should work with Safe Communities as well as with people in under-served counties that have an interest in promoting DUI prevention activities in their areas. WV

- Establish a youth coordinator in the Oklahoma HSO to enhance communication and planning between the myriad of programs focusing on school-aged and college students. OK

- GHSP should pursue resources to establish a youth traffic safety coordinator within the office. WV93

11. YOUTH INVOLVEMENT IN PROGRAM DEVELOPMENT

- Middle school prevention programs should be developed by youth and whenever possible, implemented by young people. NC95

- GHSP should continue to support and encourage school and community prevention projects that involve young people in all levels of program planning and implementation. WV93
- Expand support for impaired-driving prevention efforts that include significant youth involvement in leadership roles such as the Vermont Teen Leadership Safety Program and Students Against Destructive Decisions (SADD). VT
- Establish Youth to Eliminate Loss of Life (YELL) chapters in all high schools and middle schools in Delaware. DE
- Student safety clubs and task forces should be established in as many additional schools as possible. The best of these should be recognized as model programs and should be replicated, perhaps under the direction of a Youth Programs Coordinator working out of GOHS. GA

12. SCHOOL AND COMMUNITY YOUTH PROGRAM RECOMMENDATIONS WITH A CULTURAL EMPHASIS

- ** The K-12 highway safety curriculum developed by DMV and the Department of Education should be culturally and ethnically sensitive and address the diverse needs of the Commonwealth's children. VA
- ** Continue to provide "El Protector" program to Hispanic youth and assess the feasibility of adapting the concept to Native American youth as well. AZ
- Develop culturally sensitive DUI prevention programs for Hispanic and Native American youth. OR

13. INVOLVEMENT OF LOCAL AND SCHOOL HEALTH PERSONNEL

- Collaborate with local health educators, nurses, guidance counselors and other health personnel at the middle and high school level to more effectively educate students about the dangers associated with among youth and to design new initiatives to prevent and reduce these problems. NC
- Expand prevention initiatives with K-12 educators, health educators, and school health personnel. IN01

14. EVALUATION OF EFFORTS/DATA UTILIZATION

- ** Reallocate monies from ineffective and less effective programs and strategies to programs and strategies proven to be effective. IN01
- ** Identify and analyze existing model K-12 and college alcohol programs. MN03
- ** Conduct outcome evaluations of all prevention efforts. RI
- ** Coordinate survey data collection and share results. MT
- Conduct a survey to determine what prevention programs currently exist in the areas of alcohol and other drug abuse on college campuses, and recommend implementation of appropriate programs statewide. NM
- Develop a vehicle to examine more closely areas where the system is failing its young people. OK

- DHS should review its alcohol abuse prevention/intervention programs to assure that impaired driving is included as a critical issue. AZ
- Coordinate the many school- and community-based prevention programs and develop and implement prevention strategies based on data driven needs assessments conducted under State Incentive Grants, Department of Health and Family Services health planning, Comprehensive Community Health Programs and other State and local programs. WI
- GHSP should assist programs in identifying sources of assistance in conducting evaluation research, e.g., universities. WV93
- Evaluate the amount of underage drinking and substance abuse on college and trade school campuses. Collect and evaluate college and trade school alcohol and other drug policies to determine their adequacy. NM91
- GHSP should encourage prevention programs to develop and implement empirical evaluations of the impact of school and community based prevention activities. WV93
- Ensure that new programs funded by the GHSP either have been scientifically evaluated and proven to be effective or that the programs themselves collect appropriate research data that will demonstrate they are effective in reducing youth alcohol and/or other drug use, or in reducing the level of impaired driving by program participants. NC
- GHSP should assess the effectiveness of prevention programs targeting youth through the use of Youth Behavior Risk Survey, which is conducted every other year in West Virginia's schools. GHSP should request permission to add questions specifically addressing the issue of drinking and driving by youth as well as the issue of riding with another youth who has been drinking. WV
- Build upon existing relationships with ADAP, the DOE, and universities within the State that have appropriate research capabilities in order to: assess and evaluate the effectiveness of existing school-based and other impaired-driving prevention approaches; and. reallocate existing and new resources to those programs and approaches that are determined to be most effective. VT
- GHSP should assemble available data on alcohol and drug use and alcohol-related driving behavior among middle school, high school and college students. This information is particularly important given the high likelihood that graduated licensing will be adopted in WV. WV
- Local projects should be evaluated to identify the most promising and effective activities for replication in other schools. TX

**RECOMMENDATIONS FOR GUIDELINE AREA 2C
EMPLOYER PROGRAMS
(** Priority Recommendations)**

1. DEVELOP/EXPAND NETS PROGRAMS/EMPLOYER TRAFFIC SAFETY PROGRAMS/ACCESS TO

- ** Traffic safety programs for employers should be developed and coordinated. NM95
- ** Transportation Safety Section should promote the establishment of employer programs through implementation of the NETS. OR
- ** Work with companies to expand their alcohol abuse/impaired driver programs to employees' families and the community served by the companies. AZ
- Develop a NETS chapter in Rhode Island to establish employer-based traffic safety workplace programs with the support of the insurers and other companies that currently participate in the Traffic Safety Coalition. RI
- Expand employer-based programs for employee assistance. OK
- Expand the use of NETS as a tool to expand impaired-driving activities in private sector employers. MI
- The Alaska Highway Safety Planning Agency should encourage employers to implement such programs based on national programs such as NETS and AAA. AK
- Develop a plan for implementing employer-based impaired-driving, traffic safety, and alcohol and substance abuse prevention programs. WI
- Office of Traffic Safety should foster implementation of the NETS program as a tool to expand impaired driver activities in the private business sector. WI93
- Implement the NETS or a NETS type program statewide. IL
- Establish an expansion plan for NETS. MD
- GHSP should use the interagency group as a mechanism to foster the use of a NETS-type program for State agencies since the State is West Virginia's largest employer. WV
- Services of the Georgia Network of Employers for Traffic Safety should be offered to employers throughout the State, by continued expansion into new industry sectors and geographic areas. GA
- Expand access to certified addiction specialists and encourage this group to become involved with private companies. MI
- Traffic Safety Bureau should expand the network of employers it works with and progressively incorporate other companies into that network. TSB should be particularly concerned with establishing ties with companies and government agencies involved in transportation and public safety. NM91
- Efforts should be made to make employee programs available to large and small employers in the private and public sectors throughout the State. WV93

- Efforts should be made to make Employee Assistance Programs available to all employers, large and small. MI
- Efforts should be made to make employee programs available to large and small employers in the private and public sectors throughout the state. WI93
- TX has model employee assistance programs for both large corporations and small companies as well as for State agencies. Efforts should be made to assure that all employers in TX become involved in programs to provide prevention and intervention services for employees. TX
- Traffic Safety Bureau should work with the set of model NETS guidelines for impaired-driving policies to ensure that companies develop effective workplace requirements that meet OSHA requirements. NM91

2. COLLABORATION/INTERACTION EFFORTS

- ** Work with Employee Assistance Program executives to obtain their input as to what specific steps need to be taken to ensure involvement of business leaders in this area. IN01
- ** Provide technical assistance and training that permit businesses to identify their workplace safety needs, as well as practicable policies that will contribute to enhanced businesses practices. CA
- ** The HDOH ADAD should seek an interface with the Liquor Commissions (four main islands), HDOT and HDOE as an initiating effort to look at the possibilities of centralizing or at least coordinating the EAP and employee wellness functions. HI
- Involve State-level OSHA representation in the NETS program. MD
- Encourage the GHSP grantees to include business leaders and EAP professionals on their advisory bodies and/or task forces. Strengthen business involvement in Safe Communities. NC
- Encourage the Vermont NETS to work more closely with EAP personnel in the private and public sectors in order to facilitate greater information sharing among business and governmental leaders on the most innovative and cost effective approaches to prevent and reduce impaired driving. VT
- The Missouri Division of Highway Safety should develop a coordinated employer traffic injury prevention program using the resources of the MO State Highway Patrol and the "Think First" Program. MO
- State and local projects should work with Employee Assistance Programs in larger companies. MD91
- Community programs, with assistance from the Resource Centers, should develop cooperative projects with local Chambers of Commerce, which can provide access to local resources and local policy makers. MD91
- Provide strong leadership from the top on this issue by asking the Governor, legislative leaders and/or judicial branch leaders to call a meeting of business leaders and to directly encourage their involvement on this issue. IN01

- Develop on ongoing relationship with the State Chamber of Commerce and the appropriate mining and manufacturing associations to explore ways that State agencies and private sector companies can work together. MT94
- Major employers should be recruited to serve on committees to develop workplace impaired-driving programs. AK
- MDOT and other agencies should promote use of NETS and development of NETS coalitions, perhaps coordinated by Regional Resource Centers. MD91
- Consider a high-level private-sector task force to provide for corporate support of and input into the community planning process. CA
- Include personnel involved with employee assistance programs in prevention coordination efforts. OK
- State and local projects should identify and recruit CEOs who can provide leadership. CA

3. EMPLOYER/EMPLOYEE/PUBLIC AWARENESS EDUCATION

- ** Include a broader spectrum of businesses and business leaders as part of the overall public awareness education program. NM
- Continue distribution of traffic safety materials to employers. MT
- Develop a coordinated program to provide employers with information about impaired-driving and traffic injury prevention and intervention programs for employees throughout the year. DE
- Impaired driving prevention components should be included in all workplace programs in the public and private sector. VA
- Publicize benefits of employee training in impaired-driving prevention. IL
- Identify and provide needed impaired-driving materials for use in employee assistance and wellness programs. MD
- Develop a resource library for use by employees in their EAP efforts and in employee wellness activities. HI
- Include a broader spectrum of business leaders as an integral part of the GHSP's overall public awareness, education, and other initiatives and activities. NC
- Publicize resource sharing to employees through HDOH Public Information Officer function. HI
- Safe communities coalitions should continue to promote EAPs, including substance abuse prevention and intervention components and impaired-driving information. ND
- The Oregon State Police should expand and refine the Demand Reduction Unit to help promote comprehensive employer programs in substance abuse prevention including traffic safety. OR
- Marketing, publishing, informational, and evaluative techniques that have been highly refined by NETS should be shared within GOHS by means of in-service training, workshops, lunch seminars, or other methods. GA

- Employee Assistance Programs should be encouraged to incorporate impaired-driving prevention information and activities. NC95
- Impaired driving prevention components should be included in all employee programs in the public and private sector. CT93
- The Connecticut DOT Employee Assistance Program, in conjunction with EAP representatives from larger private employers, should consider the possibility of developing and implementing appropriate mechanisms to more effectively share information on the successes of their EAPS with other employers, with employees, and with the general public. CT00
- Impaired driving prevention components should be included in all employee programs in the public and private sector. WV93
- Impaired driving prevention components should be included in all employee programs in the public and private sector. WI93
- DMV should implement procedures and provide information to encourage employer-users of the Automated Reporting System to use information about employees with DUI convictions in a manner that will reduce their risk of continued drinking driving behaviors. OR
- Office of Transportation Safety and ADAD should explore ways to increase impaired-driving prevention components in employee programs in the public and private sectors. CO

4. CULTURE-RELATED AWARENESS RECOMMENDATIONS

- Develop a Spanish-language outreach effort about the consequences of impaired driving to be distributed by employers of non-resident, non-English-speaking, seasonal workers. DE
- Assess the use of Spanish-language outreach effort regarding consequences of impaired driving and consider expansion to other areas. NM

5. PROGRAMS FOR SMALL EMPLOYERS

- ** Traffic safety programs for small employers should be developed and coordinated. NM95
- Complete development of the contract for NETS programs directed at small companies throughout Tennessee. TN
- Explore reaching employers with smaller numbers of employees with the alcohol traffic safety message. OH
- Strengthen technical assistance and other appropriate support to the NETS program in order to ensure that NETS provides a more comprehensive and effective array of services to businesses, particularly small employers, with regard to supporting impaired-driving programs and initiatives. NC
- The NETS program should continue to work toward involvement of small businesses and employers. NC95
- Efforts should be made to make employee programs available to small employers in the private and public sectors throughout the State. WV93

- The Traffic Safety Bureau or Public Health Division should establish a major outreach to smaller companies since they have little time or resources to develop their own substance abuse and impaired-driving programs. NM91
- Office of Transportation Safety and ADAD should produce and distribute the survey to smaller Colorado employers. CO
- Efforts should be made to make Employee Assistance Programs available to small employers. MI
- Efforts should be made to make employee programs available to small employers in the private and public sectors throughout the state. WI93

6. YOUTH-ORIENTED EFFORTS

- ** The Office of Traffic Safety and the Minnesota Safety Council should pursue continued support for the Youth in the Workplace Safety Program including development of a fee schedule for participating employers. MN95
- ** Create a plan that focuses on businesses that employ the out-of-high school to mid-twenties age category. NM
- Encourage NETS to focus some of its program development efforts on businesses that already include wellness initiatives and/or employ a large proportion of youth. NC
- Continue to identify creative ways to address the issues of with regard to younger employees. MN03

7. INTERACTION WITH INSURANCE INDUSTRY

- Seek an interface with HMOs and other private entities to facilitate a sharing of resources. HI
- Work with HMOs and other health plans in Maryland to garner their support for the dissemination of relevant information to the people covered by their respective plans. MD
- GHSP should contact the Commissioner of Insurance to ascertain the insurance benefits afforded to programs that participate in the NETS program. WV

8. PROGRAM/EFFORT EVALUATION

- Traffic Safety Bureau or Public Health Division should evaluate the extent of workplace substance abuse and impaired-driving programs and policies. NM91
- Identify and document the successes of model programs and policies within public agencies and private corporations, and direct corporate attention to these programs. CA
- Gather data on efforts by public and private organizations to provide impaired-driving, drug and alcohol information to their employees. IL
- The Alaska Highway Safety Planning Agency should determine the extent of work place substance abuse and impaired-driving prevention programs in the State. AK

- Re-examine NETS program as a tool to expand DUI activities into the private business sector. WV93

9. OSHA REGULATIONS

- MI OSHA should issue regulations requiring alcohol and safety belt policies for business. MI

- Traffic Safety Bureau should incorporate OSHA regulations on workplace traffic safety into the State Highway and Transportation Department to establish it as a leader in the area. NM91

**RECOMMENDATIONS FOR GUIDELINE AREA 2D
ALCOHOL AVAILABILITY AND SERVICE
(** Priority Recommendations)**

1. DRAM SHOP LAWS/LIABILITY

- ** Encourage the passage of Dram Shop legislation. OK
- ** Enact comprehensive Dram Shop liability legislation. MO
- ** Enact Dram Shop laws with responsible business defense components. CA
- ** Enact Dram Shop liability laws to enable victims of drinking drivers to collect damages from irresponsible alcohol servers. CA
- ** Current limits on Dram Shop liability should be increased or eliminated to create the maximum deterrent to irresponsible serving practices. CT93
- ** Enact Dram Shop statute. DE
- ** Create a Dram Shop law for licensed sellers. VA
- Enact Dram Shop legislation to clarify licensee, server, social host, legal, civil, and financial liability for injury and/or damage resulting from illegal or irresponsible alcohol service. WV
- Inform victims of impaired drivers about their legal rights under Dram Shop statutes. MT
- Connecticut should update its Dram Shop liability law to significantly increase the current inadequate limits of \$20,000 per person and \$50,000 per event. Such a change would reinforce the need for alcohol sellers and servers to obey the laws, increase deterrence, and reduce irresponsible selling and service practices. CT00
- West Virginia should enact Dram Shop legislation to clarify licensee, server and social host, legal, civil, and financial liability for injury and/or damage resulting from illegal or irresponsible alcohol service. WV93
- MADD and other activist groups should encourage and assist victims of impaired drivers to pursue Dram Shop liability actions against licensed outlets that serve intoxicated drivers. AZ
- Wisconsin should adopt Dram Shop liability statute. WI93
- The Dram Shop liability statute should be amended so that it is not applied in an extremely narrow fashion. Liability should apply to all providers of any alcoholic beverage who serve to underage or obviously intoxicated people, and liability should not be contingent upon a conviction or Suspended Imposition of Sentence for illegal sale. MO

2. SOCIAL HOST LIABILITY LAWS

- Enact social host liability statute. DE
- Wisconsin should adopt social host liability statute. WI93
- Seek provisions to allow appropriate liability to be assessed in cases of irresponsible alcohol service. WI93

- Enact legislation to strengthen social host liability law. RI
- Legislation should be passed to expand social host liability to include individuals under 21. MN95

3. RESTRICT ALCOHOL SALES PROMOTION AND/OR HOURS OF SALE

- ** Restrict or eliminate alcohol marketing or promotion activities that promote heavy consumption (e.g., Happy Hours, Two-for-One). CA
- ** Happy Hours and other sales promotions should be prohibited. ND
- ** Enact legislation to prohibit or restrict promotions such as Happy Hours and free drinks. MT
- Prohibit alcohol promotions such as Happy Hours, Ladies Nights, or Two-for-One. MO
- Wisconsin should adopt provisions restricting irresponsible promotions (e.g., Happy Hours). WI93
- Enact legislation to restrict alcohol promotions such as Happy Hours or All-You-Can-Drink. WI
- State ABC laws should specifically prohibit special drink promotions. WV
- Prohibit alcoholic beverage distribution promotions, including free distribution of alcohol. MT
- Enact legislation providing for a closing time of 2 .a.m. for businesses primarily engaged in the sale of alcoholic beverages to be consistent with neighboring states. WV

4. REQUIRE BEER KEG REGISTRATION

- ** Legislation should be passed to require the registration of all beer kegs and recording the ID of all keg purchasers. MN95
- ** Require registration of kegs sold at outlets. OK
- ** Implement a beer keg registration program. MO
- Enact keg registration statute. DE
- Enact a keg registration law. MT
- The State should require keg registration. TN
- Keg registration should be extended to all bulk containers including beer balls. ND
- Revise the beer keg registration statute to include all sales of kegs or large containers. OH
- Label beer kegs sold for off premise consumption. OK
- Enact State keg registration law. AK

- Require and enforce beer keg registration. WI
- Require keg registration. WI93
- All beer kegs sold for off-premise consumption should be labeled with a registration identification number and all purchases should be recorded including purchaser's name. NC95

5. PROHIBITION OF SALES TO VISIBLY INTOXICATED PATRONS

- Develop and submit to the legislature a law that allows commercial vendors to be held civilly liable for serving alcohol to impaired people. CA
- Review statutes, regulations and related alcohol enforcement practices to determine their adequacy, particularly in relation to penalties for service or sale of alcohol to visibly intoxicated individuals. NC

6. PRIVATE CLUBS

- The Private Club license category should be eliminated and replaced by categories of "on-premise beer," "on-premise liquor," and "on-premise wine." The statutes can be clarified to provide licensees selling alcohol in privately owned bars or restaurants normal protection from undue search by police. WV93
- The private club license category should be eliminated and replaced by categories of on-premise beer, on-premise liquor, and on-premise wine. WV

7. PLACEMENT OF ALCOHOL OUTLETS

- ** Concerned citizens and highway safety groups should become more involved in the process of approving and locating licensed alcohol outlets through direct comment or through municipal or county governments -- outlets should not be in areas that will attract young people or inhibit monitoring of service. AZ
- Texas should establish a formula for permitting a reasonable number of outlets for alcohol in any given community. Such a formula should consider population density as well as transportation concerns. TX
- University administrators should take an aggressive role in ensuring monitoring and enforcement of all liquor control regulations at outlets located adjacent to campuses. AZ
- Residents of Indian reservations and adjacent communities should be encouraged to take an aggressive role to ensure the monitoring and enforcement of all liquor control regulations at outlets in their communities. AZ
- Encourage local governments to solicit participation of traffic safety and alcohol abuse agencies in consideration of Conditional Use Permits to assure consideration of public health and safety concerns in the placement and operation of licensed alcohol outlets. CA

8. ALCOHOL TAX REVENUE ALLOCATION

- ** Restructure the alcohol beverage tax based on alcohol content with a rate equal to the current rate of \$5.00/gallon of ethanol for distilled

spirits. A portion of the resulting increased tax revenue would be dedicated to alcohol-abuse and impaired-driving programs. MO

- ** Increase the privilege tax on beer by \$.05/gal and allocate the resulting revenues to alcohol and substance abuse and impaired-driving prevention programs. OR

- ** Restructure the State alcohol beverage tax to equalize the tax based on alcohol content and index the tax rate to the Consumer Price Index. CA

- ** Eliminate the inclusion of purchase of alcohol as a tax-deductible business expense. CA

- ** The State alcohol beverage tax should be restructured to equalize the tax based on alcohol content and index the tax rate to the CPI. This would assure that alcoholic beverages remain at fair market price while tax collections are maximized. AZ

- ** Increase the State excise tax on beer to a level equivalent to the national average and dedicate revenue to science-based impaired-driving and alcohol abuse prevention program. WI

- ** The State alcohol beverage tax should be restructured to equalize the tax based on alcohol content. TX

- ** The State alcohol tax should be based on ethanol (alcohol) content with rate set to the equivalent rate for ethanol in distilled spirits. ND

- ** The State should impose a 5 percent surcharge on beer (as it already does on liquor and wine) and portion of the surcharge should be used for DUI prevention, enforcement, and treatment. WV

- ** Disperse to the counties 100 percent of the driver license reinstatement fee to fund local drinking-and-driving-prevention programs. MT

- Some portion of gained revenue should be dedicated to impaired-driving prevention and substance abuse prevention and treatment. ND

- The ABCC should review license charges for the sale of all alcoholic beverages to determine if the license fees should be revised. WV

- Enact legislation to dedicate surcharges collected on the sale of beer to DUI education, enforcement, and prosecution efforts. WV

- Maryland should equalize tax rates on all alcoholic beverages based on ethanol content, provide for indexing tax rates, and work with surrounding States and the District of Columbia to reach comparability in tax rates. MD91

- Revenue collected through the alcohol sales tax process should be designated solely for treatment of people with alcohol abuse problems. MI

- The State excise tax on alcoholic beverages should be equalized with the current rate for the ethanol in distilled spirits. These revenues should be used to underwrite health care costs related to alcohol and substance abuse and traffic injuries. CT93

- Alcohol beverage excise tax structure should be revised to provide equitable tax rates on all beverages and to raise the tax on beer and wine to a rate equivalent to the tax on distilled spirits. NC95

- New revenues resulting from equalization should be dedicated to alcohol abuse and impaired-driving countermeasures. NC95

9. PROGRAMS/LEGISLATION TO CONTROL ALCOHOL SALE/SERVICE TO THOSE UNDER 21

- ** Continue and potentially increase funding to Indiana Coalition to Reduce Underage Drinking and other relevant statewide and local coalitions to support both State level and local initiatives to plan and implement Alcohol Compliance Checks and similar effective strategies that enforce current laws and reduce alcohol availability to youth. IN01

- ** Expand public discussion related to alcohol availability at sites that primarily serve youth and families. Discussions should occur as to how to reduce alcohol promotion at many such venues that include children and from which many people must drive home. IN01

- ** Change the code to allow for revocation of the license of servers who serve to underage drinkers. AK

- ** Repeal the section of law that allows people under 21 to drink alcohol in licensed establishments when accompanied by a parent, guardian, or spouse over 21. WI

- ** Laws related to underage drinking should be made consistent in their prohibition of drinking. These laws include: purchase and consumption while with parents, the Not a Drop law which excludes 19-20-year-olds, protection from liability in cases of deaths resulting from illegal service to 18-20-year-olds. WI93

- ** Alcohol sales to underage youth would likely be reduced if Connecticut were to implement recommended legislation requiring mandatory annual compliance checks and mandatory training for all alcohol sellers and servers. CT00

- ** The ILCC should vigorously enforce regulations against alcohol sellers who violate sales to minor laws even when no criminal charges are filed. IL

- ** The State should encourage underage compliance checks. TN

- ** Require that the sale of 3.2 beer be regulated by ABLE. OK

- Increase penalties for minors who are arrested for buying liquor. HI

- The Traffic Safety Bureau or the Alcohol and Gaming Division should evaluate the incidence of drive-up windows serving alcohol to underage and/or intoxicated individuals; if this is the case, results should be widely publicized. TSB should either promote the targeting of these establishments by ABC enforcement agents or cooperate with other agencies to recommend legislation outlawing drive-through-window sales. NM91

- Enforcement of laws prohibiting underage purchase of alcohol should target youth who attempt to purchase alcohol as well as those who sell alcohol to them. Enforcement should be sufficiently consistent and visible (by means of PI&E) as to have a measurable deterrent effect. GA

- Expand the number of compliance checks conducted across the State in order to reduce alcohol sales and/or service to underaged customers. Implement joint training and/or memoranda of understanding among ALE and local LE

agencies in order to expand collaboration related to conducting compliance checks and preventing underage sales to youth and/or to intoxicated people. NC

- Enact legislation to prohibit entry of underage people into any establishment whose primary purpose is the sale of alcoholic beverages. WV
- The "Abuse and Lose" law should be amended to include licensing sanctions for any and all possession of alcohol or other drugs by minors. MO
- The Minor-in-Possession law should be amended to include possession by consumption. MO
- Eliminate the service of alcohol to people under 21 on licensed premises under any circumstances. WI93
- Continue and potentially expand cooperative efforts with Indiana Excise Police and other relevant enforcement agencies to reduce alcohol sales and availability to youth. IN01
- Individuals under 21 should not be permitted in establishments serving alcohol unless accompanied by a parent or legal guardian. Consideration can be given to young people buying meals in restaurants and to providing segregated non-alcohol sections in some establishments. WV93
- Programs such as Cops in Shops should be expanded to locations throughout the state. NC95
- Continue the use of Cops in Shops Program. OK
- Continue the use of stings. OK
- Increase enforcement of underage drinking violations and the purchase of alcohol by adults for minors. AK

10. MANDATORY TRAINING FOR SELLERS/SERVERS (INCLUDING RECERTIFICATION)

- ** Connecticut should implement legislation and/or regulations that require mandatory annual compliance checks and mandatory training for all alcohol sellers and servers. Such a change would be likely to significantly reduce alcohol sales to underage customers. CT00
- ** Texas should require the owners/managers of establishments serving alcohol to receive server training and require a trained supervisor to be present in the establishment when alcohol is being served. TX
- ** Require all owners of retail alcohol businesses who serve or sell to complete a minimum amount of training before they can serve and/or sell alcohol; in addition, implement similar requirements of at least one hour of training for all staff who serve or sell alcohol. NC
- Establish mandatory server training of all employees of establishments licensed to serve alcohol. MO
- Enact legislation that would require mandatory server training. MT
- The State should require server training for employees of establishments with beer permits. TN

- Require all employees of permit holders to complete server training. OH
- All servers should have a minimum level of training in alcohol awareness and be certified as a level two server within 30 days of employment. They should be recertified every three years. MD
- Mandate responsible server training for all servers on- and off-premise to be paid for by the server or the employer. RI
- All trained servers should attend training for recertification at least once every three years. MD91
- Server training should be made mandatory for all licensees and a part of the enforcement function of the MI Liquor Control Commission. MI
- Require server training in all licensed establishments and make it a requirement for renewal of license. MT94
- Participation in the TEAM program should be mandatory for all servers and sellers in West Virginia. WV
- The terms and conditions of the license should include trained servers and close management controls for any special use permits. CA
- Promote server training programs. OK
- Regulate mandatory TIPS training for a minimum of one supervisor and/or manager of an establishment that serves alcoholic beverages for on-premises consumption. VA

11. AGE OF ALCOHOL SERVERS

- ** Raise the age of alcohol servers to 21. MI
- Enact a law and/or regulation that would require all alcohol sellers and servers to be at least 21 years of age. VT

12. INCENTIVES FOR TRAINING

- ** Incentives should be established for permit holders who voluntarily provide server training to employees. Incentives could include insurance discounts, reduced permit fees, or limited liability under Dram Shop. CT93
- ** GOHS should work with appropriate State agencies to create incentives for all alcohol servers to receive training (e.g., liability insurance discounts or favorable licensing status). AZ
- ** Strong incentives should be developed to encourage both management and servers to voluntarily seek training on other alcohol and drug issues. CA
- ** Incentives such as insurance discounts, reduced fees, or limits on liability should be used to encourage alcohol beverage retailers to participate in server training. GA
- State insurance law should allow insurance incentives for establishments with training for at least 50 percent of its employees. MD91
- Incentives such as insurance premium reduction should be offered to licensees who have all employees trained. TX

- Incentives should be established for permit holders who voluntarily provide server training to employees. Incentives could include insurance discounts, reduced permit fees, or limited liability under Dram Shop laws. CO

- Incentives should be established for permit holders who voluntarily provide server training to employees. Incentives could include insurance discounts, reduced permit fees, or limited liability under Dram Shop laws. WV93

13. REQUIRE AT LEAST ONE CERTIFIED TRAINED SERVER ON SITE AT ALL TIMES

- ** Require all licensed package stores to have at least one certified, trained server on-site at all times alcohol is being sold. OR

- Law requiring server training should be expanded to ensure that at least one trained server is on duty at all times. MD91

- At least one certified person employed in a supervisory capacity (as designated by the licensee) should be present during the hours alcohol may be sold. Supervisory servers/sellers should be recertified every three years. MD

- All retail sales establishments should be required by law to have at least one trained server on duty at all times. NC95

14. CONTENT OF ALCOHOL SERVER/SELLER TRAINING

- ** Convene a work group of server training providers, enforcement personnel, traffic safety professionals, and licensees to identify core elements of server training in order to make recommendations as to course content and duration. MN03

- Expand focus beyond the server level to the management level to emphasize the benefits (positive public relations) that can accrue to businesses that endorse and exercise responsible serving. CA

15. TRAINING IN IDENTIFICATION OF MINORS

- ** Training on minor identification issues should be mandatory for all management and servers. CA

- Develop server training, addressing sales to minors, false ID and other issues, for employees of licensed package stores. OR

16. TRAINING STANDARDS/UNIFORMITY FOR SELLERS/SERVERS

- Develop statewide training standards for management and servers. CA

- Standards and criteria should be developed by the Governor's DUI Task Force to define who should be trained and how much in each site. MT94

- Develop strategies to foster that training, practice, and enforcement is uniform from county to county. MD

- Evaluate current alcohol training practices for alcohol sellers and servers to ensure that the effectiveness of the training is adequate, particularly training provided by business owners or managers to their own employees. VT

- Establish a process to review server training programs. MI

17. LICENSEE SANCTIONS

- ** Licensees who have documented failures to comply with existing laws should be specifically targeted to receive training. CA
- ** The Alcohol and Gaming Division should promote legislation or enact policies to provide server certificate suspension or revocation for violations of alcohol control laws or prescribed server practices. NM95
- Licensees should not be immune to sanctions based on having trained servers. TX
- Until the two-tiered system is in place, regulators should give some consideration on their first violation (i.e., reduced fines) to those establishments that train their staffs. After the two-tiered system is in place, establishments that exceed the server training requirements should still get some consideration. MD
- The ABCC should clearly define regulations establishing criteria for revoking the licenses of businesses that appear to blatantly disregard State ABC laws. WV
- The Resource Center on Impaired Driving should provide information to community organizations and individuals regarding statutes and rules that can be used to influence licensing and bring sanctions against establishments involved in irresponsible alcohol service. WI93

18. ALCOHOL ADVERTISING

- The blood alcohol calculation poster, currently required in all licensed outlets, should be removed immediately. These should be replaced with posters stating that alcohol is a drug which causes impaired motor ability and judgment needed for safe operation of a motor vehicle; can cause serious birth defects when consumed by pregnant women; and can lead to dependence, addiction, and other serious health problems when consumed to excess. WV93
- West Virginia ABC Law statutes related to restrictions on deceptive advertising should be enforced. Citizen activist groups should be encouraged to file complaints against licensees displaying deceptive advertising. WV93
- West Virginia ABC Law should be revised to eliminate the term "Non-intoxicating Beer" and replacing it with "Beer." WV93

19. ENHANCE ABC ENFORCEMENT (STAFFING)

- ** Increase the size of the investigative staff of ABC. AK
- ** Substantially increase the size of the ALE staff and resources to perform its functions. NC
- Connecticut should review and expand the personnel resources available to the Liquor Control Division especially for those positions responsible for the monitoring and enforcement of the existing laws. CT00

20. ENHANCE ABC ENFORCEMENT (ORGANIZATION)

- Maryland should establish a State-level alcohol beverage control agency. MD91

- Establish adequate alcohol control inspection, investigation, and oversight capability at the State level. RI

- Establish an ongoing dialogue with the Hawaii DOH, DOE, MADD, and DOT organizations for an exchange of information so that resources can be used more globally and effectively. HI

21. ENHANCE ABC ENFORCEMENT (ADEQUATE RESOURCES)

- ** Assure that there are adequate ABC resources to perform training and enforcement functions. CA

- Provide adequate funding for sufficient enforcement of ABC laws and regulations. VA

- Colorado should provide resources for additional liquor law enforcement. CO

- Provide adequate resources for monitoring and enforcement of licensed beverage sales regulations. CA

- The powers of Liquor Control enforcement agents should be expanded to include police arrest powers. CT00

22. ABC ENFORCEMENT (TRAINING)

- ** Provide training to all local law enforcement agencies on enforcement of liquor laws and proper reporting of liquor license violations to the Liquor Control Commission. OH

- ** Provide increased training to local and other law enforcement personnel and encourage them to collaborate with ALE personnel in the enforcement of alcohol control laws and regulations. NC

- The ABCC should review the education and enforcement activity of its 44 inspectors with a view to increasing compliance with ABC regulations by both licenses and patrons. WV

- Provide adequate resources to provide training to all licensed alcohol servers. CA

- Wisconsin Alcohol and Tobacco Enforcement Section should expand its training program for local police to encourage greater local enforcement of ABC laws. WI 93

23. ABC ENFORCEMENT (APPROACH)

- Enforcement of State and local ABC laws should be active rather than passive; e.g., Georgia could set its own requirements for licensure, rather than issuing licenses solely on the basis of satisfying local requirements, and cancellation of licenses should not depend solely upon citizen complaints. GA

24. REVIEW/EXAMINATION OF ABC LAWS/ENFORCEMENT

- ** Convene a multi-agency ABC Law Review Commission to review West Virginia's laws, policies, and other factors related to alcohol availability. The Commission should review and evaluate all elements of the ABC law and

recommend revisions based on considerations of public health and safety as well as fair business practice. The Commission should strive for compliance with recommendations of a 1989 U.S. Surgeon General's Workshop on Drunk Driving.

WV93

- ** The Governor's DUI Task Force should examine the problems of liquor law enforcement and propose solutions. MT94

- ** Establish a task force with representatives from business, public health, alcohol and substance abuse treatment and prevention, law enforcement, and traffic safety to conduct a thorough review of all laws and regulations related to the sale of alcohol and make recommendations for changes to create a balance between business interests and public health and safety. WI

- ** TX should conduct (by a multi-agency commission) a comprehensive review of the overall ABC law from the perspective of public health as well as creating a fair business practice atmosphere. TX

- ** Wisconsin's ABC laws and enforcement procedures should be reviewed and revised to allow a greater balance between business operations and public safety and health. WI93

- ** Legislature should review West Virginia's laws regarding alcohol sales and penalties associated with violations of such laws. WV

- The Traffic Safety Bureau, DOH, and the Alcohol and Gaming Division should provide support for a comprehensive evaluation of the effects of recent policy changes allowing wholesale sale of alcohol to tribes. NM95

- The recommended Governor's Commission on Alcohol and Traffic Safety should review Connecticut's Liquor Control Laws and other factors related to alcohol availability and consider the recommendations of the 1989 Surgeon General's Workshop on Drunk Driving. CT93

25. STATE/LOCAL/COMMUNITY ABC POLICY/ENFORCEMENT COOPERATION, COORDINATION, CONSISTENCY

- ** Investigate whether State government should partner more aggressively with local authorities in compliance checks and setting assessments of fines. MN03

- ** Georgia needs an alcohol control policy that sets minimum standards for the regulation of alcohol sales in its 159 counties. This policy should include provisions for licensure, regulations, and enforcement. GA

- ** Develop strategies to make State laws, practices, and training uniform from county to county. HI

- ** Increase collaboration between local Alcohol Control Boards and CTSPs. MD

- The ADAA, Governor's Substance Abuse Commission and other State and local impaired driver agencies should support legislation to restructure alcohol control laws to attain greater consistency among counties. MD91

- Consider State support of communication among local responsible beverage service coalitions, and encourage common standards through the development of a coalition network. CA

- The traffic safety community in New Mexico should continue to pursue legislation to eliminate alcohol sales through drive-up windows. NM95

**RECOMMENDATIONS FOR GUIDELINE AREA 2E
TRANSPORTATION ALTERNATIVES
(** Priority Recommendations)**

1. PROMOTE/CONTINUE/EXPAND DESIGNATED DRIVER/SAFE RIDE ALTERNATIVE PROGRAMS.

- ** Continue with existing activities and programs, including Keoki Kool (designated drivers). HI
- Continue to promote and publicize transportation alternatives. IL
- Include designated driver and safe ride programs in comprehensive DUI and alcohol abuse prevention programs. MT
- HDOT should support buses, vanpools, taxis, tourist trams and other alternative transportation resources on all islands to reduce both DUI and traffic congestion. HI
- Promote implementation of the Designated Driver program in restaurants and bars. OK
- Continue the Office of Traffic Safety support of partners in promoting messages that suggest ways to keep the drinking driver from behind the steering wheel. MN03
- Continue to promote alternative transportation programs for impaired drivers in a manner that assures responsible service and promotes moderation in alcohol consumption by drivers as well as non-driving patrons. OR
- Office of Transportation Safety should encourage efforts to expand alternative transportation programs in additional areas of the State. CO
- The ride program with cab companies should be expanded. AK
- Alternatives such as the Designated Driver program should become a part of the comprehensive prevention plan. AK
- Designated Driver and Safe Ride programs should continue to be provided. VA
- Continue to provide Designated Driver and Safe Ride programs. CT00
- Designated Driver and Safe Ride programs should continue to be provided. WV93
- Due to lack of public transportation, it is essential that transportation safety officials pay particular attention to establishing a good system of alternative transportation. The State and community groups should expand public information and knowledge about the value and availability of Safe Ride programs and the importance of the Designated Driver concept. NM91
- The County DUI Task Forces should look for innovative ways to address the lack of alternative transportation in rural areas and determine if increased emphasis on other aspects and strategies for county DUI intervention would be effective. MT94

- Arizona must monitor and enforce liquor control regulations regarding service to intoxicated individuals because alternative transportation is not available in most of the State. AZ

- Encourage the owners of bars and restaurants that serve alcohol, as well as individuals who serve alcohol in their homes, to ensure that anyone who leaves their business or home after drinking is provided with safe transportation. IN01

2. DESIGNATED DRIVER PROGRAMS SHOULD DISCOURAGE UNDERAGE DRINKING:

- ** Include clear messages discouraging underage drinking in all Designated Driver programs. DE

- ** Designated Driver and Safe Ride programs should continue to be provided with efforts to assure that they do not promote drinking by those under 21. WI93

- ** Assure that all Designated Driver and Safe Ride programs are designed to prohibit participation by those who are underage. MT

- Designated Driver programs should not be promoted for underage drinkers. ND

- Include clear messages in all Designated Driver programs discouraging underage drinking. OH

- Designated Driver programs should not be directed at individuals under 21. TN

- Designated Driver and Safe Ride programs should continue to be provided with efforts to assure that they do not promote drinking by those under 21. VA

- Designated Ddriver and Safe Ride programs should continue to be provided with efforts to assure that they do not promote drinking by those under 21. CT00

- Designated Driver and Safe Ride programs should continue to be provided with efforts to assure that they do not promote drinking by those under 21. WV93

- Expand Designated Driver and Safe Ride programs to assure that they do not promote drinking by people under 21. MI

- All Designated Driver programs should include clear messages discouraging underage drinking. MO

- Where safe drinking programs are established for high schools, care should be taken to deliver the message that underage drinking is illegal and is not endorsed. CA

- The Office of Traffic Safety should ensure that Designated Driver and Safe Ride programs are designed so they do not promote drinking by those under 21. MN95

- Assure that all Designated Driver and Safe Ride programs are designed to prohibit participation by underage drinkers. RI

- Designated driver and Safe Ride programs should continue to be provided with efforts to assure that they do not promote drinking by those under 21. CT93

3. DISCOURAGE ALCOHOL CONSUMPTION BY DESIGNATED DRIVERS AND OVER-CONSUMPTION BY PASSENGERS:

- ** Prevention programs with Designated Driver components should be coordinated to assure that they include information and procedures to inhibit excessive drinking and alcohol abuse. NC95

- ** Designated Driver and Safe Ride programs should continue to be provided with efforts to assure that they do not promote excessive consumption. WI93

- ** Include messages discouraging any consumption by the designated driver and discouraging over-consumption by passengers. DE

- ** Assure that all Designated Driver and Safe Ride programs are designed to discourage over-consumption. MT

- ** Work with Federal, State, county and municipal parks and recreation departments to reduce or eliminate consumption of alcohol at public facilities. AZ

- Sports events and other events where alcohol is served should comply with policies that reduce the chance of impaired-driving; policies could include a limit on the number of drinks sold to an individual; cessation of alcohol sales at least one hour prior to the end of the event; restriction on bringing alcohol into the event and procedures for dealing with impaired individuals to assure they do not drive. AZ

- Designated driver and Safe Ride programs should continue to be provided with efforts to assure that they do not promote excess consumption by non-drivers. TX

- In designing and implementing Designated Driver projects, caution should be used to avoid inadvertent (or deliberate) subtle "OK to get drunk" messages. MD91

- Eliminate the components of Safe Ride programs that provide rides to or between bars or taverns. WI

- Expand Designated Driver and Safe Ride programs to assure that they do not promote drinking by designated drivers or excess consumption by non-drivers of any age. MI

- Designated Driver and Safe Ride programs should continue to be provided with efforts to assure that they do not promote excess consumption by non-drivers of any age. CT93

- Designated Driver and Safe Ride programs should be monitored to assure that they do not enable excessive consumption of alcohol. NM95

- In designing and implementing Designated Driver programs, caution should be used to avoid inadvertent "it's OK to get drunk" messages. NM91

- Designated Driver and Safe Ride programs should continue to be provided with efforts to assure that they do not promote drinking or excess consumption by non-drivers of any age. CT00

- Designated driver and Safe Ride programs should continue to be provided with efforts to assure that they do not promote drinking or excess consumption by non-drivers of any age. WV93
- All Designated Driver programs should include clear messages discouraging over-consumption at any age. MO
- The Office of Traffic Safety should ensure that Designated Driver and Safe Ride programs are designed so they do not promote over-consumption by non-drivers of any age. MN95
- Assure that all Designated Driver and Safe Ride programs are designed to discourage over-consumption. RI
- All Designated Driver and Safe Ride programs should be designed and implemented to assure the drivers do not drink and that passengers not be enabled to drink excessively. TN
- In designing and implementing Designated Driver projects, caution should be used to avoid inadvertent (or deliberate) subtle "OK to get drunk" messages. CA
- Include clear messages in all Designated Driver programs discouraging over-consumption at any age. OH
- Designated driver and Safe Ride programs should continue to be provided with efforts to assure that they do not promote excess consumption by non-drivers of any age. VA

4. INCLUDE INFORMATION REGARDING THE HEALTH CONSEQUENCES OF ALCOHOL CONSUMPTION:

- ** Assure that all Designated Driver and Safe Ride programs are designed to include health risk information. MT
- All Designated Driver programs should be designed to include information about the health consequences of acute intoxication and heavy consumption of alcohol. ND
- Alternative transportation programs should provide all clients with materials related to impaired driving and the health risks associated with irresponsible drinking. NM95
- Alternative transportation programs should provide all clients with materials related to impaired driving and the health risks associated with irresponsible drinking. WI93
- Assure that all Designated Driver and Safe Ride programs are designed to include health risk information. RI

5. ENHANCE EDUCATION REGARDING SAFE TRANSPORTATION ALTERNATIVES:

- Information material should be provided to Safe Ride program drivers for distribution to customers and to establishments they serve. NC95
- Safe Ride program drivers should be provided training on alcohol abuse issues to assure sensitivity to the needs of customers. NC95

- Enhance education of the owners of retail establishments that serve alcohol, as well as individuals who serve alcohol in their homes, to ensure safe transportation for anyone who leaves their business or home in order to prevent any criminal or civil lawsuits related to the death or injury of impaired or underage drinkers. VT

- Enhance education for the owners of retail establishments that serve alcohol, as well as for individuals who serve alcohol in their homes. This helps to ensure safe transportation for anyone who leaves their business or home and avoid the possibility of criminal or civil lawsuits that might result from their provision of alcohol to visibly intoxicated individuals or to people under 21. NC

6. COMMUNITY ACTIVITY/PARTICIPATION RE TRANSPORTATION ALTERNATIVES:

- ** Convene a forum where leaders of community DWI groups, media representatives, and other prevention coalitions discuss the current status, future implementation, and replication of viable transportation alternatives. NM

- Convene a task force or meeting of interested organizations holding a variety of perspectives (e.g., alcohol beverage retailers; MADD) to discuss development of viable Designated Driver, Safe Ride and/or other alternative transportation programs that enable impaired individuals to safely reach their destinations without driving after drinking. NC

- The GHSP should foster its Safe Communities programs to work with school-parent groups and local businesses to develop programs that target the needs and resources of their communities. WV

- TEAM Georgia and other organizations offering transportation alternatives should be encouraged to work with school safety clubs to discourage underage drinking. GA

- TEAM Georgia and other organizations offering transportation alternatives should be encouraged to work with alcohol beverage retailers to discourage underage drinking. GA

- Request that Safe Communities programs and CTSP coordinators work with businesses in their catchment areas to develop programs that target the unique needs and resources of their communities. MD

- Representatives from each island who have a direct investment in insuring that impaired drivers are given opportunities for safe transportation should coalesce to insure uniformity and/or similar opportunity for said drivers, no matter what island they are on. HI

7. EVALUATE SAFE RIDE ALTERNATIVES:

- ** Evaluate Safe Ride programs to determine their effects on impaired driving as well as secondary effects such as alcohol-related injuries or illnesses resulting from acute intoxication and/or chronic alcohol use. WI

8. WEB SITE DEVELOPMENT:

- A highway safety Web site should be developed and could contain information for citizens interested in developing alternative or Designated Driver programs. MD

- The GHSP should support the development of a highway safety Internet Web site that should contain important how-to information for citizens interested in developing alternative transportation programs. WV

9. REQUIREMENT TO PROVIDE SAFE ALTERNATIVE TRANSPORTATION

** As a condition of obtaining a license to serve alcohol, including "one-day" or special permits, organizations should be required to develop a specific plan, submit it to Alcohol and Gaming Division, and provide transportation for individuals who are impaired. NM91