

Impaired Driving is a Crime That Kills

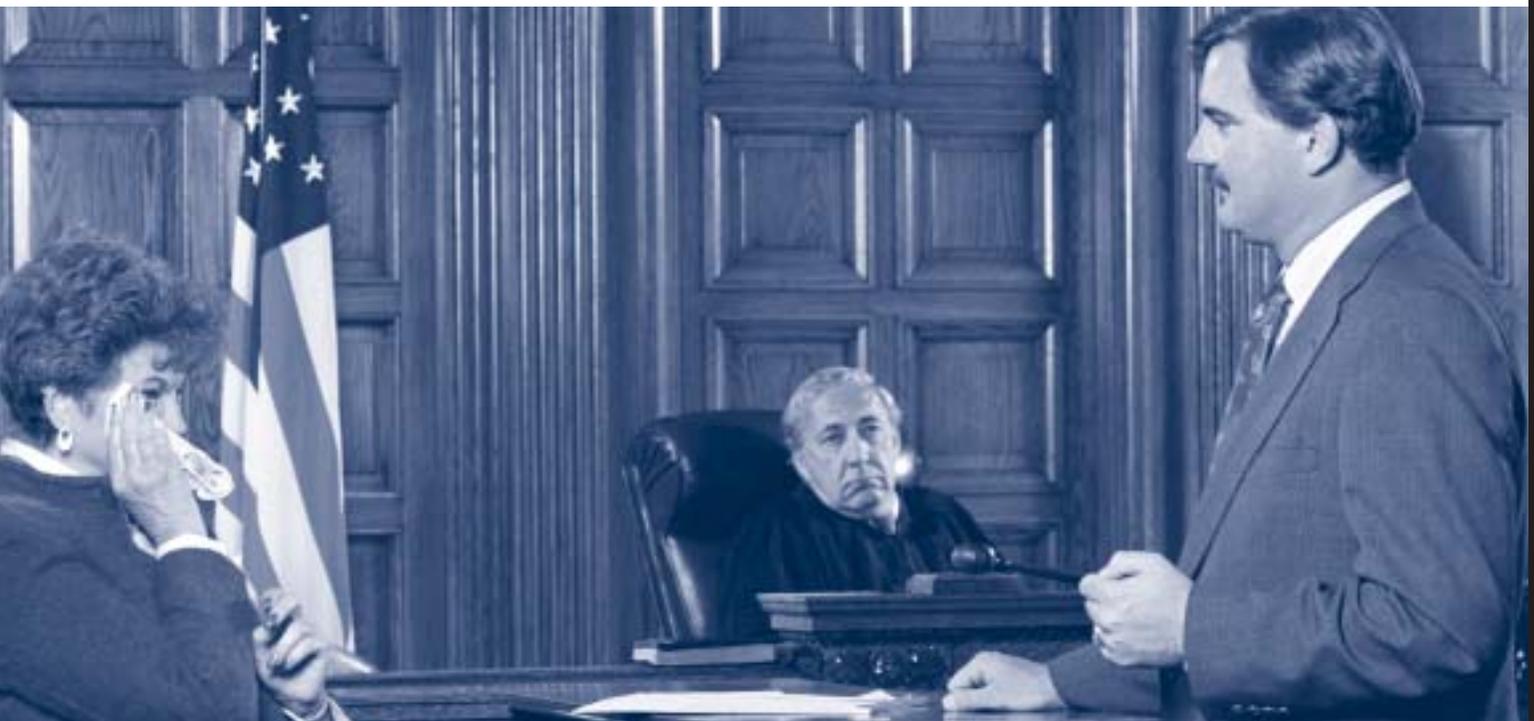
Impaired driving is no accident. It's a serious crime that kills more than 16,000 people and injures nearly 305,000 people every year. Someone in America dies in an alcohol-related crash every 32 minutes. Every two minutes, someone is injured.

After several years of gradual improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration (NHTSA) show that impaired driving-related deaths increased from 15,976 in 1999 to 16,653 in 2000. America is at a crucial point where we must all do more if we are to significantly reduce the number of alcohol- and drug-related crashes. As a prominent leader in your community, you have a unique opportunity to stop this deadly crime and lead the fight against impaired driving.

You Drink & Drive. You Lose. National Mobilization – Protecting Families from Impaired Drivers

That's why NHTSA and the National District Attorneys' Association, National Association of Prosecutor Coordinators, International Association of Chiefs of Police, National Sheriffs' Association, National Organization of Black Law Enforcement Executives, Hispanic American Police Command Officers Association and Operation C.A.R.E are asking you to promote and take part in the National Mobilization this Fourth of July holiday.

Every July and December, the ***You Drink & Drive. You Lose.*** National Mobilizations are conducted in partnership with criminal justice and traffic safety partners in all 50 States. The goal is to build on the



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incredible momentum and the hard work already taking place in communities throughout America to stop impaired driving and save lives. The mobilizations take place in July and December for a reason – Summer is when alcohol-related crashes occur most frequently and December is an appropriate time to promote the issue, because of public perception that holiday celebrations increase the consumption of alcohol and impaired driving.

The Message is Clear – Americans Support Getting Tough on Impaired Driving

Communities throughout America support increased criminal justice efforts to stop this illegal and life-threatening offense. Studies show that the majority of Americans consider impaired driving one of our nation's most important social issues, ahead of health-care, poverty/hunger, racism and education.

Nearly 97 percent of Americans view impaired driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts, such as saturation patrols and sobriety checkpoints, to protect innocent victims. Furthermore, two-thirds of Americans strongly endorse the use of stricter and more severe penalties against impaired drivers, to protect themselves and their loved ones.

It Takes a Criminal Justice System Approach

Every year 1.5 million impaired drivers are arrested, yet only one arrest occurs for every 772 instances of drinking and driving. As a result, one in three Americans will be affected by this violent crime in their lifetime. The key to protecting innocent victims from impaired drivers is taking a systematic approach that includes highly visible and coordinated efforts by law enforcement, prosecutors, courts, traffic safety organizations and community partners.



Say it with Conviction: The Prosecutor's Role

Your professional experience and unique standing in your community makes you a key player in the success of the *You Drink & Drive. You Lose.* National Mobilization. By supporting and publicizing saturation patrols and sobriety checkpoints and prosecuting offenders to the full extent of the law, you send the message that impaired driving is a crime and will not be tolerated in your community.

You can use existing laws like administrative license revocation, .08 BAC, zero tolerance or vehicle confiscation laws to show the consequences of impaired driving. Prosecutors can also provide the court's perspective and explain what offenders can lose, in time away from work and in high fines and court costs.

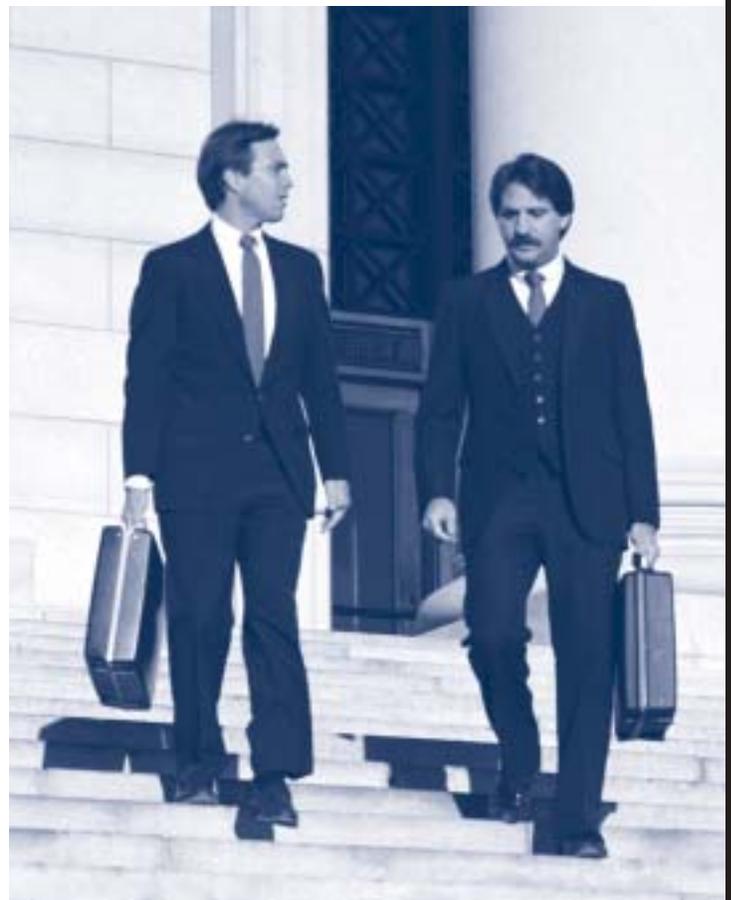
In your prosecutorial capacity, you can:

- Participate in training for the apprehension, prosecution and adjudication of the impaired driver.
- Participate in community coalitions and public education programs that deter impaired driving.
- Tell your community to expect an increased visible presence of law enforcement, such as saturation patrols and sobriety checkpoints, during the July 4th holiday. Make sure they know that offenders will suffer serious consequences, including losing their driver's license, receiving fines or serving jail time.
- Strongly and publicly support law enforcement's strict application of laws against impaired driving.
- Strengthen and promote your community's stance against impaired driving by rigorously prosecuting violators to the fullest extent of the law.

In addition to the actions listed above, you can extend the impact of the mobilization by taking the *You Drink & Drive. You Lose.* message directly to citizens. Community groups, schools, religious organizations and businesses are great places to rally support for enforcement efforts. Make the most of your powerful

position in the community by informing and educating the public. For example, you could:

- Offer to speak during civic events, community centers, parent-teacher gatherings, business meetings and events by youth organizations about the legal consequences of impaired driving and underage drinking, and the wisdom of using designated drivers.
- Appear on local TV and radio news and talk shows, using the airwaves to tell motorists about the mobilization.
- Ask businesses to promote responsibility when hosting holiday parties by employees. Remind them that permitting underage guests to drink alcohol is illegal and that serving alcohol may render them liable for the conduct of their guests.
- Encourage businesses to support sober ride and designated driver programs for their employees.



Sample News Release

[Your Letterhead]

For Immediate Release
[Date]

Contact: [Name]
[Phone]

[CITY/TOWN] District attorney Warn Motorists – *You Drink & Drive. You Lose.* Unusually Long July 4th Holiday Could be Deadliest Ever

With more people expected to travel on America's highways during the extended Fourth of July holiday, this week could be one of the deadliest periods ever for impaired driving fatalities.

To protect [CITY/TOWN] families during this long holiday period, local criminal justice agencies will join forces [DATES] to protect citizens from impaired drivers. As part of the *You Drink & Drive. You Lose.* National Mobilization, local officials will conduct sobriety checkpoints and saturation patrols to arrest and prosecute impaired drivers to the fullest extent of the law.

"Impaired driving is no accident – It's a crime that kills every 32 minutes," said [LOCAL OFFICIAL]. "As a prosecutor, I can assure you there is no greater tragedy I face than dealing with the aftermath of these tragedies and the toll it takes on the victims' families and on our community. I'm committed to making our neighborhoods safer by prosecuting these criminals to the fullest extent of the law. Our message is a simple one – *You Drink & Drive. You Lose.* If arrested, you can lose your license, time from your job, and lose money in high fines and court costs as well as possible imprisonment for vehicular manslaughter or homicide."

After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show alcohol-related deaths increased for the first time since 1995, from 15,976 in 1999 to 16,653 in 2000.

Studies show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education. Nearly 97 percent of Americans view drunk driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts, such as saturation patrols and sobriety checkpoints, to protect innocent victims. Furthermore, two-thirds of Americans also strongly endorse the use of stricter and more severe penalties against impaired drivers.

"Losing your freedom because of driving impaired is no way to celebrate the Fourth of July," said [LOCAL OFFICIAL]. "Party hosts and businesses especially need to recognize their responsibilities and know that they can be held liable if their guests or patrons cause an alcohol-related crash."

Nine out of 10 Americans who participate in social events where alcohol is served believe that people should use designated drivers. [LOCAL ORGANIZATION] suggests that employee parties and other celebrations include alcohol-free beverages and protein-rich foods, along with awareness of guests' alcohol consumption, and reminds everyone to plan ahead:

- Don't risk it – If you plan to drive, don't drink.
- Choose a sober designated driver.
- Take mass transit or a taxicab.
- Spend the night where the activity is being held.

The *You Drink & Drive. You Lose.* National Mobilization, launched in December 1999, is a comprehensive impaired driving prevention effort focused on highly visible criminal justice-related efforts to deter impaired driving and is designed for use for use by States and communities to save lives. Thanks to the tremendous efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about our lifesaving message from their newspaper, from the Internet, and from radio and television broadcasts. For more information about the campaign visit, NHTSA's web site at www.nhtsa.dot.gov.

- Every Fourth of July, too many Americans chose to drive after drinking alcohol or using drugs. Impaired driving is no accident. It's a serious crime that kills someone every 32 minutes.
- After several years of improvement, more recent statistics released by the National Highway Traffic Safety Administration show impaired driving-related deaths increased for the first time since 1995, from 15,976 in 1999 to 16,653 in 2000.
- With more people expected to travel during this extended July 4th holiday, this week could be one of the deadliest periods ever for impaired driving fatalities.
- This Fourth of July **[ORGANIZATION]** will be working with **[PARTNERS]** to keep families safe from one of the greatest threats to our communities – Impaired drivers.
- As part of the *You Drink & Drive. You Lose.* National Mobilization, law enforcement agencies will be conducting saturation patrols and sobriety checkpoints to identify and arrest impaired drivers.
- We are joining **[LAW ENFORCEMENT AGENCY]** to warn everyone – *You Drink & Drive. You Lose.* Violators will lose their license, time from their job, and lose money in high fines and court costs as well as possibly face imprisonment for vehicular manslaughter or homicide.
- Losing your freedom because of driving impaired is no way to celebrate the Fourth of July.
- Party hosts and businesses especially need to recognize their responsibilities and know that they can be held liable if their guests or patrons cause an alcohol-related crash.
- Although every year 1.5 million impaired drivers are arrested, only one arrest occurs for every 772 instances of drinking and driving. As a result one in three Americans will be affected by this violent crime in their lifetime.
- The key to reversing this alarming trend is taking a systematic approach with law enforcement, prosecutors, judicial officials and traffic safety partners, each doing their part, to protect innocent victims from impaired drivers.



Talking Points

- Like most Americans, [Organization] supports increased enforcement to make our neighborhoods safer and will be supporting law enforcement officials by [ACTIVITIES].
- We're reminding everyone to plan ahead
 - ❑ Don't risk it – If you plan to drive, don't drink.
 - ❑ Choose a sober designated driver.
 - ❑ Take mass transit or a taxicab.
 - ❑ Spend the night where the activity is being held.
 - ❑ Report impaired drivers to law enforcement.
- Studies show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education.
- Nearly 97 percent of Americans view impaired driving as a major threat to the community.
- Launched in December 1999, the *You Drink & Drive. You Lose.* National Mobilization is a partnership of criminal justice and traffic safety partners in all 50 States committed to reducing deaths from impaired driving.
- Saturation patrols are an example of increased enforcement efforts, often involving multiple agencies, that target a specific area to identify and arrest impaired drivers.
- At sobriety checkpoints, law enforcement officers evaluate drivers for signs of alcohol or drug impairment. Vehicles are stopped in a specific sequence, such as every other or every fourth, fifth or sixth vehicle, depending on the staffing available and traffic conditions.
- When adequately publicized, saturation patrols and sobriety checkpoints increase the perceived risk of arrest, influencing drivers to make the right decision and reminding the general public that impaired driving is a crime.



This Fourth of July as you join your neighbors, family and friends to celebrate America's birth and our liberty, don't lose your freedom to impaired driving.

Every year, as a **[PROSECUTOR or DISTRICT ATTORNEY]**, I face the deadly aftermath of the Fourth of July. The summer months usually mean an increase in impaired driving cases and unfortunately, fatalities. My office works tirelessly with the families of victims to ensure justice and prosecute impaired drivers to the fullest extent of the law. Victims' families often ask me how this could happen. Unfortunately, it happens all too often and, it only takes one wrong decision to become a criminal or worse – a killer.

Too many people continue to view impaired driving merely as a traffic offense or victimless crime. Don't be fooled. Impaired driving is one of the most frequently committed crimes in America. It's a crime that kills every 32 minutes and a crime that based on statistics, will affect you personally.

My office views impaired driving as a serious crime and prosecutes violators and works tirelessly with **[LOCAL ORGANIZATIONS]** to keep repeat offenders off our streets.

This year the chances are even greater that you or someone you know will be affected. Because of the extended July 4th holiday period this year, **[STATE/LOCAL ORGANIZATION]** is expecting an increase in the number of impaired driving fatalities. To protect **[CITY/TOWN]** families from impaired drivers, **[STATE/LOCAL ORGANIZATION]** are participating in the *You Drink & Drive. You Lose* National Mobilization. Local officials will conduct saturation patrols and sobriety checkpoints to arrest and prosecute impaired drivers to the fullest extent of the law.

Officials from **[CITY/TOWN]** are joining me in the National Mobilization, **[DATES]**, to remind everyone to take this issue seriously or risk arrest and prosecution to the fullest extent of the law. The message is simple – *You Drink & Drive. You Lose*. Violators will lose their license and time away from their job, pay high fines and court costs and could face imprisonment for vehicular manslaughter or homicide.

After several years of improvement, more recent statistics released by the National Highway Traffic Safety Administration (NHTSA) show that impaired driving-related deaths increased for the first time since 1995, from 15,976 in 1999 to 16,653 in 2000. America is at a crucial point where we must all do more as communities and as individuals if we are to make significant declines in the number of alcohol- and drug-related crashes.

That's why it's so important to celebrate sensibly. It takes just a little forethought to designate a sober driver before you celebrate. Barring that, use taxi services and other alternative transportation or if possible, spend the night rather than driving home impaired.

If you're hosting a party, accept responsibility for your guests' safety. Don't serve alcohol to underage guests or to anyone who has clearly "had enough." It's not just the conscientious thing to do; serving those who are underage is illegal, and serving anyone who is visibly intoxicated can leave you liable. Offer non-alcoholic beverages and protein-rich snacks. Stop serving alcohol at least one hour before the party ends. Take the car keys away from any guest who is impaired; call a taxicab or ask a non-drinking guest to provide a safe ride home.

This Fourth of July, don't lose your freedom to impaired driving. The choice is yours – designate a driver or **[LOCAL ORGANIZATION]** will appoint one for you – straight to jail.

***You Drink & Drive. You Lose* National Mobilization**

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