

**[STATE/COMMUNITY] Law Enforcement Agencies to Target
Impaired Drivers This July 4th HOLIDAY WEEKEND**

**Local Authorities Give Notice:
*You Drink & Drive. You Lose.***

- WHAT:** Between July 1st and July 4th, local authorities will be out in force to target impaired drivers as a part of the national *You Drink & Drive. You Lose.* campaign by conducting saturation patrols and sobriety checkpoints. Drivers found to be impaired will be subject to strong sanctions, which could include fines, restrictions on their driver's licenses and possible imprisonment. All others will receive informational safety materials.
- WHO:** **[SPONSORING ORGANIZATION]** is one of hundreds of law enforcement agencies across the country that has signed-on to participate in the *You Drink & Drive. You Lose.* enforcement period with campaign partners International Association of Chiefs of Police, National Sheriffs' Association, National Organization of Black Law Enforcement Executives, Operation C.A.R.E., National Association of Governors' Highway Safety Representatives, Mothers Against Drunk Driving, and Nationwide Insurance.
- WHY:** It is everyone's responsibility to help reach the national goal of decreasing the annual number of fatalities attributed to impaired driving to no more than 11,000 by the year 2005.
- HOW:** Authorities will conduct saturation patrols and set up sobriety checkpoints. Legally impaired drivers will be subject to immediate arrest.
- WHEN:** Enforcement period activities takes place between July 1 – 4, 2000. National Sobriety Checkpoint Week takes place between June 28 – July 5, 2000.
- WHERE:** **[SPONSORING ORGANIZATION]** will conduct various activities throughout the weekend. Local media are encouraged to take part in the enforcement period by sending camera crews and reporters to cover activities. Local authorities and alcohol enforcement specialists will be on hand to explain relevant procedures and relay traffic safety information. For more information about specific locations and times, please contact **[LOCAL CONTACT NAME]** at **[LOCAL CONTACT TELEPHONE NUMBER]**.

###

FOR FURTHER INFORMATION CONTACT: **[LOCAL CONTACT INFORMATION]**

MEDIA ADVISORY

[Your Letterhead]

FOR IMMEDIATE RELEASE

CONTACT: [NAME]

[DATE]

[PHONE]

**THIS JULY 4th, [STATE/COMMUNITY] AUTHORITIES GIVE
IMPAIRED DRIVERS NOTICE: *YOU DRINK & DRIVE. YOU LOSE.***

**Local Law Enforcement Agencies Increase 4th of July Holiday Weekend Patrols
to Take Impaired Drivers Off [STATE /COMMUNITY] Roads**

As families and friends come together from all over [CITY/STATE] to celebrate this Fourth of July, [NAME OF LAW ENFORCEMENT ORGANIZATION] will increase its patrols targeting impaired drivers, as part of the national *You Drink & Drive. You Lose.* impaired driving campaign and the Mothers Against Drunk Driving/Nationwide Insurance National Sobriety Checkpoint Week.

This holiday weekend, [NAME OF SPONSORING ORGANIZATION] will join The National Highway Traffic Safety Administration and law enforcement agencies across the country in taking a major step in an effort to save lives by preventing alcohol-drug related crashes and intensifying the fight against impaired driving. Between July 1st and July 4th, local authorities will be out in full force to stop impaired drivers by conducting saturation patrols and sobriety checkpoints. Impaired drivers will be subject to immediate arrest.

While the number of deaths has decreased in recent years, alcohol and drug impairment remains a significant factor in 38 percent of all fatal motor vehicle crashes. In an effort to prevent impaired driving [NAME OF SPONSORING ORGANIZATION] will join local traffic safety partners like [NAME OF LOCAL PARTNERS] to raise awareness about the deadly consequences of impaired driving. In 1998 alone, nearly 16,000 people died as a result of impaired driving. More than 300,000 were injured, and 1.5 million were arrested. That is one person dead every 33 minutes and one injured every two minutes.

(continued on back)

SAMPLE NEWS RELEASE

“ **[NAME OF SPONSORING ORGANIZATION]** wants to get the word out that impaired driving is a violent and, too often, deadly crime that we cannot afford to overlook in our community,” said **[NAME, TITLE OF LOCAL SPOKESPERSON]**. “ It is time to address impaired driving as a serious issue that costs our residents millions of dollars each year in lost time, lost property and, most importantly, lost lives. The greatest tragedy is that deaths due to impaired driving-related crashes are preventable — these are not accidents.”

[INSERT LOCAL STATISTICS AND/OR LOCAL RELEVANT CRASH STORY]

By partnering with national organizations like NHTSA, MADD, Nationwide Insurance and other traffic safety organizations, **[NAME OF SPONSORING ORGANIZATION]** hopes to save lives in **[CITY/STATE]** and help reach the national goal of reducing alcohol-related deaths nationwide to no more than 11,000 by the year 2005. Other *You Drink & Drive. You Lose.* campaign partners include the International Association of Chiefs of Police, the National Sheriffs’ Association, the National Organization of Black Law Enforcement Executives, Operation C.A.R.E., and the National Association of Governors’ Highway Safety Representatives.

The July 4th holiday enforcement effort is conducted under the *You Drink & Drive. You Lose.* public education campaign. These enforcement periods serve as valuable opportunities to heighten **[NAME OF SPONSORING ORGANIZATION]**’s commitment and efforts to keep our roads safe and save lives.

###

[YOUR LETTERHEAD]

[Date]

Dear Editor:

Residents of [STATE/COMMUNITY] who choose to drive after drinking or using drugs this Fourth of July weekend will find their celebration cut short, as [NAME OF SPONSORING ORGANIZATION] mobilizes to take impaired drivers off the road and warn others: *You Drink & Drive. You Lose.*

Between July 1st and July 4th, [NAME OF SPONSORING ORGANIZATION] will be out in full force to stop impaired drivers. Authorities will set up sobriety checkpoints and conduct saturation patrols. Violators will be subject to immediate arrest.

Alcohol and drugs remain a contributing factor in 38 percent of all fatal motor vehicle crashes. Three out of every ten Americans will be involved in an alcohol-related crash. Every 33 minutes someone is killed because of an impaired driver and every two minutes someone is injured. While the statistics are staggering, they fail to tell the tragic stories of the thousands of families who bear the daily consequences of this crime.

[Insert Local Crash Story]

Lack of public outrage and confusion over what constitutes impaired driving has contributed to the existing gap between public perception and reality. Enforcement periods, like the July 4th effort, reflect law enforcement's ongoing commitment to eliminating impaired driving, with efforts continuing year-round.

By teaming with national partners like the National Highway Traffic Safety Administration, Mothers Against Drunk Driving, Nationwide Insurance and other organizations, [NAME OF SPONSORING ORGANIZATION] hopes to save lives in [STATE/COMMUNITY] by supporting the *You Drink & Drive. You Lose.* campaign to help reach the national goal of reducing impaired driving-related deaths to no more than 11,000 by the year 2005. Other *You Drink & Drive. You Lose.* campaign partners include the International Association of Chiefs of Police, the National Sheriffs' Association, the National Organization of Black Law Enforcement Executives, Operation C.A.R.E., and the National Association of Governors' Highway Safety Representatives.

Every reader can do their part by making a simple choice: if you are going to drink, don't drive. Plan ahead and arrange for a designated driver or take a taxi. Unfortunately, not everyone understands the deadly consequences of not making the right choice. That's why [NAME OF SPONSORING ORGANIZATION] is encouraging citizens of [STATE/COMMUNITY] to take part in the enforcement period by helping promote this lifesaving message and prevent impaired driving.

This Fourth of July weekend, if you drink and drive, you will lose. You may lose your license, your vehicle or even your life.

For more information on how your organization can make a difference and save lives, please contact [INSERT LOCAL CONTACT INFORMATION.] Thank you.

Sincerely,

[LOCAL SPOKESPERSON, TITLE]
[NAME OF SPONSORING AGENCY]

SAMPLE LETTER TO THE EDITOR

Local Authorities Issue Warning: *You Drink & Drive. You Lose.*

As families and friends come together from all over [CITY/STATE] to celebrate this Fourth of July, [NAME OF SPONSORING ORGANIZATION] wants drivers to know that if they choose to drink and drive, they will lose.

Between July 1st and July 4th, [NAME OF LAW ENFORCEMENT ORGANIZATION] will be out in full force to stop impaired drivers. Authorities will conduct saturation patrols and set up sobriety checkpoints. Impaired drivers will be subject to immediate arrest. This Fourth of July weekend, do your part — don't drink or use drugs and drive. If you do plan to drink, plan ahead and arrange for a designated driver or take a taxi.

Alcohol remains a contributing factor in 38 percent of fatal motor vehicle crashes. Three out of 10 Americans will be involved in an alcohol-related crash at some point in their lives. Every 33 minutes someone dies because of impaired driving; every two minutes someone is injured. This year, 1.5 million people will be arrested for impaired driving. While the statistics are staggering, they fail to fully tell the tragic stories of the thousands of families who live with the daily consequences of this violent crime.

[Insert Local Crash Story]

Lack of public outrage and confusion over what constitutes impaired driving has contributed to the existing gap between public perception and reality. Enforcement periods, like the July 4th effort, reflect local law enforcement's ongoing commitment to eliminating impaired driving, with efforts continuing year-round.

By partnering with national organizations such as the National Highway Traffic Safety Administration, Mothers Against Drunk Driving, Nationwide Insurance and local organizations like [OTHER LOCAL ORGANIZATIONS], we can save lives in [CITY/STATE] by supporting the *You Drink & Drive. You Lose.* campaign, to help reach the national goal of reducing alcohol-related deaths to no more than 11,000 by the year 2005. Other *You Drink & Drive. You Lose.* campaign partners include Operation C.A.R.E., the International Association of Chiefs of Police, the National Sheriffs' Association, the National Organization of Black Law Enforcement Executives, and the National Association of Governors' Highway Safety Representatives.

The public has been supportive of law enforcement efforts to remove impaired drivers from our roads, and understands that the extra time spent at a sobriety checkpoint is time spent ensuring public safety. If [CITY/STATE] hopes for a safer community for our children for today, tomorrow and the next century, we must act now. We must reevaluate our present attitudes toward impaired driving and take action in support of local law enforcement efforts.

[LOCAL SPOKESPERSON, TITLE]
[SPONSORING ORGANIZATION]

SAMPLE OP-ED

You Drink & Drive. You Lose.
**Law Enforcement Agencies Mobilize this July 4th Weekend
to Combat Impaired Driving in Local Communities**

Beginning July 1st and continuing through July 4th, law enforcement agencies across the country, in partnership with the National Highway Traffic Safety Administration (NHTSA), Mothers Against Drunk Driving (MADD), and Nationwide Insurance, will take a major step in intensifying the fight against impaired driving. Saturation patrols and sobriety checkpoints are being planned throughout the country as part of MADD's National Sobriety Checkpoint Week. This increased effort is part of *You Drink & Drive. You Lose.*, America's new impaired driving prevention campaign. NHTSA launched *You Drink & Drive. You Lose.* in December 1999 to reduce impaired driving related traffic fatalities to no more than 11,000 by the year 2005.

While there have been continued gains in the fight against impaired driving, partners fighting this crime across America believe that as a nation we must do more to make greater substantial decreases in driving under the influence of drugs or alcohol.

"Stricter impaired driving laws and tough enforcement of those laws are necessary to save lives and prevent injuries on our highways. I encourage you to join with the nationwide network of partners in the *You Drink & Drive. You Lose.* campaign enforcement periods to help do your part to promote safe driving behaviors within our communities," said Rodney Slater, Secretary of the U.S. Department of Transportation.

"The *You Drink & Drive. You Lose.* campaign will help support and expand the hard work already being conducted by law enforcement agencies in communities throughout America to raise community awareness that impaired driving is no accident. It is a crime that kills. *You Drink & Drive. You Lose.* is a new and comprehensive tool for law enforcement and communities to use as we all work together to achieve 11,000 by 2005," said NHTSA Acting Administrator Rosalyn G. Millman.

The national campaign is supported by the following law enforcement and traffic safety organizations: the International Association of Chiefs of Police, the National Sheriffs' Association, the National Organization of Black Law Enforcement Executives, Operation C.A.R.E., and the National Association of Governors' Highway Safety Representatives. The campaign is targeted to high-risk populations such as 21- to 34-year-olds, people with high blood alcohol and repeat offenders, and underage drinkers.

With the success of the nationally coordinated Buckle Up America campaign, NHTSA asked for state and local law enforcement support in developing a similar approach aimed at heightening enforcement of impaired driving. When highly visible law enforcement is coupled with public information in a national "wave" across small towns and rural areas to inner-city neighborhoods, it puts offenders on notice that their actions are criminal and it deters thousands of potential violators.

(continued on back)

SAMPLE DROP-IN NEWS ARTICLE

Adding endorsement for the campaign, **[INSERT LOCAL Law Enforcement Administrator]** said, "Reducing the death toll to 11,000 represents a national commitment. But to reach the national goal it must begin at the community level. Law enforcement's commitment to participate in *You Drink & Drive. You Lose.* is a pledge to make America's communities safer by taking potential killers off our roadways."

The new campaign offers a variety of community-based activities to meet the challenge of reducing alcohol and drug-related fatalities. Joining the campaign effort will help make the streets safer and educate the public in the hope that they will make responsible decisions. By committing to participate in these enforcement period activities the community can benefit greatly. Here's how:

High-visibility enforcement combined with public education builds momentum and a sense of urgency among the community. It reinforces messages that drinking and driving kills.

Enforcement of impaired driving laws reduces crashes and can potentially lead to reductions in other crimes as well.

Coordinated efforts aimed at preventing the sale of alcohol to minors will reduce underage drinking and decrease crime, fatalities and deaths among youths.

By supporting the Fourth of July enforcement period, you'll be joining thousands of communities across the nation to get impaired drivers off the road. Your support will help your community recognize the deadly costs of impaired driving, and encourage more responsible behavior.

You will not be alone in your efforts to halt impaired driving. For more information on impaired driving and resources to help you in your efforts, please visit the NHTSA World Wide Web site at www.nhtsa.dot.gov

-
-
-

Every 33 minutes an impaired driver kills someone. Every two minutes someone is injured. You, your family or your friends could be next.

(INSERT STATION NAME/CALL LETTERS) wants you to know that law enforcement is taking action this holiday weekend. Sobriety checkpoints will be set up to arrest impaired drivers and to make our streets and highways safer for all of us.

If you are going to drink and drive this Fourth of July weekend, please make sure you don't get behind the wheel.

The choice is yours: *You Drink & Drive. You Lose.*

Not sure if you've had too much to drink? Then don't drive. Impairment starts with the first drink, whether you feel it or not.

[INSERT STATION NAME HERE] supports sobriety checkpoints because they get impaired drivers off the road.

The choice is yours: *You Drink & Drive. You Lose.*

One person dies every 33 minutes because of an impaired driver. You could be next. In fact, one in three Americans will be affected by impaired driving.

This Fourth of July, law enforcement will set up sobriety checkpoints to stop impaired drivers before they hurt or kill someone. **[INSERT STATION NAME HERE]** supports this effort.

Celebrate this Fourth of July in style. But if you drink, don't drive.

Remember: *You Drink & Drive. You Lose.*

(continued on back)

SAMPLE RADIO SCRIPTS

30 Second General PSA/Station Read

:15 Second Fourth of July Station Read — Alcohol

30 Second Fourth of July Station Read — Alcohol

So, you think impaired driving isn't a big problem? Think again. Driving under the influence of drugs or alcohol is deadly. So, if you are under the influence, don't drive.

[INSERT STATION NAME HERE] supports sobriety checkpoints because they get impaired drivers off the road.

The choice is yours: *You Drink & Drive. You Lose.*

So, you think impaired driving isn't a big deal? You're wrong – dead wrong. In fact, 1 out of every 3 Americans will be affected by impaired driving. You could be next. Driving under the influence of drugs or alcohol is deadly. So, if you're under the influence, don't drive.

[INSERT STATION NAME HERE] wants you to know that law enforcement will be setting up sobriety checkpoints this Fourth of July weekend to arrest impaired drivers, and keep the roads safer for everyone enjoying the holiday.

We encourage you to celebrate the holiday responsibly, but if you drink or use drugs, don't get behind the wheel. Remember: *You Drink & Drive. You Lose.*

:15 Second Fourth of July Station Read — Drugs and Alcohol

:30 Second Fourth of July Station Read — Drugs and Alcohol