

Mini Poster, Radio Ad & Logos

The Impaired Driver in the Mirror is Closer Than She Appears

Contrary to popular belief, most children who die in alcohol-related crashes aren't killed by impaired drivers who crash into them. Instead, **most are killed by drivers who drink, drive, and transport them.**

A May 2000 study reported in the *Journal of the American Medical Association* found that nearly **two out of three** children killed in alcohol-related crashes are *passengers riding with an impaired driver.*

In the majority of these cases, *the impaired driver failed to have the presence of mind to buckle them up.*

From November 20-26, 2000, as part of the **Buckle Up America** campaign and the *Operation ABC Mobilization*, thousands of law enforcement agencies are stepping up enforcement to protect children from the two greatest risks they face on our roads: riding unbuckled and impaired drivers.

If you drink and think about driving your kids home... don't.

You Drink & Drive. You Lose.



Live Announcer Radio Copy

[10 seconds] From November 20-26, law enforcement in [CITY/TOWN] will join a nationwide effort to find drivers who don't buckle up kids and impaired drivers. Be warned. If you fail to buckle up your kids and drink and drive, the police *will* take action.

[20 seconds] Drinking and driving threatens our children's safety. But it might surprise you to know that most children who are killed in alcohol-related crashes are *passengers riding with an impaired driver* – not victims of drivers who crash into them. That's why, from November 20 to 26, law enforcement in [CITY/TOWN] will join a nationwide effort to find drivers who put innocent lives at risk by drinking and driving. So be warned: this Thanksgiving week, if you fail to buckle up your kids and drink and drive, the police *will* take action.

[30 seconds] Drinking and driving threatens our children's safety. But it might surprise you to know that most children who are killed in alcohol-related crashes are *passengers riding with an impaired driver* – not victims of drivers who crash into them. That's why from November 20 to 26, law enforcement in [CITY/TOWN] will join a nationwide effort to find drivers who put innocent lives at risk by drinking and driving. It's called the *Operation ABC Mobilization*, and over 8,000 law enforcement agencies across the country are participating. So be warned: this Thanksgiving week, if you fail to buckle up your kids and drink and drive, the police *will* take action. No exceptions, no excuses.