

**MADD** Lifesavers Conference '09  
Activism | Victim Services | Education

**DRUNK DRIVING**  
*OVER THE LIMIT. UNDER ARREST.*

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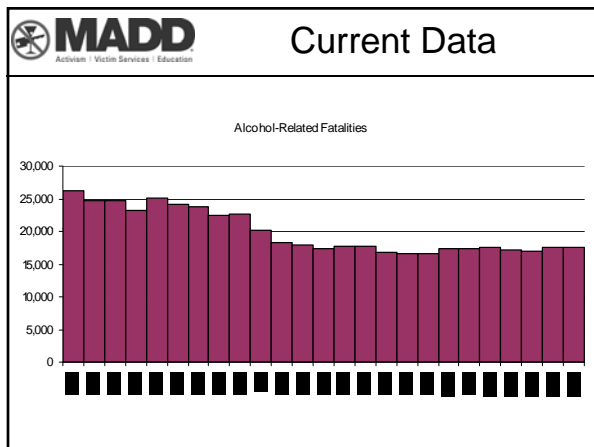
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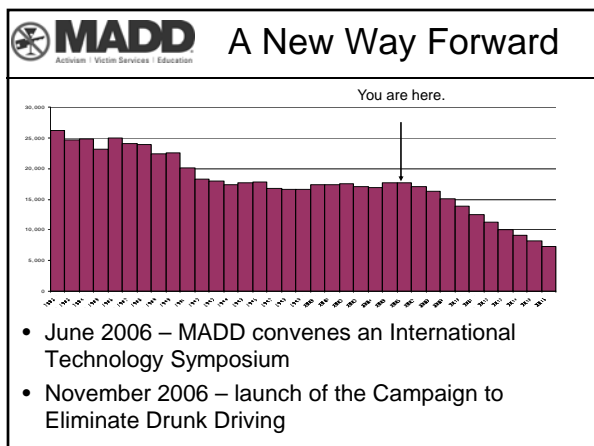
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**Campaign To Eliminate Drunk Driving**

1. Full support of law enforcement
2. Maximum use of existing technology
3. Development of new technology
4. Grassroots support for the elimination of drunk driving

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**1. Full Support of Law Enforcement**

- Tennessee has 54,000 people with three or more DUI arrests;
- 16,000 with five or more arrests
- What does that say about our systems to prevent drunk driving?

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**1. Full Support of Law Enforcement**

- Strong partnership to support Fall and Holiday Crackdowns
- MADD partners PR efforts in target markets
  - National Highway Traffic Safety Administration
  - Governors Highway Safety Association
  - International Association of Chiefs of Police
  - Thousands of law enforcement agencies

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**2. Maximum use of existing technology:**

**Ignition Interlocks**

- Interlocks reduce recidivism an average of 65% on repeat and first-time offenders
- First conviction/all offenders: 8 states, 21 pending
- .15 or higher or second conviction, 15 states 9 pending

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**3. Advanced Technology**

- Needs to
  - Be transparent to the sober driver
  - Be set at the illegal BAC limit
  - Be reliable and accurate
  - Be durable, reasonably priced, and unobtrusive
- The timeline on this may stretch to as far as ten years

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**4. Grassroots Support – NHTSA Crackdowns/MADD Campaign to Eliminate**

- Template materials – media advisory, media release, FAQ, talking points, Op-Ed templates, story pitching templates
- Media tips
- Fact sheets
- PR planning sheets & timelines
- Event logistics
- Victims inclusion\*\*\*

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**What is the big deal with high visibility enforcement anyway?**



**DRUNK DRIVING**  
**OVER THE LIMIT. UNDER ARREST.**

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**Enforcement Activity in Fairfax and Montgomery Counties:  
 Early 1980s**

	Fairfax	Montgomery
Number of sobriety checkpoints	<b>0</b>	<b>30-50</b>
DUI arrests per 10,000 drivers	<b>96</b>	<b>31</b>

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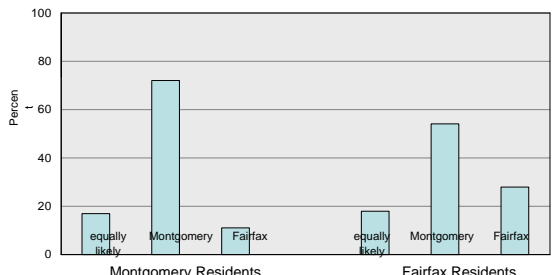
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**County in Which Respondents Thought they Would be More Likely to be Arrested for Drunk Driving**



County of Resident	equally likely	Montgomery	Fairfax
Montgomery Residents	~15%	~70%	~15%
Fairfax Residents	~15%	~55%	~30%

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- 7-11 store robberies
  - Determine the threat
  - Track the patterns
  - Predict repeat behavior
  - Increase patrol presence
  - Hidden (covert) observation
  - Intercept the behavior
- High visibility enforcement
  - Determine the threat
  - Track the patterns
  - Predict repeat behavior
  - Increase patrol presence
  - Visible (overt) police actions
  - Deter the behavior

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- Officers can indeed arrest more people using saturation patrols, however...
- Checkpoints reduce fatalities by 20% or more
  - Checkpoints and high visibility measures are not about the arrests
  - They reduce the number of people breaking the law
  - That's how we save lives

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