

# Building Safe Communities

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## You Drink & Drive. You Lose.



*You Drink & Drive. You Lose.* is a new national campaign to reduce the impaired driving fatality rate to no more than 11,000 per year by the year 2005. *You Drink & Drive. You Lose.* will enhance national awareness of impaired driving and support the work of communities, states, and national organizations to combat

this deadly problem. The campaign is sponsored by the National Highway Traffic Safety Administration (NHTSA) in partnership with a number of national organizations including the National Association of Governors' Highway Safety Representatives, Operation C.A.R.E., the International Association of Chiefs of Police, the National Sheriffs' Association, and the National Organization of Black Law Enforcement Executives.

*You Drink & Drive. You Lose.* focuses on three groups most likely to drive after drinking: (1) 21-to-34 year olds, (2) underage drinkers, and (3) repeat offenders and offenders who have driven with a high blood alcohol content (BAC). The campaign will promote four strategies to help reduce impaired driving: (1) public education, (2) public-private partnerships, (3) strong legislation, and (4) highly visible enforcement efforts.

In addition to providing resources for National Drunk and Drugged Driving (3D) Prevention Month (held every December), *You Drink & Drive. You Lose.* will produce materials and resources to bolster community participation in two nationwide impaired driving enforcement mobilizations (one weekend in December and Independence Day Weekend in July), as well as impaired driving prevention activities focused on youth that many communities implement during the Spring prom and graduation period. The first set of these resources, distributed

(continued on page 2)

The first issue of the third year of *Building Safe Communities* incorporates the mailing list and several features from the *Building Safe Communities* bulletin, formerly published by the Safe Communities Service Center. These include a "National News" column highlighting one or more national initiatives and a "Local Notes" column featuring short descriptions of local activities from around the country. We hope these changes will assist our readers in their efforts.

## Techniques for Effective Alcohol Management

Communities can find themselves at odds with sports facilities over traffic congestion and safety problems. Alcohol consumption by patrons can add to these problems. A community or neighborhood can feel helpless in the face of a problem perceived as being caused by large numbers of “outsiders” unresponsive to community needs. Yet the managers of arenas, stadiums, rinks and other sporting venues may be unaware that their patrons’ behavior contributes to traffic injuries and deaths.

Techniques for Effective Alcohol Management (TEAM) provides an effective tool which Safe Communities programs can bring to sports facilities to help reduce the problem of drinking and driving by patrons. TEAM was developed by NHTSA to help major league, minor league, and college sports facilities reduce alcohol-related risks to patrons and communities. In TEAM trainings, facility managers learn to develop responsible procedures and policies to reduce alcohol-related incidents at the facility and by fans traveling to or from the facility. TEAM helps facility managers develop policies and procedures to decrease alcohol-abuse by patrons. Such policies could include banning alcohol consumption in parking lots, reducing the size of the cups in which alcohol is sold, and setting effective “cut-off” times for ending alcohol sales prior to the end of the event. Managers also learn to train “front-line” employees, such as ushers, concession staff and ticket-takers, to manage patrons who may be inebriated or otherwise in violation of alcohol policies. TEAM on Campus, which is being pilot-tested in the Spring of 2000, will address alcohol-management issues unique to university and college facility settings.

TEAM also includes educational materials reminding patrons of their responsibility when it comes to alcohol consumption and traffic safety. These materials are being successfully used to encourage patrons not to drink and drive. Some facilities have also started designated driver programs and other ways to safeguard their patrons on the journey home.

Valerie Gompf, NHTSA Program Manager, points out, “TEAM can open the door and help build a relationship between a facility or university and a Safe Communities program.” Facilities and professional sports teams who start with TEAM often go on to participate in Buckle Up America, bicycle safety rodeos, and other traffic safety activities. The San Francisco Giants, for example, sponsors an annual Traffic Safety Day to educate the public about impaired driving, occupant protection, bicycle safety, and other issues.

***“TEAM can open the door and help build a relationship between a facility or university and a Safe Communities program.”***

For more information on TEAM, contact Amy Nelson, TEAM Executive Secretariat, 7910 Woodmont Avenue, Suite 200, Bethesda, MD 20814-3015. Telephone: (301) 656-3100; e-mail: [anelson@equals3.com](mailto:anelson@equals3.com)

### You Drink & Drive. You Lose.

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in the Safe & Sober Campaign Planner 20, included *You Drink & Drive. You Lose. A Guide for Building a Comprehensive Impaired Driving Campaign, a Resource Guide, and Fact Sheets on impaired driving.* These, and future, materials are available by faxing a request to (202) 493-2062. Materials can also be ordered, and downloaded, through the NHTSA website at [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov). Safe & Sober Campaign Planners can be ordered and downloaded at [www.safeandsober.org/](http://www.safeandsober.org/). ■

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# Cape Girardeau Safe Communities

The Cape Girardeau (Missouri) Safe Communities program recognizes that preventing impaired driving is most effective when several complementary strategies are used. Sharee Galnore, coordinator, says, "From day one, we have understood that we just cannot educate people. We also have to enforce the law. And it's

police reports and hospital e-code data) has led to the establishment of a special DWI detection police patrol that operates during those hours on Friday and Saturday nights when DWI is most prevalent. In addition, the Safe Communities program works with other local law enforcement agencies on sobriety checkpoints, re-

ers sentenced to attend by the courts listen to a panel of victims describe the impact that alcohol-related traffic crashes have had on them and their families. Galnore reports that mandatory evaluation forms filled out by the offenders reveal that they believe the panel "hits home" harder than does the fine and "begins the process of getting them to think about what they are doing when they make the decision to drink and drive."

The Cape Girardeau Safe Communities Program is also working to teach teens not to drink and drive before they end up facing a DWI patrol or victim panel. Using TeamSpirit, a program developed in 1995 under a cooperative agreement between NHTSA and the Office of Juvenile Justice and Delinquency Prevention, Cape Girardeau Safe Communities has trained teams of adults in every high school in Cape Girardeau and several other communities. Each team develops an action plan to involve students in their schools in activities to prevent impaired driving. Many of the high school students involved become skilled peer edu-



cators who not only conduct traffic safety programs in elementary schools, but also take their skills and enthusiasm with them when they graduate and remain involved in efforts to prevent DWI when in college.

In addition to these programs, Cape Girardeau supports national initiatives including 3D month and the Red Ribbon Campaign, and works to promote bicycle safety and proper child safety seat use.

The program is having an impact. Galnore reports that alcohol-related crashes in her community have decreased by 30 percent in the past five years. The percentage of fatal crashes attributed to alcohol in Cape Girardeau is less than half the national rate. ■

*For more information contact Sharee Galnore at (573) 335-7908.*



*TeamSpirit Leadership Training Conference*

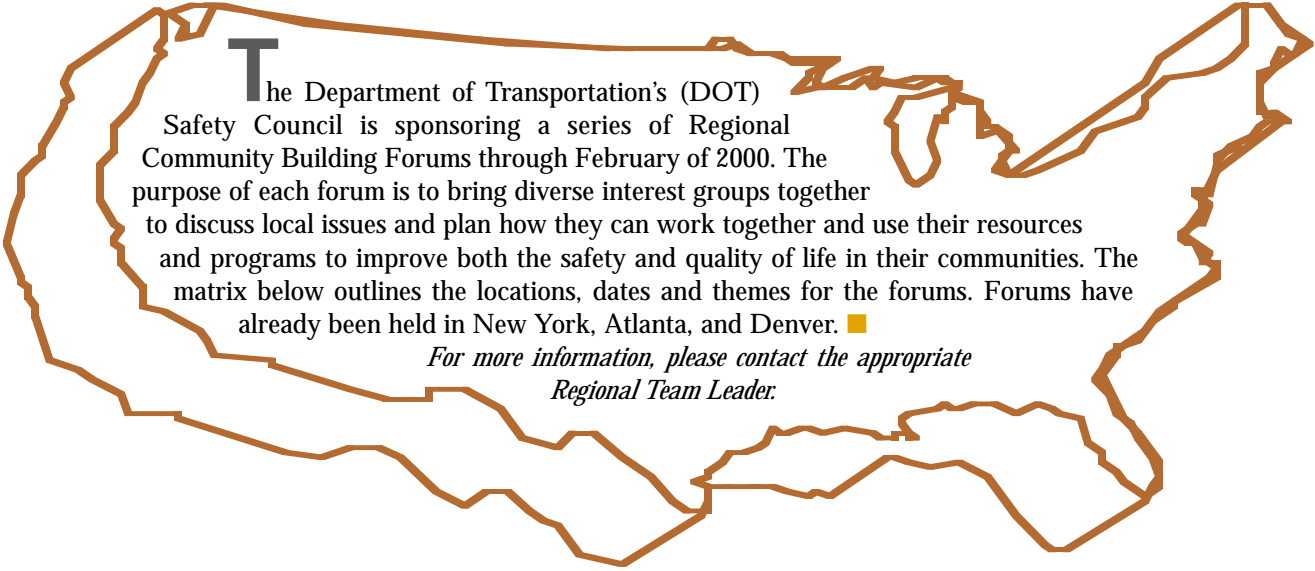
not effective to enforce the law without educating people. We stick to that premise. We do both."

The range of partners and activities Cape Girardeau brings to their effort to prevent impaired driving exemplifies their approach. Information collected by the program (using both

cognizing that a regional effort enhances the effectiveness of each community's activities.

In conjunction with MADD and the local court, the Safe Communities program operates a monthly victim impact panel for first time DWI offenders. During this period, first-time offend-

## National News: Regional Community Building Forums



The Department of Transportation's (DOT) Safety Council is sponsoring a series of Regional Community Building Forums through February of 2000. The purpose of each forum is to bring diverse interest groups together to discuss local issues and plan how they can work together and use their resources and programs to improve both the safety and quality of life in their communities. The matrix below outlines the locations, dates and themes for the forums. Forums have already been held in New York, Atlanta, and Denver. ■

*For more information, please contact the appropriate Regional Team Leader.*

One DOT Regional Team Leaders	Locations and Dates	Forum Theme/Possible Topics
Richard Doyle, FTA (617) 494-2055	Boston, MA 1/18/00	"Transportation's Role in Building Safe and Livable Communities"
Sheldon Kinbar, FTA (215) 656-7100	Philadelphia, PA 2/17/00	"The Philadelphia Region: Livable Communities Through Safe Transportation"
Cecelia Hunziker, FAA (847) 294-7294	Chicago, IL 2/00	Recreational Boating; Pedestrian/Bicycle Safety; Commuter Choice; Safety Education; Diversity
Lee Waddleton, FTA (817) 978-0550	Houston, TX 1/27/00	Truck Safety; Bicycle Safety; Environmental Issues; Rail Grade Crossing; Livable Communities; Diversity
Darrell Tisor, FRA (816) 426-2497	Blue Springs, MO 1/20/00	"Transportation 2000"
Leon Witman, FHWA (415) 744-2639	San Francisco, CA 2/8/00	Mobility; Congestion; Smart Growth; Commuter Choice; Diversity
Leon Witman, FHWA (415) 744-2639	Los Angeles, CA 2/00	Transit Funding; Congestion; Aviation; Diversity
Larry Andriesen, FAA (425) 227-2001	Seattle, WA 1/18/00	Environmental Issues; Aggressive Driving; Mobility; Recreational Boating; Diversity

## Local Notes

★ The **Lincoln-Lancaster County (Nebraska) Safe Communities Coalition** is building on Nebraska's new graduated licensing system by participating in a Youth Driver Training Program to educate teenagers and their parents about impaired driving, seat belts, speed, the financial and personal consequences of violating traffic laws, and encouraging safe driving by setting family rules about new drivers' automobile use. Contact: Patte Newman, Lincoln-Lancaster County Health Department. (402) 441-6284.

★ The **Summit County (Ohio) Safe Community Initiative** has recently begun a second series of public education announce-

ments on area billboards. The first series focused on preventing impaired driving. The second, (pictured right), promotes proper child safety seat use.

Contact: Robert Firis, Summit County Sheriff's Department. (330) 643-2161.



★ The **Community Alliance for Teen Safety (CATS)**, a Safe Communities program in Derry, New Hampshire, recently held a Building Safe Communities conference. The event featured ses-



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**603-434-5251**

sions on recruiting partners, the coordinator's role, working with the media, and advocacy. Representatives of the Region I NHTSA Office and the Providence, Rhode Island, Norwich, Connecticut, and Johnson City, Tennessee, Safe Communities programs were present to share their expertise and experience with the participants. Contact: CATS. (603) 434-5251.

★ Three Safe Communities pioneers were recognized by the Advocates for Highway and Auto Safety's annual **Highway Safety Champions** awards. Ron Perkins, Executive Director of Anchorage (Alaska) Safe Communities was recognized for his commitment to injury prevention. Dr. Joseph Sabato, one of the founders of the Community Alliance for Teen Safety (see above) was recognized for his efforts to prevent alcohol-related traffic injuries to young people. And Diane Riibe, Executive Director of Project Extra Mile (which was featured in the October/ November 1999 BSC) was recognized for her work to prevent impaired driving in Nebraska. Contact: AHSA. (202) 408-1711. ■

## Resources

*Safe & Sober Program Planner* will feature materials on the July *You Drink & Drive. You Lose*. Mobilization, aggressive driving, seat belts in school buses, and the Drowsy Driving Campaign (among other issues). To order Planner 21, fax a request to (202) 493-2062 or order on the Web at <[www.safeandsober.org/](http://www.safeandsober.org/)>.



The following resources on impaired driving are available from NHTSA. They can be ordered by sending a fax to (202) 493-2062 or on the Web at <[www.nhtsa.dot.gov/people/outreach/media/catalog/material.cfm](http://www.nhtsa.dot.gov/people/outreach/media/catalog/material.cfm)>.

*An Evaluation of Checkpoint Tennessee: A report evaluating a sobriety checkpoint program with a relatively low implementation cost that resulted in a 20.4 percent reduction in alcohol-related crashes.*

*Digest of State Alcohol Highway Safety Related Legislation (17th Edition):* A comprehensive digest summarizing state laws, drunk driving offenses, and alcoholic beverage control.

*1998 Youth Fatal Crash and Alcohol Facts:* The latest edition of the annual report summarizing the data statistics on impaired driving and underage drinking. Available in March 2000.

*Sentencing and Disposition of Youthful DUI and Other Alcohol Offenses: A Guide for Judges and Prosecutors.* A guide to help judges and prosecutors effectively sanction juveniles for alcohol-related offenses, work cooperatively with administrative agencies and community organizations, and define a role for themselves outside the courtroom in preventing underage drinking and other alcohol-related offenses.

*Strategies for Success: Combating Juvenile DUI:* A booklet discussing the roles criminal justice professionals can play in creating a coordinated approach to juvenile alcohol and impaired driving offenses.

# Building Safe Communities

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## Safe Communities Calendar

December 1, 1999: *National Drunk and Drugged Driving (3D) Prevention Month Press Event and Announcement of You Drink & Drive. You Lose. Campaign*

December 1999: *National Drunk and Drugged Driving (3D) Prevention Month*



December 17, 1999:  
*Lights On For Life Day*



December 17-19, 1999: *National Holiday Lifesavers Weekend and Impaired Driving Mobilization*

February 13-19, 2000: *Child Passenger Safety Week*

March 2000: *You Drink & Drive. You Lose.* Youth campaign release.

March 12-14, 2000: *Lifesavers 18 (Atlanta)*; for more information, write to Lifesavers, P.O. Box 30045, Alexandria, VA 22310

March 27-29, 2000: *National Congress on Childhood Emergencies (Baltimore)*; for more information contact the EMSC National Resource Center at (202) 884-4927 or visit their website at <[www.emsc-c.org](http://www.emsc-c.org)>.

May 15-16, 2000: *Measuring the Burden of Injury Conference (Baltimore)*; for more information, mail a request to Measuring the Burden of Injury, NPP-12, National Highway Traffic Safety Administration, 400 7th St. SW, Washington, DC 20590

## Safe Communities

# 736

programs as of  
November 1999

■  
NHTSA maintains a  
database of Safe  
Communities programs.

If you have not registered  
your program with NHTSA,  
please contact:

Safe Communities  
Service Center

NHTSA Region VI-Room 8A38  
819 Taylor Street

Fort Worth, TX 76102

Telephone: (817) 978-3653

Fax: (817) 978-8339

E-mail:

[Safe.Communities@nhtsa.dot.gov](mailto:Safe.Communities@nhtsa.dot.gov)