



National Drunk and Drugged Driving Prevention Month

December 2012

SAVIN Resource Kit

SPONSORED BY:



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Overview of the Resource Kit

INTRODUCTION

December 2012 is National Drunk and Drugged Driving Prevention Month.

The challenges we as a Nation face as a result of impaired driving were described by President Barack Obama in his 2011 proclamation:

"Although we have made progress in the fight to reduce drunk driving, our Nation continues to suffer an unacceptable loss of life from traffic accidents that involve drugs, alcohol, and distracted driving. To bring an end to these heartbreaking outcomes, we must take action by promoting rigorous enforcement measures and effective substance abuse prevention programs. During National Impaired Driving Prevention Month, we recommit to preventing tragedy before it strikes by ensuring our family members and friends stay safe, sober and drug-free on the road."

This Resource Kit is provided through an important partnership between the National SAVIN Training and Technical Assistance Project (an initiative supported by the Bureau of Justice Assistance within the Office of Justice Programs, U.S. Department of Justice) and Mothers Against Drunk Driving (MADD). It is being made available to SAVIN programs and MADD state organizations and chapters nationwide to encourage collaborative efforts to promote SAVIN programs and services, and victim/survivor and public awareness activities that can prevent impaired driving and support victims of drunk and drugged driving crashes.

- The mission of the National SAVIN Training and Technical Assistance Project is to serve crime victims and survivors, and enhance public safety by establishing standards and guidelines for comprehensive automated information and notification services. The Project provides training and technical assistance for both programmatic and technology needs, and develops resources designed to meet the diverse needs of SAVIN programs nationwide.

The SAVIN Online Community (www.savinonline.org) features many resources about SAVIN programs, policies and technology that enhance victims' rights to information and notification.

- MADD was founded in 1980, and has grown from a small grass-roots organization into one of the most respected and effective nonprofit organizations in the Nation. The mission of MADD is "to stop drunk driving, support the victims of this violent crime and prevent underage drinking."

The MADD website (www.madd.org) features myriad resources and information for victims and survivors, victim advocates, justice professionals and community members to combat impaired driving, and provide support and services to its victims.

Additional information about SAVIN and MADD is included in the "Key Facts" document within this Resource Kit.

NATIONAL DRUNK AND DRUGGED DRIVING PREVENTION MONTH THEME

The time-honored theme of this month is "TIE ONE ON for SAFETY." This theme is reflected in the use of red ribbons to promote victim and public awareness, and is incorporated throughout the contents of this Resource Kit.

ACKNOWLEDGEMENTS

We are grateful to the Bureau of Justice Assistance within the Office of Justice Programs, U.S. Department of Justice, for providing leadership and support to the National SAVIN Training and Technical Assistance Project and to SAVIN programs nationwide.

We also express our appreciation to the National Office of Mothers Against Drunk Driving for partnering with the National SAVIN Training and Technical Assistance Project to promote 2012 National Drunk and Drugged Driving Prevention Month.

HOW TO USE THIS RESOURCE KIT

While most SAVIN programs and MADD statewide organizations and chapters are aware of each other, it may be helpful to know how to identify respective efforts within a state:

- SAVIN programs can identify MADD chapters within their states by visiting <http://www.madd.org/local-offices/>.
- MADD chapters can identify their SAVIN program by visiting <http://savinonline.org/search-victim-services/>.

Using the contents of this Resource Kit, SAVIN and MADD programs can coordinate efforts to:

- Highlight the importance of automated information and notification services for victims and survivors of drunk and drugged driving crashes.
- Publicize the value of victim notification as a “threshold right” for victims that leads to the implementation of other victims’ rights, such as protection and safety, participation, input and restitution.
- Reach out to victims and survivors through traditional and social media venues.
- Co-sponsor public and community awareness events and activities in December that promote SAVIN and MADD programs and services.

The contents of this Resource Kit are generic, to be easily adapted to whatever a state’s SAVIN program is called. Any time you see “SAVIN,” please substitute the name of your state’s program (if it is not “SAVIN”). Throughout this Resource Kit, any text that is featured in a **BLUE FONT** requires personalization to your state’s SAVIN program, MADD offices and chapters.

All files provided are PDFs with fillable fields for customization. Using Acrobat, an end user can click on the field, add text and save the file as a new, custom PDF. You can access Adobe Reader and Players for free download at <http://www.adobe.com/downloads/>.

PUBLIC AWARENESS AND VICTIM/SURVIVOR OUTREACH

There are four resources included in this Kit to help raise awareness about drunk and drugged driving prevention and response to victims:

1. **Key Facts about SAVIN and MADD** can be used to inform all your outreach activities, and/or be printed as a one-page “fact sheet.”
2. The **sample press release** includes current drunk and drugged driving statistics – including important statistics specific to holidays – and a brief overview of SAVIN services. It should be typed double-spaced, and delivered to the media at least 10 days prior to when you are seeking coverage.
3. Two **sample public service announcements** – in a 30 second and 15 second format – can be adapted for either radio or television. You should check the PSA submission requirements of broadcast stations prior to distribution.
4. The **sample opinion/editorial column** reflects the National Drunk and Drugged Driving Prevention Month theme, “TIE ONE ON for SAFETY,” and encourages community members to join efforts to prevent impaired driving, support its victims, and promote access to SAVIN services. This sample column provides a foundation for SAVIN and MADD programs to write and submit an opinion/editorial column that is specific to a state or jurisdiction.

All public awareness and victim/survivor outreach materials can be personalized to a specific state, using resources available from sites such as:

- Centers for Disease Control, “Motor Vehicle-related Death Rates, United States, 1999 – 2005”
<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5807a1.htm>
- The Century Council, “Drunk Driving Facts by State”
<http://www.centurycouncil.org/state-facts>

This Resource Kit also includes:

- Drunk and Drugged Driving Statistics, which can be incorporated into all your victim outreach and public awareness activities.
- Additional Resources, which features websites of trusted allied professional organizations that include drunk and drugged driving prevention, awareness and response resources for survivors and the public.

CAMERA-READY ARTWORK

The camera-ready artwork featured in this Kit – which combines the national SAVIN logo with the MADD logo and/or “TIE ONE ON for SAFETY” theme – includes:

- Three buttons
- A “TIE ONE ON for SAFETY” red ribbon pin card
- Bookmark

All artwork can be easily personalized to a state’s SAVIN program, and statewide MADD programs or chapters.

RESOURCE KIT EVALUATION FORM

We value your feedback about this Resource Kit! Please take a few moments to complete the SAVIN/MADD Resource Kit Evaluation Form (which is included as a separate attachment to the email with this Resource Kit) and return it to us. Your input will help us improve future Resource Kits to promote SAVIN during victim-related commemorations throughout the year.



Key Facts about SAVIN and MADD

KEY FACTS ABOUT SAVIN FOR MADD CHAPTERS

The Bureau of Justice Assistance (BJA) within the Office of Justice Programs, U.S. Department of Justice administers the National SAVIN Training and Technical Assistance Project in partnership with the National Criminal Justice Association (NCJA), Justice Solutions, and the IJIS Institute, and provides training and technical assistance and other resources to state agencies that administer SAVIN programs.

- Victims of crime have rights in all 50 states. One of the most important rights is the right to information and notification.
- SAVIN automatically notifies registered victims of changes to the status of their offenders.
- SAVIN is available 24 hours a day, seven days a week, 365 days a year.
- SAVIN services are free and confidential.
- Registration is quick and simple.

The National Project sponsors the SAVIN Online Community that features:

- Information about SAVIN programs and how to contact them ("Victim Services")
- An extensive resource library with hundreds of documents that strengthen SAVIN planning, implementation and evaluation ("Library and Links")
- Guidance on how to request training and technical assistance ("Request Technical Assistance")

For more information, please visit the SAVIN online community at:



KEY FACTS ABOUT MOTHERS AGAINST DRUNK DRIVING FOR SAVIN PROGRAMS

Since its inception in 1980, Mothers Against Drunk Driving (MADD) has become one of the largest, most impactful nonprofit organizations in the United States. The mission of MADD is "to stop drunk driving, support the victims of this violent crime and prevent underage drinking."

- Today, MADD has over 225 affiliates and chapters across the United States with victim advocates that provide services and support to victims and survivors, and promote awareness about drunk and drugged driving prevention and response.
- MADD's victim services include providing grief support, help navigating the criminal justice system and community referrals for unmet needs.
- Since 1980, MADD has saved nearly 300,000 lives and served over 300,000 victims.
- MADD serves a victim or survivor of drunk and/or drugged driving every eight minutes.

MADD Victim Services offer free, confidential help for drunk and drugged driving victims, 24 hours a day, seven days a week, 365 days a year:

877-MADD-HELP (877-623-3435)

For more information and to identify MADD chapters and affiliates within a state, please visit:



www.madd.org



Sample Press Release

FOR IMMEDIATE RELEASE:
(DATE)

CONTACT:
Name/Agency
(A/C) Telephone
Email address

VICTIM NOTIFICATION SERVICES AVAILABLE FOR VICTIMS AND SURVIVORS OF DRUNK AND DRUGGED DRIVING CRASHES

(City/State) --- December 2012 has been designated National Drunk and Drugged Driving Prevention Month to raise awareness about the consequences of driving under the influence of alcohol and other drugs. During December 2010, 2,597 people lost their lives in vehicular crashes, and 775 of those were killed in crashes involving alcohol-impaired drivers. Behind every drunk driving statistic is a person whose life was full of family and friends, love and life, joy and laughter. The holidays are particularly hard for those who have endured the devastating effect of an impaired driving crash.

In 1986, Mothers Against Drunk Driving started the “TIE ONE ON for SAFETY” campaign. It is MADD’s longest running and most visible public awareness project. During the holiday season, drivers are encouraged to display a red ribbon in a visible location on their vehicles. Red ribbons and red ribbon window decals are available through local MADD affiliates and chapters. The red ribbons represent the drivers’ commitment to drive safe, sober and buckled up. Concerned citizens can show their support and “TIE ONE ON for SAFETY” this holiday season.

After an impaired driving crash, information is critical to victims. In (state), (the name of your state’s SAVIN program) is a free, confidential service for victims that provides information about the status of offenders, 24 hours-a-day, 365 days-a-year. Registration for SAVIN services is simple: (provide brief information about how to register for SAVIN notification by telephone/text/ email/website here).

(The name of your state’s SAVIN program) allows victims and survivors of impaired driving crashes to actively participate in the criminal justice system by registering to be notified of the status of their offender. Survivors often say that “information is power.” One survivor described how automated victim information and notification programs can have a positive and profound impact on victims: “With accurate, updated information comes empowerment. When victims have the ability to access court and offender information on their own time, it affords them the chance to regain a bit of the control that was lost and lessens the sense of helplessness.” (You can seek a personal testimonial from a drunk or drugged driving crash victim or survivor in your state to insert here.)

For additional information about how to register for SAVIN services in (state), please call (area code/telephone number) or visit the SAVIN website at (SAVIN web URL).

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(After personalizing this press release to your jurisdiction, it should be typed double-spaced.)



Sample Public Service Announcements

NATIONAL DRUNK AND DRUGGED DRIVING PREVENTION MONTH DECEMBER 2012 “TIE ONE ON FOR SAFETY”

30 SECONDS

Every 90 seconds, a person is injured in a drunk driving crash. Don't wait until tragedy strikes this holiday season. Show your support for MADD's "TIE ONE ON for SAFETY" campaign, and tie a red ribbon on your antenna or display a red decal in your vehicle's window as a pledge to drive safe, sober and buckled up during the holidays.

After an impaired driving crash, information is critical to victims. ([The name of your state's SAVIN program](#)) is a free, 24 hours-a-day public service that automatically informs registered victims of their alleged or convicted offender's status. If you or someone you know is a victim of an impaired driving crash, call ([area code/telephone number](#)) or visit ([web URL](#)) online for more information or to register for SAVIN services.

15 SECONDS

"TIE ONE ON for SAFETY" this holiday season and display a red ribbon on your vehicle as a pledge to drive safe, sober and buckled up. If you or someone you know is a victim of a drunk or drugged driving crash, you have the right to information and notification. ([The name of your state's SAVIN program](#)) is a free, confidential service that notifies victims about their offender's status, 24-hours-a-day. Call ([area code/telephone number](#)) or visit ([web URL](#)) online for more information or to register for SAVIN services.



Sample Opinion/ Editorial Column

2012 NATIONAL DRUNK AND DRUGGED DRIVING PREVENTION MONTH “TIE ONE ON FOR SAFETY”

The holidays are a wonderful time of year, filled with celebrations and precious time with loved ones. But for the 775 families whose loved ones were killed during December 2010 in alcohol impaired-driving crashes, the joyous celebrations ended in disaster. The holidays are difficult for families who have endured the devastating effects of an impaired driving crash. As expressed by Jan Withers, National President of Mothers Against Drunk Driving: “For those of us whose loved ones have been killed by impaired drivers, it can be especially painful to face the holidays knowing that there is an empty place in our families and hearts.”

Victims of impaired driving crashes are not hurt accidentally. They are victims of a crime that is the result of two choices made by a driver—to use alcohol or other drugs incorrectly or in excess, and to operate a vehicle while under the influence of these substances. These choices are as dangerous to the public as using a deadly weapon. Thanks to the work of MADD, public awareness of impaired driving as a preventable crime has grown. MADD has over 225 affiliates and chapters nationwide with victim advocates who provide services and support to survivors, and promote awareness about drunk and drugged driving prevention and response.

In 1986, MADD started the “TIE ONE ON for SAFETY” campaign. It is MADD’s longest running and most visible public awareness project. During the holiday season, drivers are encouraged to display a red ribbon in a visible location on their vehicles. Red ribbons and red ribbon window decals are available through local MADD affiliates. The red ribbons represent the drivers’ commitment to drive safe, sober and buckled up, reminding others to do the same.

Victim notification and information are critical components of helping victims and survivors of impaired driving crashes to understand and navigate justice processes that may be confusing and overwhelming. ([The name of your state’s SAVIN program](#)) allows victims to actively participate in the criminal justice system by registering to be notified of the status of their offender. Services are free, confidential and available 24 hours-a-day, seven days-a-week, 365 days-a-year. Here in ([state](#)), crime victims and survivors can register for ([the name of your state’s SAVIN program](#)) services by calling ([area code/telephone number](#)) or visiting our website at ([web URL](#)).

Please show your support for MADD and “TIE ONE ON for SAFETY” this holiday season to keep our communities safe, and learn about our state’s SAVIN program that provides information and notification to all crime victims and survivors. Drunk and drugged driving has serious consequences, but together we can help reduce deaths and injuries on ([state’s](#)) roadways and continue to provide supportive services to victims.

(Include a sentence about the author[s] of this column, and information about how to access SAVIN services via your toll-free telephone number and/or website.)

Drunk and Drugged Driving Statistics

- Some of the deadliest days of the year for drunk driving are around the holidays. This chart describes the percentage of traffic fatalities during holidays – over a three-year period – that involved drunk driving:

Holiday	2008	2009	2010
New Year's Holiday	175 (41%)	185 (40%)	143 (48%)
New Year's Day	54 (51%)	68 (60%)	78 (57%)
Thanksgiving	180 (35%)	140 (34%)	174 (40%)
Thanksgiving to New Year's	1,050 (29%)	895 (29%)	976 (31%)
Christmas	138 (32%)	95 (36%)	96 (37%)
New Year's Eve	28 (30%)	23 (27%)	35 (37%)

National Highway Traffic Safety Administration FARS data query, 2011

- In the United States, the number of drunk driving deaths has been cut in half since MADD was founded in 1980. (National Highway Traffic Safety Administration FARS data, 2011.)
- Every day in America, another 28 people die as a result of drunk driving crashes. (National Highway Traffic Safety Administration FARS data, 2011.)
- Almost every 90 seconds, a person is injured in a drunk driving crash. (Blincoe, Lawrence, et al. "The Economic Impact of Motor Vehicle Crashes 2000." Washington, DC: National Highway Traffic Safety Administration, 2002. NHTSA FARS data, 2011.)
- In 2010, 10,228 people died in drunk driving crashes - one every 52 minutes - and 345,000 were injured in drunk driving crashes. (National Highway Traffic Safety Administration FARS data, 2011.)
- Drunk driving costs the United States \$132 billion a year. (National Highway Traffic Safety Administration FARS data, 2010.)
- On average, one in three people will be involved in a drunk driving crash in their lifetime. (National Highway Traffic Safety Administration. "The Traffic Stop and You: Improving Communications between Citizens and Law Enforcement." March 2001, DOT HS 809 212.)
- An average drunk driver has driven drunk 80 times before first arrest. (Centers for Disease Control. "Vital Signs: Alcohol-Impaired Driving Among Adults — United States, 2010." Morbidity and Mortality Weekly Report. October 4, 2011.)
- Since 1980, MADD has nearly saved 300,000 lives... and counting. (Fell, 1995 and NHTSA FARS data) Full cite: (Fell J.C. [1995], "What's New in Alcohol, Drugs and Traffic Safety in the U.S.?" National Highway Traffic Safety Administration, Proceedings of 13th Conference, International Council on Alcohol, Drugs and Traffic Safety, ICADTS, NHMRC Road Accident Research Unit, University of Adelaide, Australia, C.N. Kloeden and A. J. McLean [Editors], T95, pp. 329-335.)
- Motor vehicle crashes are the leading cause of death among teens aged 16–19 years old in the United States. (Centers for Disease Control. Web-based Injury Statistics Query and Reporting System [WISQARS]. US Department of Health and Human Services, CDC; 2011.)
- The number of teenagers who are drinking and driving has dropped by 54% in the past two decades. (Centers for Disease Control. "Vital Signs: Drinking and Driving Among High School Students Aged ≥16 Years — United States, 1991–2011". Morbidity and Mortality Weekly Report. October 2, 2012.)
- In 2010, 697 (20%) of the 3,405 drivers aged 16–19 years old involved in fatal crashes (defined as a crash in which at least one person involved in the crash died within 30 days) had positive BACs. Among those 697 teen drivers, 568 (81%) had BACs ≥0.08%, the level designated as illegal for adult drivers. (Centers for Disease Control. "Vital Signs: Drinking and Driving Among High School Students Aged ≥16 Years — United States, 1991–2011". Morbidity and Mortality Weekly Report. October 2, 2012.)



Additional Resources

Mothers Against Drunk Driving (www.madd.org)

Features a wide variety of resources for victim/survivor outreach and public awareness, including:

"Holiday Coping Tips"

<http://www.madd.org/victim-services/finding-support/victim-resources/care-tip-sheets/holiday-coping-tips.pdf>

2011 Proclamation by President Barack Obama

National Impaired Driving Prevention Month proclamation (we will email you when the 2012 proclamation is issued by the White House).

<http://www.whitehouse.gov/the-press-office/2011/11/30/presidential-proclamation-national-impaired-driving-prevention-month-201>

National Highway Traffic Safety Administration (NHTSA)

"Impaired Driving" features holiday season drunk driving prevention tips, laws and policies, and tips for engaging communities in drunk driving prevention.

<http://www.nhtsa.gov/Impaired>

Centers for Disease Control (CDC)

"Injury Prevention and Control: Motor Vehicle Safety and Impaired Driving" features facts, statistics and social media resources.

http://www.cdc.gov/motorvehiclesafety/Impaired_Driving/

Office for Victims of Crime (OVC), U.S. Department of Justice

OVC's "Help Series for Crime Victims: Impaired Driving" features information and referrals for drunk driving crash victims.

http://www.ojp.usdoj.gov/ovc/pubs/helpseries/HelpBrochure_DUI.html

Students Against Destructive Decisions

SADD's website features the SADD "Contract for Life" and many other resources aimed at preventing teen impaired driving and substance use.

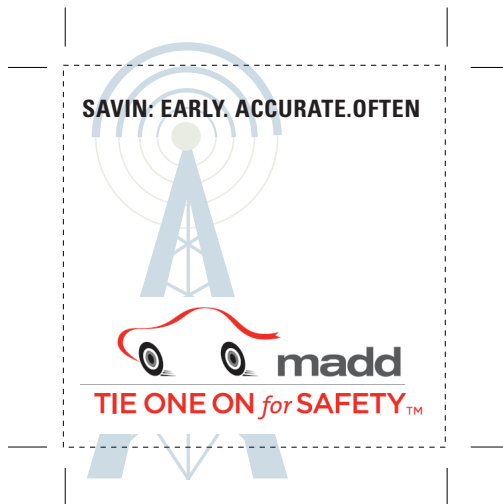
<http://www.sadd.org/>

PARENTS. The Anti-Drug Website

Features a drunk and drugged driving resource package for parents and teen drivers, among other resources.

<http://www.theantidrug.com/resources/>

Buttons



Red Ribbon Pin Card





Camera-ready Artwork

Bookmark

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SAVIN Online Community
www.savinonline.org



MADD Victim Services
(24/7/365)
877.MADD.HELP

THE ONE ON for SAFETY™

