



MADD®

tie one on..
for Safety



MADD

Mothers Against Drunk Driving

NATIONAL COALITION MEMBER

tie
one on
for safety



Show your
commitment
to curbing drunk
driving. Tie this
MADD ribbon to a
visible location
on your vehicle
as a reminder
to drive sober
this holiday
season and
throughout
the year.

MADD

Mothers Against Drunk Driving

Allstate
You're in good hands.

**Precision
Tune
Auto Care**



National Office
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Irving, Texas 75062
www.madd.org

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Director of Media Relations

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The mission of Mothers Against
Drunk Driving is to stop drunk
driving and to support victims
of this violent crime.

PHOTOCOPY
PRESERVATION



Tie One On
for Safety MADD

Fact Sheet

About MADD's Tie One On For Safety Campaign:

- With the plea to *Tie One On For Safety*, Mothers Against Drunk Driving (MADD) asks drivers to tie a red MADD ribbon to a visible location on their vehicles. The ribbon is a symbol of the motorist's pledge to drive safe and sober and serves as a reminder to the motorists to do the same.
- The program began in 1986 to help combat the number of alcohol-related crashes that occur during the heavily traveled holiday season.
- The campaign runs from Thanksgiving to New Year's Day, although many drivers display their MADD ribbons year-round.
- Entertainer Naomi Judd is national chairwoman for MADD's 1998 *Tie One On For Safety* campaign.
- The *Tie One On For Safety* campaign is the organization's largest public awareness program, conducted by MADD chapters throughout the nation and is supported by Allstate Insurance and Precision Tune Auto Care.

National Drunk Driving Statistics:

- In 1997, 231 people were killed in alcohol-related traffic crashes during the Thanksgiving holiday weekend. During the Christmas holiday, 208 people were killed in alcohol-related crashes (NHTSA, 1997)
- During the two-day period from New Year's Eve 1995 to New Year's Day 1996, 1,498 people were killed in alcohol-related crashes (NHTSA, 1997)
- It is estimated that three out of every 10 people will be involved in an alcohol-related crash at some time in their lives (NHTSA, 1997)
- Direct costs of alcohol-related crashes are an estimated \$44 billion each year. An additional \$90 billion is lost in quality of life due to these crashes (Miller, 1994)

What You Can Do:

- Tie a MADD ribbon to a visible location on your vehicle as a symbol of your commitment to drive safe and sober
- Always designate a non-drinking driver if your outing involves alcohol
- Be a responsible party host. Never serve alcohol to those under 21, offer non-alcoholic beverages, serve high-protein snacks, and provide alternate transportation or accommodations for guests who have been drinking.



Mothers Against Drunk Driving

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NATIONAL OFFICE

DRUNK DRIVING IN AMERICA

In 1997, 16,189 people died in alcohol-related traffic crashes – a decrease of more than 900 deaths compared to the 1996 death toll of 17,126. (NHTSA, 1998)

Americans rank drunk driving as their No. 1 highway safety concern. (Allstate-MADD survey, 1997)

Nearly 70 percent of Americans support the proposed nationwide drunk driving standard of .08 percent blood alcohol content (BAC) for drivers 21 and older. (Allstate-MADD survey, 1997)

Drunk driving is the nation's most frequently committed violent crime. (MADD, 1996)

In 1995, 1,058,990 people were injured in alcohol-related traffic crashes – an average of one person approximately every 30 seconds. About 30,000 people a year will suffer permanent work-related disabilities from alcohol-related crashes. (Miller et al., 1996b)

Every weekday night from 10 p.m. to 1 a.m., one in 13 drivers is drunk (BAC of .08 or more). Between 1 a.m. and 6 a.m. on weekend mornings, one in seven drivers is drunk. (Miller et al., 1996c)

About 2 billion miles were driven at a BAC level between .08 percent and .099 percent. Approximately 41,000 people were injured and 1,000 were killed in crashes at this BAC level. (Miller et al., 1996b, 1996c)

Crashes in 1993 involving drivers at BACs between .08 percent and .099 percent cost society \$4.6 billion, including \$130 million in medical spending. Every vehicle mile traveled at this BAC level costs \$2.50, including \$.80 to people other than the drunk driver. (Miller et al., 1996b)

When asked about the number of drinks people could consume before they should not drive, 74 percent said they should not drive after four or fewer drinks. (Equivalent to .06 BAC for average 170 pound male in a two hour period on an empty stomach). (NHTSA, 1996)

Of those people who knew their state's BAC limit, a higher percentage of residents of states with a .08 limit were correct than residents of states with a .10 limit. (NHTSA, 1996)

An estimated three of every five Americans will be involved in an alcohol-related traffic crash at some time in their lives. (NHTSA, 1998)



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MOTHERS AGAINST DRUNK DRIVING (MADD)

QUICK PROFILE

MADD AT A GLANCE:

- o Founded in 1980, MADD is a 501(c)(3) non-profit, grassroots-based organization with more than 600 chapters and community action teams across the country and more than three million members and supporters nationwide.
- o MADD has been instrumental in the passage of more than 2,200 anti-drunk driving laws since 1980.
- o MADD is not a crusade against alcohol consumption and does not oppose responsible alcohol use by individuals 21 and older in its efforts to fight impaired driving.

MADD MISSION:

- o To stop drunk driving and to support the victims of this violent crime.

MADD GOALS:

- o MADD has proposed a "20 by 2000" battle plan to cut the proportion of alcohol-related fatalities by 20 percent by the year 2000. 2000 and supports a national goal to reduce the number of alcohol-related fatalities to more than 11,000 by the year 2005.

NATIONAL LEGISLATIVE EFFORTS:

- o MADD was instrumental in the passage of the national 21 drinking age law in 1984, as well as the zero tolerance provision of the National Highway Systems Law passed in 1995 making it illegal for those under 21 to drive with lifesaving legislation in all 50 states.

NATIONAL PUBLIC AWARENESS CAMPAIGNS:

- o MADD has developed a number of national programs and public awareness campaigns including the Designated National Sobriety Checkpoint Week.

YOUTH PROGRAMS:

- o In 1996, MADD unveiled a new youth focus on underage drinking and impaired driving with a series of programs Youth in Action initiative, a National Youth Summit on Underage Drinking and a traveling MADD PosterESSAY Contest, Operation Prom/Graduation and Team Spirit.

VICTIM SERVICES:

- o MADD offers a wide range of free support services and literature for victims of drunk driving. In addition, MADD operates : receive immediate emotional support and guidance through the criminal justice system from trained staff.

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FOR IMMEDIATE RELEASE

FOR INFORMATION, CONTACT:

Tresa Coe, 214-744-6233, ext. 245
Sabrina Slater, ext. 270

FIRST LADY AND MADD "TIE ONE ON FOR SAFETY"

***White House Event Tops Off Holiday Drunk Driving Awareness
Campaigns Across the Country***

WASHINGTON, D.C. (December 18, 1998) -- Capping off a wave of anti-impaired driving activities in the nation's capital, First Lady Hillary Rodham Clinton today helped remind motorists not to drink and drive this holiday season by supporting Mothers Against Drunk Driving's (MADD) *Tie One On for Safety* campaign for the third year in a row.

Mrs. Clinton joined U.S. Secretary of Transportation Rodney Slater, MADD National President Carolyn Nunnallee and the Hill family of Germantown, Maryland, at the White House to tie a MADD ribbon to the local family's car. The red MADD ribbons serve as a motorist's pledge to drive safe and sober during December and throughout the year. Representatives from Allstate Insurance Company and Precision Tune Auto Care, national sponsors of the campaign, also took part in the event.

"The *Tie One On For Safety* campaign, which began in 1986, is MADD's largest public awareness program," said Nunnallee. "With the support of Mrs. Clinton and Grammy Award-winning entertainer and 1998 campaign chairwoman, Naomi Judd, we can truly change the meaning of *tie one on*."

Earlier today, Nunnallee and Slater helped kick-off National Drunk and Drugged Driving (3D) Prevention Month. During a Washington, D.C. news conference, the 3D coalition announced support for new devices and technologies to fight impaired driving, lowering the drunk driving limit to .08 percent blood alcohol content and stricter penalties for repeat offenders. In addition to tying on a

-- MORE --

MADD ribbon throughout December, today Americans were asked to support 3D Month's Lights On For Life Day by driving with their headlights on to remember victims of impaired driving. This weekend police officers across the nation will be out in force to stop impaired or speeding drivers for National Holiday Lifesavers Weekend.

Across the country, governors and other public officials also are showing support for the fight against impaired driving by tying a MADD ribbon to their automobiles this holiday season. MADD volunteers will work with Allstate Insurance agents and Precision Tune Auto Care franchisees to distribute millions of MADD ribbons to motorists between Thanksgiving and New Year's Eve. Americans also will hear Judd's lifesaving messages with safe party tips and other practical information for holiday safety through a new series of radio and television public service announcements.

"The holiday season should be a time of joy and celebration, but all too often, this special time becomes marred with tragedy when someone chooses to get behind the wheel after drinking," said Nunnallee. "Although we are making progress in lowering the deaths that result from this tragic crime, we must not slow our momentum if we are going to defeat drunk driving in this country."

According to a survey released by Allstate and MADD, Americans rank drunk driving as their number one highway safety concern (48.6 percent) and overwhelmingly support tougher anti-drunk driving laws. Although alcohol-related traffic deaths fell to the lowest in recorded history, 16,189 people were killed and more than a million others were injured in alcohol-related traffic crashes last year. Approximately 1,498 people died in crashes involving alcohol between Thanksgiving and New Year's Eve.

Nunnallee urged everyone to help prevent further tragedies due to impaired driving by tying a MADD ribbon to their cars, always designating a non-drinking driver and remembering to be responsible party hosts.

With nearly 600 chapters nationwide, MADD's mission is to stop drunk driving and to support the victims of this violent crime. For more information on the *Tie One On For Safety* campaign or a complimentary MADD ribbon, contact your local MADD chapter, Allstate agent or Precision Tune Auto Care franchise dealer, or visit the MADD website at www.madd.org. MADD Safe Party Guides also are available at no cost through MADD chapters. Visit MADD's website at **www.madd.org**.

#

Steven
Penny Hill

Julian (1987)



Mothers Against Drunk Driving

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Biographical Background

KAROLYN V. NUNNALLEE

MADD National President 1998-1999

Longtime activist Karolyn V. Nunnallee began her term as the national president of Mothers Against Drunk Driving (MADD) at a time when America was at a critical crossroads in the war against drunk driving. In 1997, more than 16,000 people were killed and more than one million others were injured in alcohol-related traffic crashes. These numbers have remained virtually the same in recent years, indicating that progress against impaired driving has stalled.

1998 also marks the 10th anniversary of Kentucky Bus Crash -- the worst drunk driving crash in U.S. history -- caused by a repeat DUI offender and which killed Karolyn's 10-year-old daughter, Patty, along with 26 others. This tragic and preventable incident propelled Karolyn into a career of volunteer activism beginning at the local community level. Today, Karolyn is a recognized national leader in preventing impaired driving and underage drinking, and also is a staunch advocate for victims of alcohol-related traffic crashes.

Within weeks of Patty's death, Karolyn began her involvement with MADD in Kentucky by speaking about the bus crash to both local and national media. In 1989, Karolyn, her husband, Jim, an Air Force aviator, and their daughter, Jeanne, then six-years-old, moved to Clovis, New Mexico where she co-founded the MADD Curry County Chapter and served as its president and vice president. In a state with one of the worst impaired driving fatality records, Karolyn worked her way up to serve as MADD New Mexico's state chairman for two years.

- more -

After her husband retired from the Air Force in 1992, Karolyn and her family moved to a small community in Florida with no MADD presence. Karolyn co-founded another local affiliate, MADD Polk County, and eventually was elected as MADD Florida's vice chairman. In this leadership role, she spearheaded MADD Florida's first youth conference, Team Spirit. That same year, Karolyn was chosen as MADD Florida's Volunteer of the Year.

Selected to serve as a chapter advisor to the MADD National Board of Directors in 1990, Karolyn extended her activism beyond the local and state levels. In 1992, Karolyn was elected to the MADD National Board of Directors as a chapter-at-large member, serving also as the national vice president for public policy. Karolyn played a key role in MADD's development and release in 1996 of *Rating the States*, the widely-publicized "report card" on the progress of each state in preventing alcohol-related traffic deaths and injuries, dealing with drunk driving offenders and assisting victims.

Karolyn's agenda as MADD's national president includes: establishing .08 blood alcohol content (BAC) level as the standard for defining drunk driving in every state through the enactment of federal legislation; passing a U.S. constitutional amendment to ensure that victims receive equal rights throughout the judicial process; and toughening both enforcement and penalties for drunk driving offenders. Karolyn also will continue to focus heavily on MADD's aggressive youth outreach programs which are aimed at preventing underage drinking and also enlisting young people as activists to influence local, state and federal policies.

A compelling, heartfelt speaker, Karolyn has addressed hundreds of audiences including MADD's National Leadership Conference and National Youth Summit. Regularly tapped by national media, she also has appeared on *20/20*, *NBC Nightly News*, *The Today Show* and *Good Morning America* and has been featured in *USA Today*, *The New York Times*, *Redbook* and the book, *Reckless Disregard*, an in-depth examination of the Kentucky Bus Crash that changed her life forever.

Karolyn earned a master's degree from Florida State University and a bachelor's degree from Birmingham Southern College. Karolyn, her husband, Jim, and their 15-year-old daughter, Jeanne, live in Fort Meade, Florida where they are in the citrus and cattle business.

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ALLSTATE/MADD HOLIDAY DRUNK DRIVING SURVEY

KEY FINDINGS

Drunk Driving

- Drunk driving was considered to be the number one highway safety problem by 48.6 percent. Drivers who exceed the posted speed limit by 15 MPH was next with 19.5 percent, followed by young or inexperienced drivers (14.5 percent), elderly drivers (8.7 percent) and highways in poor condition (7.0 percent). An identical question asked in November 1997 found that 52.9 percent drunk driving to the number one highway safety problem, 18.8 percent said speeders, 13.7 percent opted for young drivers, 6.2 percent for elderly drivers, and 5.7 percent for highways in poor condition.
- In this year's survey, slightly more (80.3 percent) felt that it is less safe to be on the highways during the holidays because of drunk drivers, compared to 78.6 percent last year.
- Nearly all respondents (97.7 percent) said they would ask someone they knew or a party guest who has had too much to drink not to drive, virtually the same number as last year (96.9 percent).

.08 BAC

- More Americans support lowering the illegal blood alcohol limit for drivers to .08 this year (70.1 percent) than last year (68.8 percent).
- Only slightly more than half (52.7 percent) know the illegal blood alcohol limit in their state.

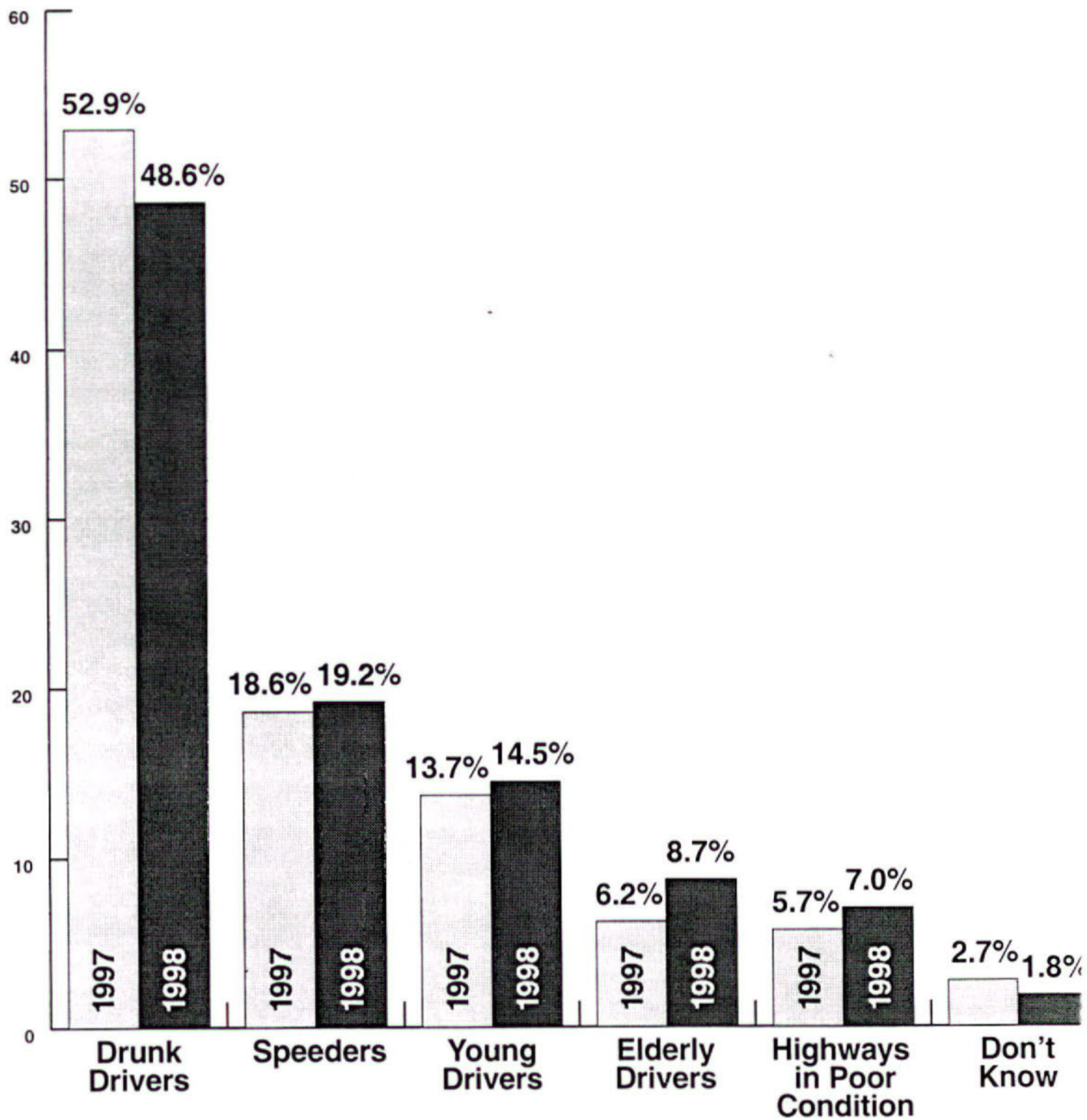
Repeat Offenders

- Eighty-one point eight percent said that drunk driving offenders who have been convicted more than once should have their vehicles impounded for a period of time.
- About two-thirds, 64.7 percent, said that drivers who have been repeatedly convicted of drunk driving should have their vehicles confiscated for good.
- Three-quarters, 75.8 percent, said all drunk driving offenders should undergo assessment and treatment.

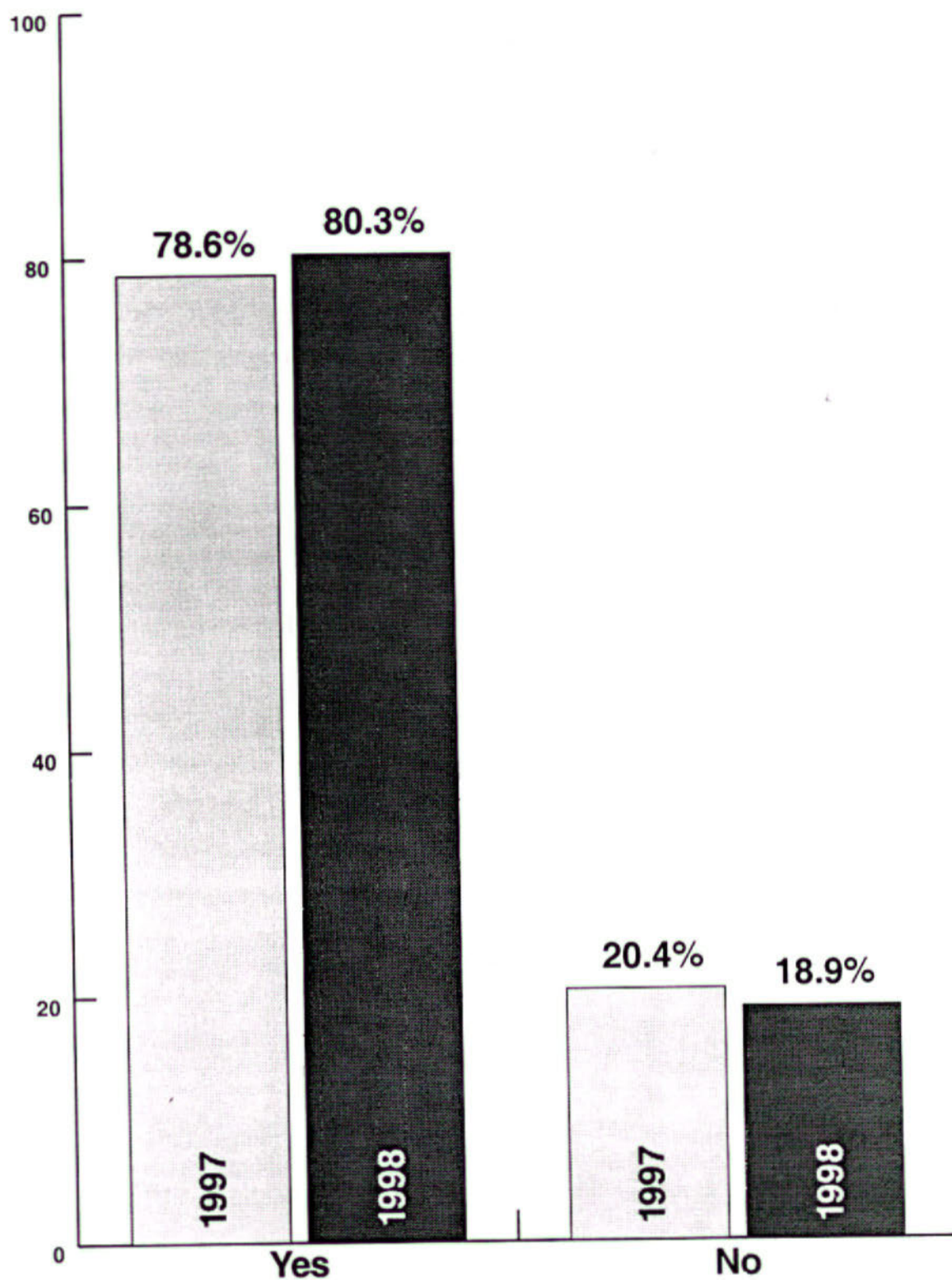
- Eighty-one point eight (81.8) percent supported impounding repeat offenders' vehicles and 64.7 percent support permanent vehicle confiscation.
- Among measures to help stop repeat offenders, lengthy drivers' license suspension was the most popular, supported by 92.5 percent. Alcohol treatment was backed by 91.5 percent and jail sentences by 85.2 percent.
- In general, 70.9 percent said that laws are too lenient on repeat drunk drivers.

The survey consisted of 1,000 telephone interviews with adults 18 years of age or older, 500 male and 500 female selected by a random digit dial sample technique from all available telephone numbers in the contiguous United States. Tabulations are provided in weighted format to give appropriate representation of various demographic factors. The survey was conducted by Marketfacts, Inc. from November 9 to 11, 1998 and has a margin of error of plus or minus 3.1 percent.

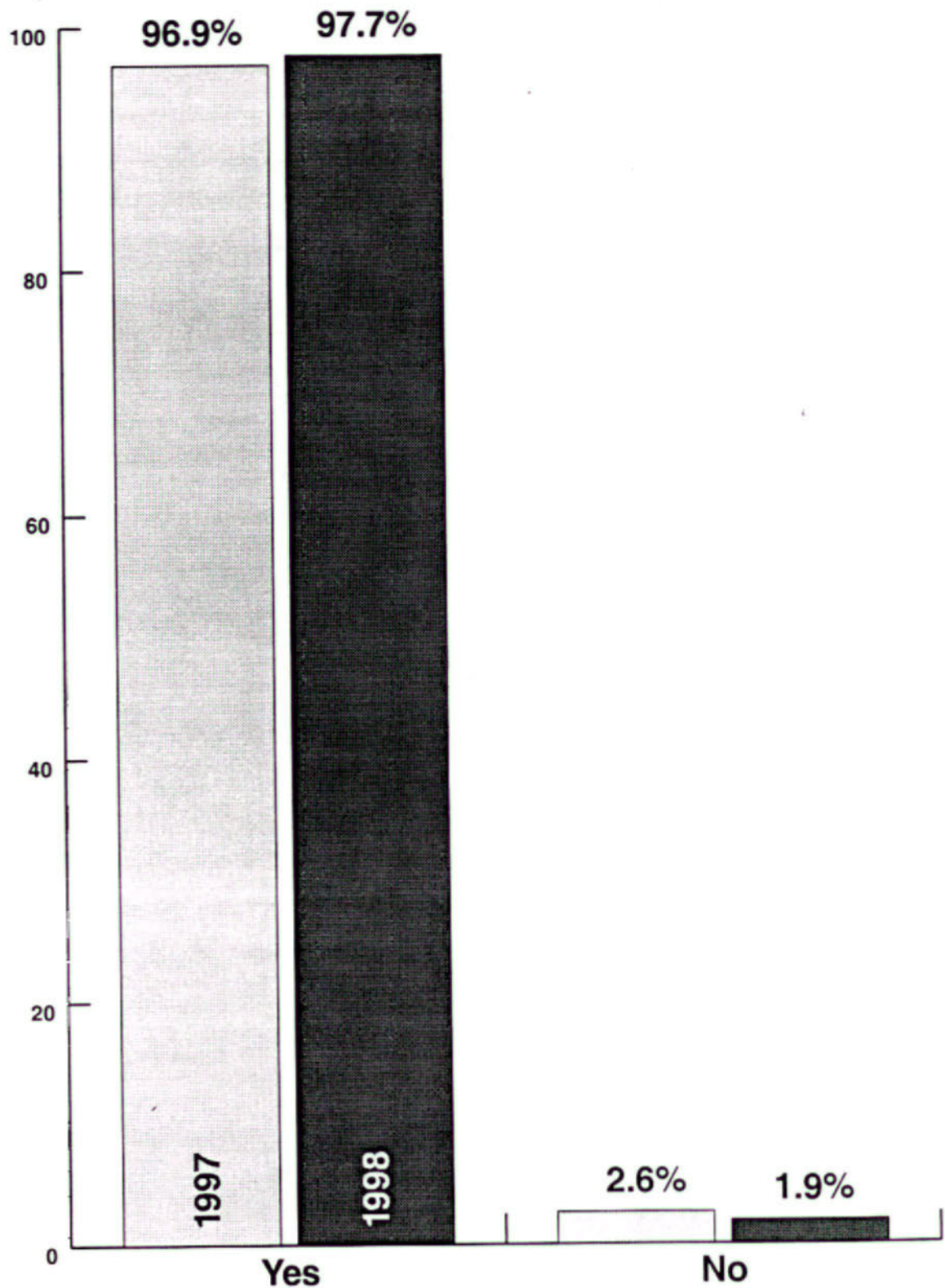
What's the number one highway safety problem?



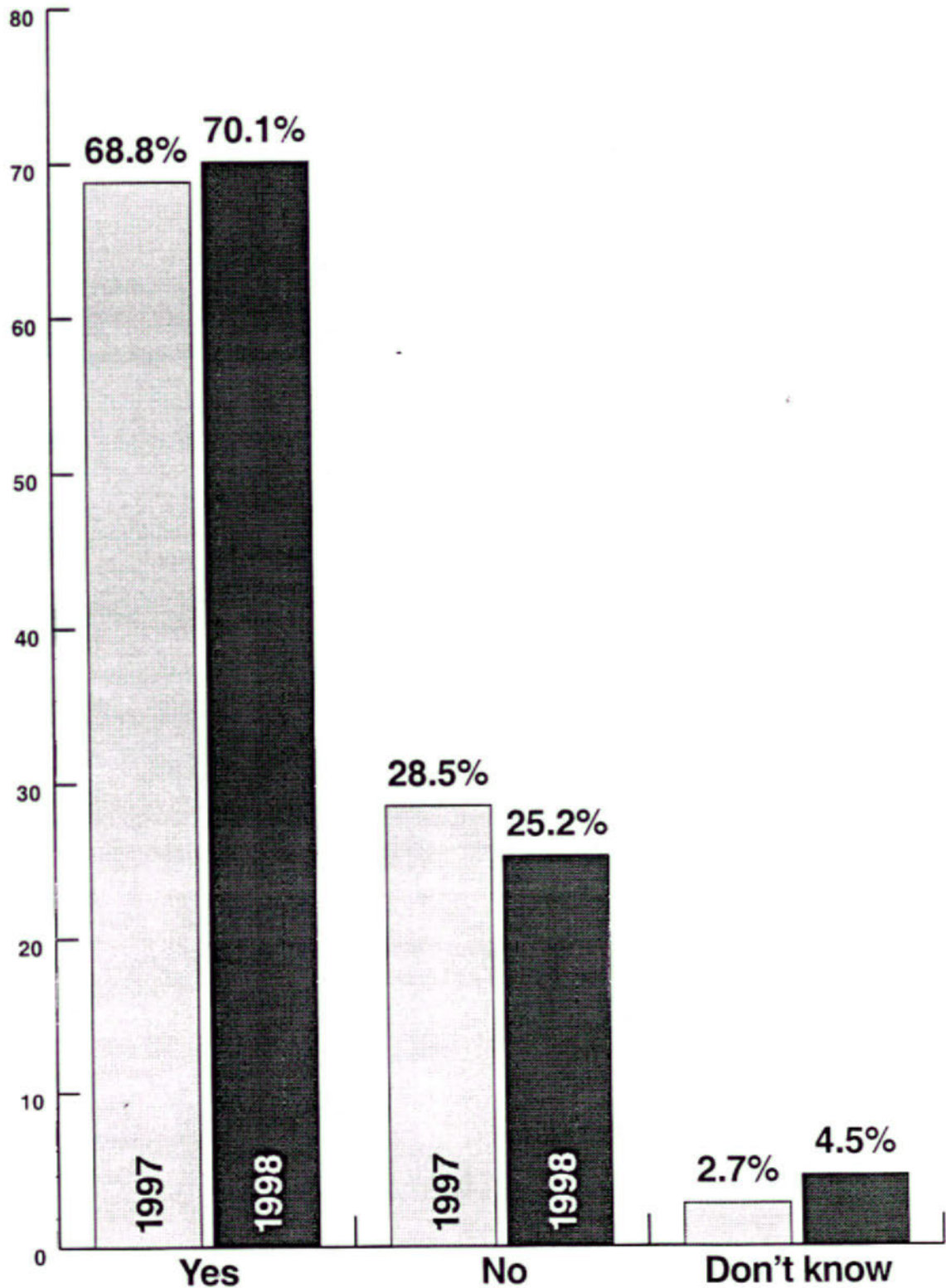
Is it less safe to be on the road during the holidays because of drunk drivers?



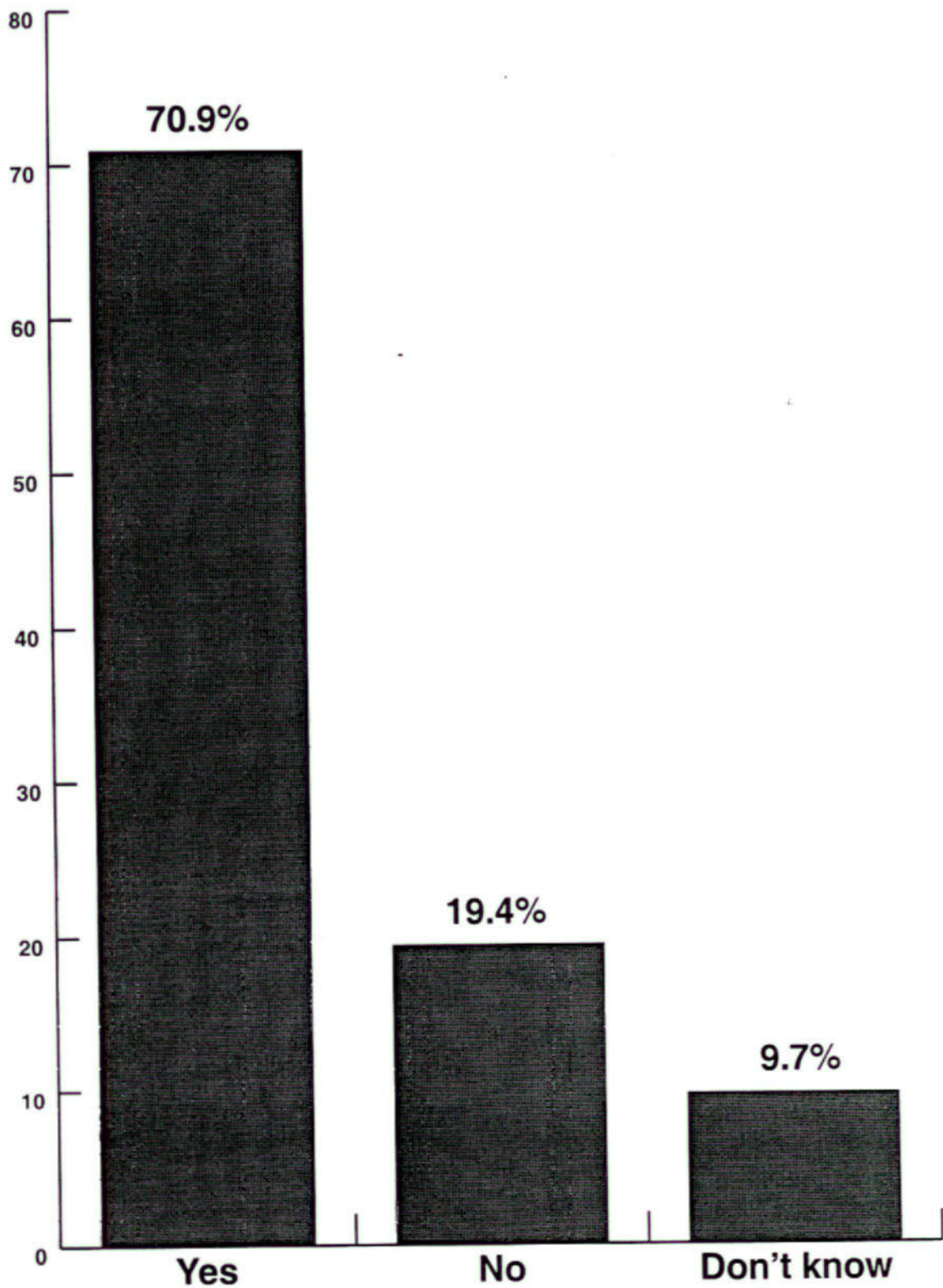
**Ask someone you know or a party guest
who's had too much to drink, not to drive?**



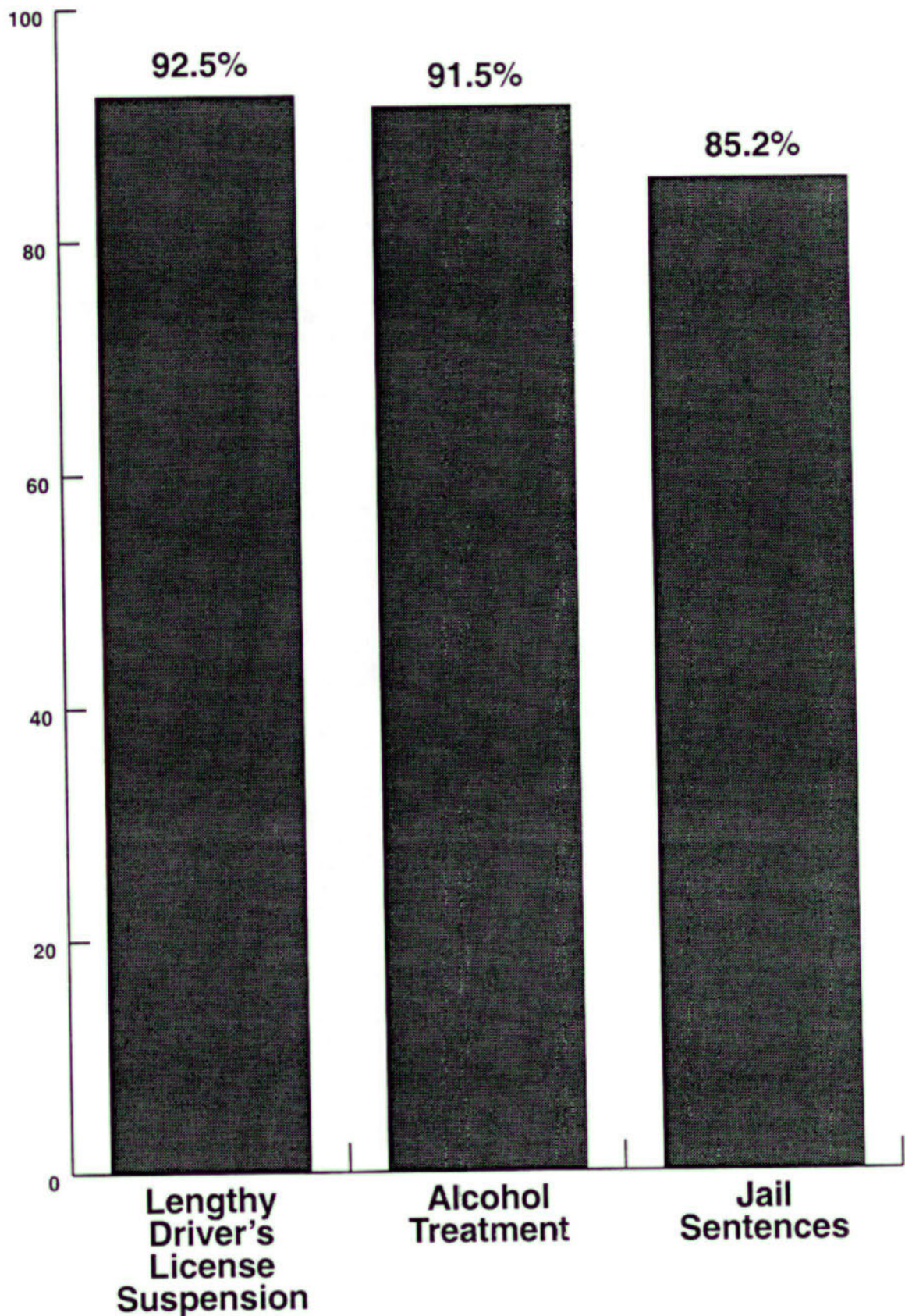
Lower the illegal blood alcohol limit for drivers to .08?



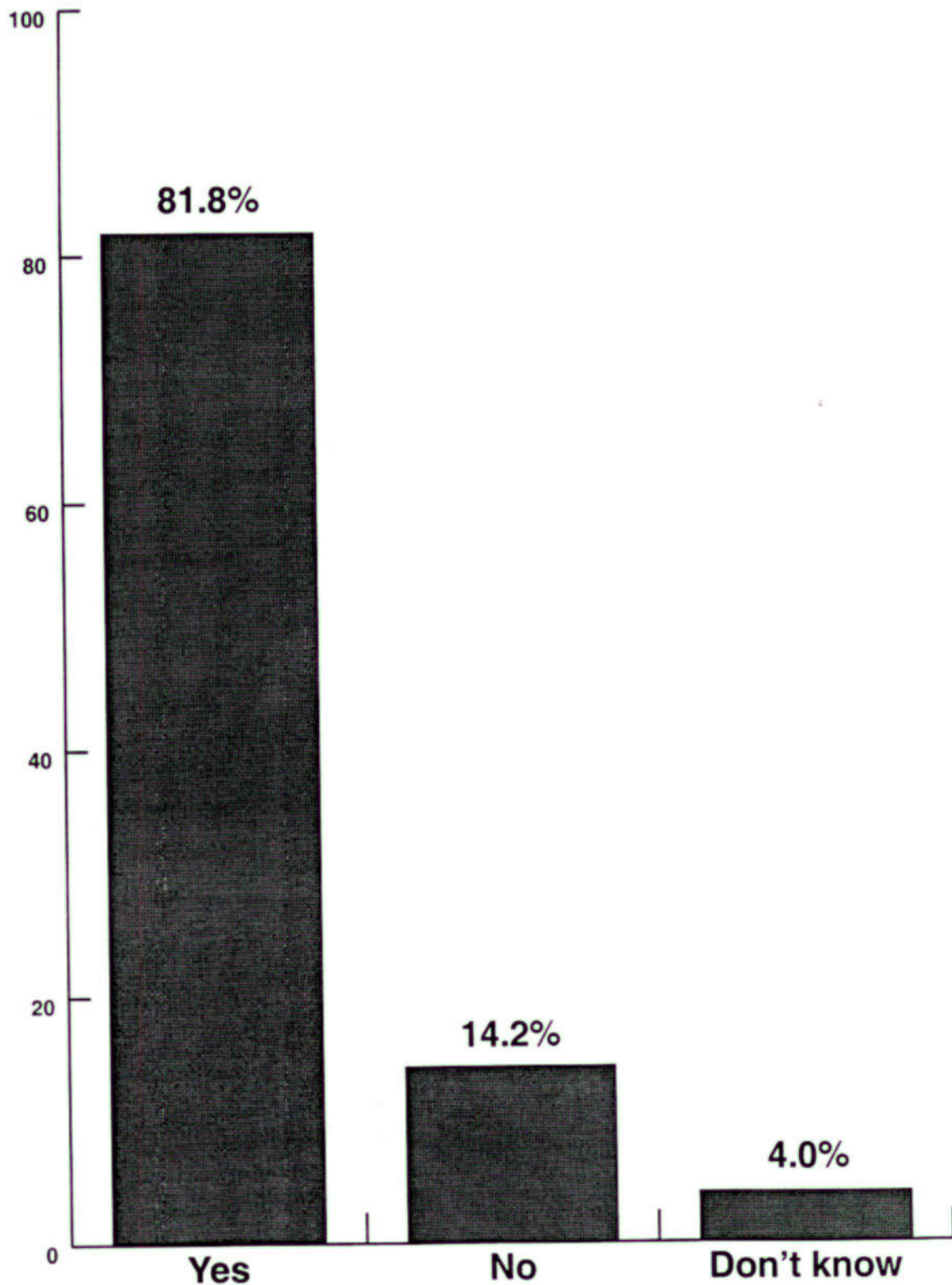
**In general, are the laws too lenient
on repeat drunk drivers?**



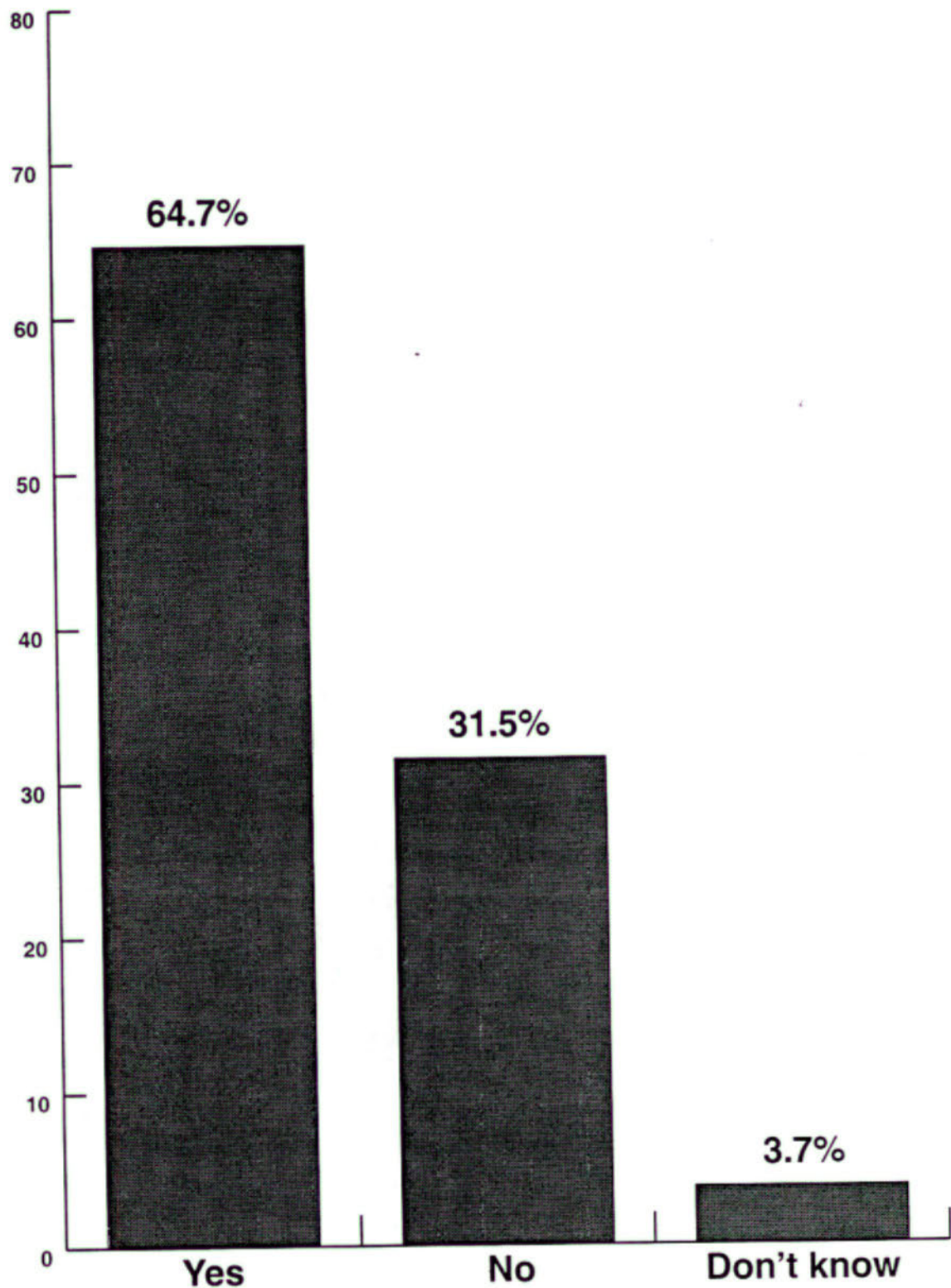
Measure(s) to help stop
repeat drunk driving offenders.



Should drunk driving offenders convicted more than once have their vehicles impounded?



Should drivers repeatedly convicted of drunk driving have their vehicles confiscated for good?



Tie one on *for safety*



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GET YOUR RIBBON
HERE
GET YOUR RIBBON

MADD
Mothers Against Drunk Driving

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NEW GUIDANT-MADD PARTNERSHIP

A MADD PUBLICATION

DRIVEN™

Fall 1998

Volume 2 • Issue 1



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VOLUNTEERS:
*The Heart and
Soul of MADD*

**Jesus and Maria Carassco
Work to Make Every Day Count**

Holiday Statistics

During Thanksgiving 1997, 570

people died in traffic fatalities

and 231 were alcohol-related. ●

Of the 478 traffic fatalities during

Christmas weekend of 1997, 208

were due to an alcohol-related

crash. ● On New Year's Eve and

New Year's Day of 1997, 129 of the

192 traffic fatalities were victims

of alcohol-related crashes.

On Thanksgiving, Christmas, New Year's Eve, and

New Year's Day of 1997,

568 people were killed

in alcohol-related

traffic crashes.

How to spot a drunk driver

- 1 Extremely wide turns. 2 Straddling center of the road. 3 Almost striking an object or vehicle. 4 Weaving, zig-zagging across road.
- 5 Driving on shoulder. 6 Driving slower than 10 mph below limit. 7 Following too closely. 8 Erratic braking. 9 Stopping inappropriately. 10 Driving without headlights.

What not to do...

- 1 Do not attempt to stop the vehicle. 2 Do not attempt to follow if the vehicle is exceeding the speed limit. 3 Do not follow too closely because they might stop abruptly. 4 Do not detain the drunk driver if they should stop. 5 Do not attempt to act in the capacity of the police, fire or medical personnel.

How to report a drunk driver

- 1 Call the police to report the drunk driver. 2 Give location and description of the car. 3 Describe the questionable actions of the driver.

For more information on the Tie One On For Safety Campaign contact:

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MADD.

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ON THE

on

MADD is on the ribbon.
Saving lives is on our mind.

FOR

SAFETY

↑

E



the Tie One On For Safety

campaign is a holiday awareness program created by MADD eleven years ago to bring attention to driving **sober** during the holiday season and throughout the year.

Six-time Grammy award winning performer Naomi Judd is serving as the national **Tie One On For Safety** campaign chairwoman for

1998

How can I Promote the Tie One On For Safety campaign?

- Provide MADD ribbons to your school, office or church.
- Record a phone message about safe & sober driving during the holiday season.
- Set up a MADD ribbon distribution box in your school, office, or church.
- Display drunk driving statistics in your school, office, or church lobby.
- Provide MADD ribbons for the local transit authority.
- Mail MADD ribbons to community leaders.
- Pass out MADD ribbons as people leave any meeting to drive home.
- Be a responsible party host during the holiday season.

Mothers Against Drunk Driving (MADD) is a grassroots organization with more than 500 chapters and community action teams nationwide.

Our focus is to look for effective solutions to the drunk driving and underage drinking problems, while supporting those who have already experienced the pain of these senseless crimes.

Demonstrate your commitment to fight drunk driving by becoming involved with MADD's **Tie One On For Safety** campaign. It's an easy decision that can save lives.

Tips for Responsible hosting

If you serve alcohol at your party, you are responsible for your guests. Prepare for any argument your guests may have if they have had too much to drink and want to drive home:

- **"Hey, I'm not drunk."**
Share with guests the penalties they'll face if arrested for drunk driving.
- **"I live real close. I can make it."**
Statistics show that three out of four crashes occur within 25 miles of a person's home.
- **"I'll just have some coffee to sober up."**
Only time sobers you up. Alcohol oxidizes at a rate of approximately one drink per hour.
- **"I've done this a hundred times before. I never get caught."**
First ask yourself "How did this person get invited to my party?" Next, remind him/her there were over one million drunk driving arrests last year and 16,189 people were killed in 1997 in drunk driving crashes.

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MADD

**MOTHERS
AGAINST
DRUNK
DRIVING**



Winning The War Against Drunk Driving

Non-Alcoholic Party Drinks

Holiday Punch

1 large jar cran-grape juice
1 liter bottle ginger ale
1 container orange sherbet
whole cranberries

*Combine juice and gingerale. Add sherbet by small scoops.
Top with whole cranberries.*

Diane Burnham
Burke County, NC

Percolator Punch

2 quarts apple cider or juice
2 quarts cranberry juice
1 quart pineapple juice
1/2 cup brown sugar
1 T. whole cloves
1 T. allspice
4 cinnamon sticks, 3" long
2 lemons, thinly sliced, then quartered

*Pour liquids into 30-cup coffee pot percolator. Put remaining
ingredients in percolator basket and brew for 30 minutes.
Serve hot.*

Patti Willis
Carteret County, NC

Mild-Eyed Margarita

2 cups lemon or lime soda
2 T. sugar
juice of 1/2 lime
salt
crushed ice

*Pour soda into ice cube tray or shallow pan, freeze. Place
frozen soda in blender, add lime juice and sugar. Blend until
well-mixed. Rub lime around rim of glass and then dip glass
into salt. Pour mixture over crushed ice and then into salted-
rimmed glasses. Garnish with lime slices.*

Gabe Eberle
Cleveland County, NC

How to Spot A Drunk Driver

These warning signs should be your signal to take down a license plate number and vehicle description to report to the proper authorities. Do not attempt to stop the vehicle.

- Wide turns
- Straddling lanes or driving on the center line
- Drifting or moving in a straight line at a slight angle to the roadway
- Driving with headlights off at night
- Appearing to be drunk (i.e., eye fixation, face close to windshield, drinking in the vehicle)
- Driving below the speed limit
- Erratic braking or stopping without cause
- Slow response to traffic signals (sudden stop, delayed start)
- Nearly striking an object, curb, etc.
- Weaving or zig-zagging across the road
- Driving on the wrong side of the road or completely off the roadway
- Tailgating
- Accelerating or decelerating rapidly



Mothers Against Drunk Driving

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For more information on MADD or to receive additional copies of this brochure, call 1-(800)-Get-MADD.

AAMCO Transmissions

AAMCO Transmissions and its more than 600 dealers nationwide is the sponsor of MADD's Designated Driver Program and the MADD Safe Party Guide. AAMCO recognizes that drunk driving is a year-round problem.



AAMCO
One Presidential Blvd.
Bala Cynwyd, PA 19004
(800) 292-8500



MADD
511 E. John Carpenter Freeway #700
Irving, Texas 75062
(800) GET-MADD Victim Hotline

MADD Safe Party Guide

Sponsored by Mothers Against Drunk Driving

Social Host Responsibility

Though an unfamiliar term a decade ago, today we recognize this phrase as encompassing everything from planning the party menu to assessing how guests will get home safely once the party is over.

Your role as a responsible party host can prevent your friends and loved ones from becoming the next alcohol-related statistic!



Planning A Party

As a host, you want your guests to enjoy themselves. Here are a few tips to ensure that your guests will have fun... and live to remember it!

- Invite guests who are compatible so that no one feels left out of the crowd. Lonely or unfriendly people often drink to excess.
- Plan lots of group activities—like party games.
- Prepare plenty of food so guests will not drink on empty stomachs.
- Avoid too many salty snacks which tend to make people thirsty and drink more.
- Offer a variety of non-alcoholic beverages for the designated driver and others who prefer not to drink alcohol.
- Do not push drinks! Drinking at a party is not mandatory for having a good time.
- If preparing an alcoholic punch, use a non-carbonated base like fruit juice. Alcohol is absorbed into the blood stream faster with a carbonated base.
- Ask guests to appoint a designated driver before the evening begins. This person drinks only non-alcoholic beverages to ensure that friends or loved ones get home safely.



Office Parties

- Arrange for discounted or complimentary rooms when a party is held at a hotel so employees won't drive home impaired.
- Hire a shuttle or limousine service to provide transportation for those that have been drinking. Promote the designated driver concept and these alternate forms of transportation in party invitations.
- Do not push drinks!
- If you provide an open bar, be sure the bartender has had server training to prevent over-serving or serving guests under the legal drinking age.
- Hold a contest for employees to create non-alcoholic drink recipes and serve the winner's drinks at the party.
- Schedule activities or entertainment to keep the focus away from drinking.

Drunk Driving Statistics

17,274 people were killed in alcohol-related traffic crashes in 1995—totaling 41.3 percent of all traffic deaths—and more than one million others were injured, according to police and medical personnel reports. In 1995, 20 percent of the 8,153 traffic fatalities involving drivers under the age of 21 were alcohol-related.

During the holidays, the percentage of drunk driving crashes typically increases. Last year, 1,795 people were killed in alcohol-related traffic fatalities between Thanksgiving and New Year's Day, 324 were killed during the Fourth of July and 249 were killed during the Memorial Day weekend.

During Your Party

- Never serve alcohol to someone under the legal drinking age, and never ask children to serve alcohol at parties.
- Don't let guests mix their own drinks. Choosing a reliable "bartender" will help you keep track of the size and number of drinks that guests consume.
- Never force a drink on a guest!
- Close the bar 90 minutes before the party ends... and serve a great dessert treat with coffee. Remember, only time sobers someone who has been drinking.
- If, despite your efforts, some of your guests have had too much to drink, drive them home, arrange for a ride with another guest who is sober, call a taxi, or invite them to stay over.

Myths And Facts About Drinking And Driving

Myth: Coffee can sober up someone who has had too much to drink.

Fact: Only time sobers. It takes about one hour to oxidize each drink.

Myth: Hard liquor is more intoxicating than beer or wine.

Fact: A 12-ounce can of beer, a five-ounce glass of wine, and a 12-ounce wine cooler contain the same amount of alcohol and the same intoxication potential as an ounce-and-a-half of liquor.

Myth: Someone who has had too much to drink will look intoxicated.

Fact: Someone's physical appearance can be misleading. One drink can impair someone's ability to drive. Judgment is the first thing affected when someone has been drinking and important motor skills are next.



What You Can Do

How do I approach one of my guests who has had too much to drink? I mean, I don't want to lose a friend.

The first time is the hardest, but your actions could save your friend's life or that of an innocent victim. Pull your guest aside and politely, but firmly tell them that you cannot let them drive home because you care. Offer to let the guest spend the night, call a cab or ask another, sober guest to drive the intoxicated person home.

How will I be held responsible if one of my guests is involved in a crash?

The laws vary from state to state, but you could be held responsible for the costs associated with the crash including medical bills and property damage and be sued for emotional pain and suffering.

What can I do to help stop drunk driving?

- Be a responsible party host by following the tips in this brochure.
- Support measures to strengthen drunk driving and victims' rights laws by contacting elected officials.
- Tie a MADD red ribbon to a visible location on your vehicle as a symbol of your commitment to drive safe and sober during the holidays and as a sign for others to do the same.
- Write letters to the editor of local newspapers expressing your concern over the drunk driving problem in your community.
- Get involved—become a volunteer for your local MADD chapter.

What Should I do if I see someone driving drunk?

Report drunk drivers immediately to area law enforcement from a car phone or pay phone with the license plate number, description of the vehicle and the direction in which it was traveling.