



Alliance
**Empowerment
Program**

Welcome to
**ALLIANCE
EMPOWERMENT
PROGRAM**

Risk Factor Crash Course

Drunk Driving

2016



Alliance
**Empowerment
Program**

Welcome to
**ALLIANCE
EMPOWERMENT
PROGRAM**

1. **Helmet use**
2. **Drunk driving**
3. **Speeding**
4. **Seatbelts**
5. **Child Restraints**
6. **Drowsy/Fatigue Driving**

Find all on [www. roadsafetyngos.org/empowerment-program](http://www.roadsafetyngos.org/empowerment-program)



Alliance
**Empowerment
Program**

Evaluation and questions

go to

[www. roadsafetyngos.org/empowerment-program/](http://www.roadsafetyngos.org/empowerment-program/)

2016



Mothers Against Drunk Driving

Nick Ellinger
VP of Strategic Outreach

Overview

- What is drunk driving?
- How to prevent drunk driving
 - Generally
 - Personally
 - Among drunk drivers
- How to learn more



The human cost of drunk driving

*You Always
Have a Place
at MADD*



What is drunk driving?

Per se versus presumptive

- Two types aspects of drunk driving law
 - Driving over a certain BAC (blood alcohol concentration) is illegal (called *per se* laws)
 - Driving under the influence
- Most laws have both aspects
- Can be different BACs for
 - Commercial drivers
 - Inexperienced drivers
 - Additional penalties
 - Children in vehicle



Levels of impairment

BAC	Typical Effects	Predictable Effects on Driving
.02%	<ul style="list-style-type: none">• Some loss of judgment• Relaxation• Slight body warmth• Altered mood	<ul style="list-style-type: none">• Decline in visual functions• Decline in divided attention
.05%	<ul style="list-style-type: none">• Exaggerated behavior• Loss of small-muscle control• Impaired judgment• Usually good feeling• Lowered alertness• Release of inhibition	<ul style="list-style-type: none">• Reduced coordination• Reduced ability to track moving objects• Difficulty steering• Reduced response to emergency driving situations
.08%	<ul style="list-style-type: none">• Muscle coordination becomes poor• Harder to detect danger• Judgment, self-control, reasoning, and memory are impaired	<ul style="list-style-type: none">• Concentration• Short-term memory loss• Speed control• Reduced information processing capability• Impaired perception

Per se limits around the world

- .02 or less

- Afghanistan
- Albania
- Algeria
- Azerbaijan
- Brunei
- China
- Colombia
- Comoros
- Congo
- Czech Republic
- Estonia
- Georgia
- Hungary
- Indonesia
- Iran
- Kuwait
- Latvia
- Libya
- Lithuania
- Luxembourg
- Nepal
- Norway
- Paraguay
- Poland
- Romania
- Saudi Arabia
- Slovakia
- Sweden
- Turkmenistan
- Ukraine
- United Arab Emirates



Per se limits around the world

- .05

- Argentina
- Australia
- Austria
- Belgium
- Benin
- Bulgaria
- Cambodia
- Most of Canada
- Costa Rica
- Croatia
- Cyprus
- Denmark
- Egypt
- El Salvador
- Eritrea
- Finland
- France
- French Polynesia
- Germany
- Gibraltar
- Greece
- Guatemala
- Hong Kong
- Iceland
- Ireland
- Israel
- Italy
- Jordan
- Korea (South)
- Kyrgyzstan
- Macedonia
- Mauritius
- Micronesia
- Mongolia
- Netherlands
- New Zealand
- Nicaragua
- Nigeria
- Peru
- Philippines
- Portugal
- Scotland
- Slovenia
- South Africa
- Spain
- Suriname
- Switzerland
- Taiwan
- Thailand
- Turkey
- Vietnam



Per se limits around the world

- .08

- Bahamas
- Belize
- Cape Verde
- Central African Republic
- Chile
- England
- Ethiopia
- Ghana
- Guinea
- Guyana
- Laos
- Liechtenstein
- Malawi
- Malaysia
- Malta
- Namibia
- Northern Ireland
- Panama
- Seychelles
- Singapore
- Tanzania
- Uganda
- United States
- Venezuela
- Wales
- Zambia



Per se limits around the world

- Other

- Angola (.06)
- Armenia (.04)
- Belarus (.03)
- Bosnia and Herzegovina (.031)
- Brazil (.06)
- Dominican Republic (.03)
- Ecuador (.03)
- Equatorial Guinea (.15)
- Guinea-Bissau (.15)
- Honduras (.07)
- India (.03)
- Jamaica (.035)
- Japan (.15 mg/L; about .03)
- Mexico (.04)
- Moldova (.03)
- Palau (.10)
- Russia (.036)
- Serbia (.03)
- Sri Lanka (.03)
- Trinidad and Tobago (.035)
- Uruguay (.03)



Determining the toll of drunk driving

- In the United States, 9,967 killed in 2014 and about 290,000 injured in .08+ BAC crashes
- Collect BACs from fatal crashes (killed and surviving drivers) then use math to fill in blanks for untested drivers
- Significant data challenges
 - Law enforcement
 - Courts
 - Health system
 - Surveys





Preventing drunk driving generally

Enforcement

- Sanctions prevent crime as long as they are
 - Meaningful
 - Certain
 - Swift
- Increases perception of certainty
- Sobriety checkpoints – review of 39 studies:
 - Reduction in deaths by 9%
 - Cost-benefit between 2:1 and 57:1



Education

- Not as much evidence that educational media campaigns work
- However, campaigns around enforcement do
 - 10-13% decrease in alcohol-related crashes
 - Increase knowledge by 4% to 32%
 - Cost of campaigns range from \$1 to \$82 per 100 people reached
 - Cost-effectiveness range from \$27 to \$257 per 100 people reached



Higher drinking ages

- 33 studies of minimum legal drinking age
 - Raising MLDA decreased drunk driving crashes by average of 16%
 - Lowering MLDA increased drunk driving crashes by average of 10%



Personal prevention

- Steps that all of us can take to prevent drunk driving
 - Non-drinking designated driver
 - Plan how to get home before you go out





Preventing drunk driving specifically

Nature of offender

- In the United States, repeat offenders are involved in about one-third of all arrests, crashes, injuries, and deaths
- First offenders
 - Likely to have driven drunk before (average of 80 times)
 - Likely to drive drunk again (similar repeat offense patterns to repeat offenders)
 - Likely to have underlying issues with alcohol
 - Likely to drive on a suspended license



License sanctions

- Shown to significantly reduce drunk driving
- And cost-effective
- Especially when swift and certain – administrative penalties
- However, does not prevent drunk driver from driving



Criminal sanctions

- Criminal sanctions are a necessary part of deterrent effect
- However, increasing jail time or fines hasn't been shown to decrease drunk driving



Addressing underlying problems with alcohol

- Treatment for alcohol issues does work – reduces repeat offenses by an average of 9% for those who complete treatment.
- However, very few complete treatment.
- Challenge for probation, parole, and courts



Using technology

- Ignition interlocks
 - 15 studies show average decrease in future offenses by two-thirds
 - Effective for both first and repeat offenders
- Drunk driving proof cars – the ultimate goal

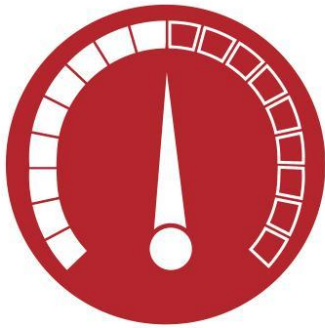




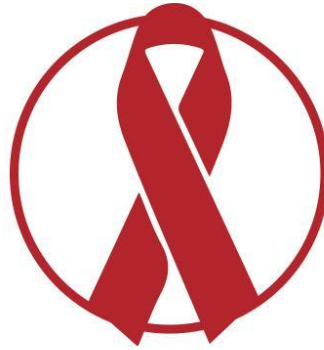
What you can do

The power of NGOs

Since MADD's founding in 1980:



DRUNK DRIVING
DEATHS CUT IN
HALF



320K+
LIVES SAVED...
AND COUNTING



780K+
VICTIMS SERVED



Grassroots advocacy - legislative



Grassroots advocacy - judicial

Sign the petition to #FightAffluenza!

f 2.3K t in 1 G+

- Make a Donation
- Walk Like MADD
- Stay Informed
- Advocate for Change
- Volunteer

FIGHT AFFLUENZA

SIGN THE MADD PETITION!

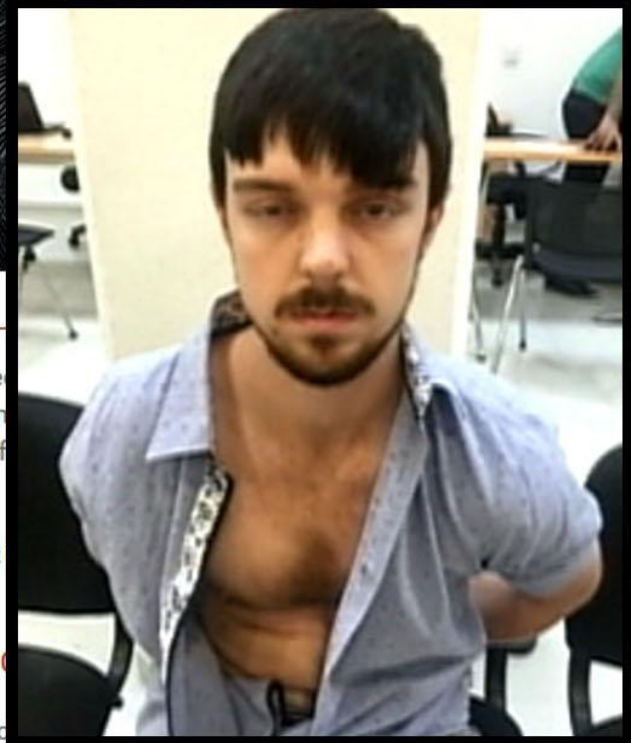
After fleeing the country, Ethan Couch has been found. Couch, an underage drunk driver who hit and killed and injured several others, was never held responsible for his actions. MADD was outraged, along with many others, when the judge sentenced Couch to a stint in rehab and 10 years in probation after the defense successfully argued that he was too rich to understand what he had done was wrong, better known as 'Affluenza.'

MADD is asking for 30,000 signatures demanding that Couch's case to be moved from juvenile to adult court for his January 19th hearing.



COUCH IS NO CHILD. HIS ACTIONS ARE NOT THAT OF A CHILD.

The nation has watched with anger and disdain as Couch continues to show complete disregard for the law. The families impacted will never have their loved ones back. Couch



has driven drunk 60 times before first arrest

Learn more

- CDC's Community Guide research on tactics to reduce impaired driving:
<http://www.thecommunityguide.org/mvoi/AID/index.html>
- WHO's drinking and driving international good practice manual:
<http://www.who.int/roadsafety/projects/manuals/alcohol/en/>
- International Council on Alcohol, Drugs and Traffic Safety research at <http://www.icadtsinternational.com/>
- US statistics at <http://www.madd.org/statistics/>



Get involved

- MADD.org
 - Sign up for more information
 - Sign pledge for Campaign and to drive safely
 - Volunteer in your local community
 - Learn how to serve victims
 - Donate
- We are happy to help your efforts across the world



Final thoughts

- Drunk driving is absolutely preventable
- Data collection is challenging, but important
- Different tactics are needed for the general population and offenders
- It's vital for passionate people to join forces





Thank you!



Alliance
**Empowerment
Program**

Thank you

For more information visit [www. roadsafetyngos.org/empowerment-program](http://www.roadsafetyngos.org/empowerment-program)