



MADD

Activism Victim Services Education

NORTHERN VIRGINIA Chapter Newsletter

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National Report

17,000 killed in senseless act

Authorities search for answers on a day of sadness

A nation is in mourning as thousands were suddenly killed yesterday all across the country by people who had been drinking and driving. Traffic was backed up in all 50 states making it difficult for emergency vehicles to reach the victims. Hospitals in every city remain overwhelmed with thousands of critically injured patients. In the help of National Guard as well as...

... simply are not enough resources to meet the demands of this catastrophe. The president spoke early this morning at an emergency press conference expressing his condolences to the friends and families of those who were lost. One official in DeBeau County called this "the most devastating moment in American history." In some places, entire families were killed, leaving many to wonder how something like this could happen in our country today. In a show of support, long lines of volunteers have formed at the... of blood and... enters to... to

If this were today's headline, would you notice? Last year, drinking and driving actually did kill about 17,000 people. It injured half a million more. But because it happened over a year rather than in a single day, it's not always front-page news. If you drink, find a safe way home. And do your part to keep drunk driving out of the headlines.

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Protecting Teens Not Profits

By: Dan Ingram, President, MADD Northern Virginia

Alcohol is the No. 1 drug of choice for youth and they down between 10 to 20 percent of all alcohol consumed in the nation. Alcohol kills six and a half times more young people than all other illicit drugs combined. In fiscal year 2000, the federal government spent \$1.8 billion on drug abuse prevention compared to a mere \$71 million on preventing youth alcohol use -- the nation's largest youth drug problem. Staggering statistics like these are a small glimpse into the massive underage drinking problem outlined in the recently released report by the Institute of Medicine/National Academy of Sciences (NAS). The report's comprehensive recommendations to tackle underage drinking have spurred the Senate Subcommittee on Substance Abuse and Mental Health Services to hold a long-awaited hearing on the issue. More hearings will likely follow.

As expected, the alcohol industry is trying to blur the facts about proven measures that save lives, especially when potential profits are at stake. If Congress acts on some of the NAS' key points such as increasing alcohol taxes, there could be a tax hike on beer for the first time in 12 years.

And for good reason. It has been well established by research that higher prices on beer will reduce alcohol consumption by price-sensitive youth. In fact, economic reports estimate the 1991 increase in beer taxes save more than 600 young lives in alcohol-related crashes each year. A 2002 survey shows that 71 percent of Americans support increasing the national beer tax to equal the tax on liquor if the funds were used for substance abuse prevention.

The NAS also calls for, among other things, monitoring and restraint of alcohol advertising and entertainment messages and a national media campaign on underage drinking prevention. It's no surprise the alcohol industry says those recommendations won't work despite surveys that show alcohol advertisements predispose youth to drinking. The industry's multi-billion dollar advertising budget saturates the media and targets teens with underage drinking messages. And some wonder why beer remains the alcoholic beverage of choice for youth.

Congress needs to hear more voices than those of the alcohol lobbyists. Parents, community leaders and youth need to support additional hearings and demand resources to prevent underage drinking. Locally, we can make a difference. As I write this, our legislators are out campaigning. If you attend a political rally, ask the candidates what they will do about this issue.

Action on the underage drinking issue is long overdue. We need to do what protects our kids, not what profits the alcohol industry.

MULTI-MEDIA ASSEMBLY SHOWS

ELEMENTARY SCHOOLS:

Street Smarts is a 28 minute assembly show where students are taught the following points:

- How to keep the brain safe: wear helmet, only take medicine given by trusted adult, don't drink alcohol until after 21
- Safety tips if found riding in car with unsafe driver
- Trusting your instincts and using our personal alarm in gut – "butterflies" or stomach feeling "funny" to look out for yourself and others



SECONDARY SCHOOLS:

FACE is a 35 minute assembly show where students are taught the following key points:



- Making the right choice is hard. Often correcting a wrong choice is even harder. Despite your past decisions, every day is an opportunity to start making good, healthy decisions.
- There are long-term consequences of alcohol, tobacco and drug use. **They impact your body and your brain permanently.**
- **Everyone makes mistakes.** True character and leadership often come from learning from your mistakes.
- Leadership isn't a gift...it is a pursuit. Attaining it is difficult but worth it.
- Car crashes are the leading cause of death for teenagers. Driving is challenging and can be dangerous for inexperienced drivers.

IRL is a 38 minute assembly show where students are taught the following key points:

- Students should be fully aware of the environments that influence decisions about alcohol and other drug use.
- Alcohol causes irreparable brain damage in adolescents.
- Learning how to make good, but difficult, choices is pivotal to success in life.
- Students should not wait to become involved citizens in their schools and communities, they should seek solutions today.



If you have contacts with any Northern Virginia public or private school that might want one of our multimedia programs, please call Jennifer Cipolla at 703-352-3944.

Hispanic Outreach Needed

In the past 10 years, the Hispanic population in Northern Virginia grew dramatically, doubling in Fairfax County and almost tripling in size in Arlington County. Along with this population growth came a dramatic rise in the number of DUI arrests within the Hispanic/Latino community.

Most Hispanics (90 %) in the U.S. recognize drinking and driving as a major threat to the personal safety of themselves and their families and 94% say it is "very important" that something be done to reduce drinking and driving.

An Alcohol Survey conducted in 1995 found that:

- Hispanic men had the highest rate of ever having been arrested for driving under the influence of alcohol.
- One-fifth of Hispanic males who drove a car during the 12 months before the survey reported being drunk enough to be in trouble if stopped by police.
- Hispanics believed that the number of drinks needed to affect driving was generally higher (four to eight drinks) than what most other ethnic groups believed.

Not only are Hispanic males at risk, but their children and families are also. Motor vehicle crashes are the leading cause of death for Hispanics between the ages of 1 and 25. Hispanic children ages 5 to 12 are 72% more likely to die in a motor vehicle crash than non-Hispanic children. In 1997, 43% of Hispanic high school students surveyed reported that they rode, during the previous 30 days, with a driver who had been drinking alcohol.

Hispanic adolescents have the highest annual prevalence of heavy drinking followed by whites. Heavy drinking for adolescents is defined as five drinks in a row at least once during the previous 2 weeks.

MADD Northern Virginia wants to change these statistics by making our services more available to the local Hispanic community. Culturally focused programs have been successful in other areas of the country. An essential part of MADD's outreach will be to recruit bilingual volunteers who can help serve Spanish-speaking victims, translate materials, make presentations to Hispanic organizations and work with community leaders.

Through reinforcement of safe driving messages and outreach efforts in the Hispanic community, MADD Northern Virginia seeks to reduce the number of impaired drivers and alcohol-related crashes, injuries and deaths in our area.

Please spread the word. Interested volunteers can contact Noreen Dinndorf at the MADD office (703) 352-3944.

MADD Inaugural Golf Tournament

On October 1, 2003, the Northern Virginia Chapter of Mothers Against Drunk Driving held its First Annual Golf Tournament at the Bull Run Golf Club in Haymarket, Virginia. The course was beautiful, the weather was great, and the event was a spectacular success due to the generosity and support from the many tournament sponsors and players.

While the stunning silhouettes of the Blue Ridge mountains surrounding the Bull Run course took everyone's breath, the most captivating views at the tournament were certainly the two Washington Redskin Hogettes, the lovely Big Mac and Edette. Splendidly attired in designer gowns complemented with stunning hats and jewelry, the Hogettes truly made the fall season fashion statement. They also helped make the First Annual MADD Golf Tournament great fun and a great success.

Thanks to the generous donation of golf shirts from the tournament Gold Sponsor, GEICO Direct, all the other tournament players and MADD staff were also impeccably dressed in red and black to match the MADD logo. GEICO

Direct also provided each player with a video that instructs parents on the best ways to best prepare their adolescent children to drive safely and responsibly.

The tournament Silver Sponsor, Dulles Golf Center & Sports Park, provided each player with coupons for free time on the driving range, in the batting cages, and a free game of putt-putt golf. Additionally, the two lucky

winners of the tournament raffle each received a corporate sports package from Dulles Golf Center & Sports Park worth \$500.

Our own David Kelley (Board of Directors) won the Longest Drive contest. David then

graciously donated his prize (a trip for two on the Dandy Dinner Cruise in DC) back to the golf tournament. MADD also thanks a great local chiropractor, Dr. Sonak, for donating the wonderful massage therapy. Many of the tournament players chose to work out their morning kinks before the tournament. We are sure that it improved their game as much as their mood!



The team of David Zeleniak, Dan Smith, Dave Ryan and Ben Boscolo were the First Place winners of the tournament.

Project Sticker Shock



On July 17, 2003, 21 teenagers from Fairfax County Community and Recreation Services joined in a collaborative effort with Fairfax County Police West Springfield Division, MADD Northern Virginia and the Virginia Department of Alcoholic Beverage Control to discourage adults from illegally providing alcohol to people under 21 in our community. Communities throughout Virginia and the United States are working together to provide solutions in preventing the alcohol-related deaths or injuries that are too often associated with underage drinking.

Project Sticker Shock is a program designed to educate adults who illegally purchase alcohol for someone under the age of 21, reinforcing the Zero Tolerance message in our community. Teens filled the wine and beer aisle at the Cardinal Forest Giant, accompanied by West Springfield Crime Prevention Officer Rex Pagerie. They placed the sticker shock stickers on cases of beer and wine coolers, sending a message that adults who provide alcohol to someone under the age of 21 can be fined or serve jail time if convicted of this misdemeanor.

For more information about Project Sticker Shock, please contact the program manager at (703) 352-3944.

Victim Support Group

Thanks to grant support from the USAA Foundation, we have a very active Victim Support Group in Northern Virginia. The sessions are open to anyone who has been injured by a drunk driver or who has lost a loved one in a drunk-driving crash. Victim Support Groups are one of the most effective tools to aid those whose lives have been altered by the selfish actions of a drunk driver.

The sessions, which are facilitated by a licensed professional counselor, are free to the participants and are part of MADD's mission of providing support to the victims of drunk driving crashes. The group meets monthly in Burke. To sign up or to get more information, please call Sherry Platt at 703-978-3025.

Executive Director's Letter

Every time we enter a convenience store or approach an ATM, we are videoed or our photos are taken and filed for later viewing. This happens whether or not we are committing a crime and, in the case of ATMs, whether or not we are even using the ATM. I do not hear politicians screaming that we should remove those cameras. But I often hear some elected officials crying that using cameras to catch law breakers is an invasion of the criminals' right to privacy. Why is this so? Do many politicians know that they will not likely rob the local gas station but that they will likely run red lights or tailgate or speed through our neighborhoods?

Two recent studies suggest that receiving traffic tickets and use of automated traffic enforcement, like speed cameras, have lifesaving benefits. A study published recently in *The Lancet* found that receiving a traffic ticket reduces a driver's risk of dying in a crash by 35% in the weeks following the ticket. The data also implies that for every 1,300 tickets issued, one emergency room visit is avoided. The researchers noted that the major impediment to enforcement of traffic laws is lack of public support.

The results from another study, conducted in Australia, show that there was a significant drop in casualties in 28 areas where speed cameras were operating. The number of deaths in the camera areas dropped from 21 in the three years just prior to the installation to just one death in the two years after the cameras were installed. The number of reported crashes also dropped by 20%.

How is this related to drunk driving? When drivers get into the habit of driving the speed limit, stopping for red lights, and otherwise obeying the traffic laws, it is more likely that they will revert to habit even when they have alcohol in their systems. Of course, the better course is to use a designated driver, but we know that there are drivers who will drink and drive and if they are safer drivers to begin with, their driving while impaired may be less of a danger to the rest of us.

Please talk with your elected representatives, your family and your friends and explain that we need stronger enforcement of traffic laws and that automated enforcement is an effective tool that saves lives. We must convince the politicians that using cameras to catch law breakers is far preferable to having crashes, injuries and death.

Mike Green

Have you heard?

MADD no longer charges dues!!!

We still hope that you will help us by donating funds. But more importantly, we hope that you will help us by volunteering.

If you have not been contacted about a volunteer opportunity in the past six months, please fill out the membership form enclosed and check that you want volunteer information.

Corporate and Organizational Supporters 2003

With the holidays approaching, we want to publicly acknowledge those businesses that have helped us to fulfill our mission. Without their financial or in-kind support, we could not do our job. We hope that you will help us to thank these companies by using their services in the coming months.

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Connection Newspapers
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Office for Victims of Crime, OJP, USDOJ
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Virginia State Police Association
Virginia DMV

PLEASE UPDATE YOUR E-MAIL

E-mail addresses come and go. They are only useful if they are current. The MADD Northern Virginia Chapter wants to keep you informed of ongoing activities and last minute events. Please send your current email address to Noreen Dinndorf at admin-asst@maddnova.org.



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Alcohol: America's No. 1 Youth Drug Problem

- ◆ Alcohol is the No. 1 drug problem among young people. (CSAP, 1996)
- ◆ The brain does not finish developing until a person is around 21 years old, so the risks of losing memory and learning capacity as well as slowing the capacity for good judgment can be severely affected by the use of alcohol at earlier ages. (Dr. Swartzwelder, Duke University Medical Center., 1998)
- ◆ Alcohol kills 6.5 times more young people than all other illicit drugs combined. (PIRE, Ted Miller, Ph.D., 1994)
- ◆ About 10.1 million current drinkers were age 12-20 in 2001. Of these young drinkers, 6.8 million were binge drinkers, and 2.1 million were classified as heavy drinkers. (SAMHSA, 2001)
- ◆ The median age at which children begin drinking is approximately 15 years of age. (SAMHSA, 1999)
- ◆ Underage drinkers are responsible for almost 20 percent of all alcohol consumed in the United States, with \$22.5 billion spent on alcohol in 1999. (Foster, et al, JAMA, 2003)

THE DANGERS

- ◆ People who begin drinking before the age of 15 are four times more likely to be alcohol dependent than those who wait until age 21. (Grant, 1998)
- ◆ Alcohol abuse alone is associated with motor vehicle crashes, homicides, suicides, and drowning: leading causes of death among youth. (Healthy People 2010: November 2000)
- ◆ The more youth drink, the more likely they are to drink and drive, or ride in a car where the driver has been drinking. (American Academy of Pediatrics, 1998)
- ◆ People who begin drinking before age 14 are three times more likely than those who began drinking after age 21 to report ever driving after drinking too much and four times more likely to report doing so in the past year. (Hingson, et al, 2001)
- ◆ In 2001, 2,453 youth (aged 15 to 20) were killed in alcohol-related traffic crashes, accounting for more than 38 percent of all traffic deaths for that age group. (NHTSA, 2002)
- ◆ Each year, drinking by college students, ages 18-24, contributes to an estimated 1,400 student deaths, 500,000 injuries, 600,000 assaults, 70,000 sexual assaults, 400,000 engaging in unprotected sex, 150,000 developing an alcohol-related health problem, and 2.1 million college students driving under the influence of alcohol. (Hingson, 2002)

THE COST

- ◆ Underage drinking costs our society approximately \$53,000,000,000 annually, including costs for traffic crashes, violent crime, suicide attempts and treatment. (PIRE, 1999)
- ◆ In 1998, the estimated economic cost of alcohol abuse in the U.S. was more than \$184 billion. This cost is equivalent to roughly \$683 for every man, woman and child living in America. (NIAAA, 2000)

THE LAW

- ◆ Minimum drinking age laws have saved an estimated 21,887 lives since 1975. (NHTSA, 2003)
- ◆ Zero tolerance laws have reduced young drivers' alcohol-involved crashes by 20 percent. (Hingson, Heeren and Winter, 1995)

PARENTS' INFLUENCE CAN PREVENT UNDERAGE DRINKING

Most kids aged 12-17 have never had an alcoholic drink, yet 72% of eighth graders in a national survey said alcohol was "fairly easy" or "very easy" to get.

Parents' disapproval of underage alcohol use has been identified as the key reason children choose not to drink. As a parent, you can help your children understand why they should not be drinking and help them build the practical skills to reject alcohol and make wise decisions by:

- Establishing and maintaining good communication with your child.
- Getting involved and stay involved in your child's life.
- Making clear rules and enforcing with consistency and appropriate consequences.
- Being a positive role model.
- Teaching your child to choose friends wisely.
- Monitoring your child's activities.

Parents can also practice refusal strategies with their children using the list of "no's". Get your child used to saying "no" when asked to do things he or she knows are wrong. Work with your child to practice using the following:

- **Be Brave:** "No, I don't want to." "No thanks." "No, it's wrong."
- **Justify:** "No, I can't. I have to _____." [Make an excuse.]
- **Substitute:** "No, let's _____." [Substitute another activity.]
- **Walk Away:** "No. I have to go."

Remember to send a clear, consistent message about underage drinking. The earlier parents begin sharing with their child, the more the child will value communications with his or her parent as an important part of life.

Source: "Talk with your Fifth Grader About Underage Drinking" published by Substance Abuse and Mental Health Services Administration. Copies are available by calling the MADD office at (703) 352-3944.

Vehicle Donations Support MADD Programs in Northern Virginia!
For information call 703-779-7534 or 877-547-9612.

Better Processing of DUIs

Not all news from California has to do with politics. Recently, California has begun a statewide evidential portable alcohol system (EPAS) program for DUI enforcement. The EPAS instruments, which cost less than \$4,000 each, are designed to be used by police officers in the field and do not require a second test at the police station.

The inherent value of this equipment over stationary instruments is the ability to provide evidential results at the time of the DUI stop. With the subject's alcohol level determined in the field, alternate transportation to the jail, alternate keeping the officer on the street.

Additionally, many of the frivolous court arguments based on doubt about the BAC at the time of the stop versus time of the test will be reduced. California is one of

the first states to provide this new technology for enforcing drinking and driving laws.

Its Red Ribbon Run time again.

We need both runners and volunteers.

You will find a runner's entry form in this Newsletter so please use it either by filling it out and sending it in or by giving it to a friend who might run.

We also need volunteers. This is a great way to spend the afternoon of New Year's Eve. Plus our volunteers get discounted admission to First Night Alexandria. Call the office at 703-352-3944 for details.

Road Ready Teens Parent Guide



Provided by DaimlerChrysler with the support of partners MADD and safety partners such as the National Safety Council and AAA

This guide offers simple steps that parents can implement in their homes to help ease teens into driving. Based on research and principles that are the basis of graduated driving laws nationwide and have proven to reduce teen crashes, the program's tips and tools help teens gain the necessary driving experience and maturity behind the wheel before tackling high-risk driving situations.

Price: Free

Call 703-352-3944 to order your copy.