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National Center for DWI Courts
Making your community a safer place

Beam Global Spirits & Wine and the National Center For DWI Courts Partner to Support National Impaired Driving Prevention Month

Beam Global Spirits & Wine, Inc. and the National Center for DWI Courts (NCDC) joined forces in support of National Impaired Driving Prevention Month this December. According to the National Highway Traffic Safety Administration, an average of 36 fatalities occur per day on America's roadways as a result of crashes involving an alcohol impaired driver. That number increases to 45 per day during the Christmas period and jumps to 54 per day over the New Year's holiday.

To encourage safe driving this holiday season, Beam Global and NCDC recommend designating a sober driver and not letting friends drive impaired to avoid a tragic crash or an arrest for impaired driving. Other tips include:

- Calling a taxi or using mass transit to get home safely if you are impaired.
- Using your community's sober rides program.

- Promptly reporting drunk drivers you see on the roadways to law enforcement.
- Wearing your seatbelt or using protective gear on your motorcycle to defend against an impaired driver.

"The holidays are a wonderful time to celebrate with friends and family, but it's important to make safety a priority," said Bill Newlands, president, Beam Global Spirits & Wine U.S. "As the founding partner of NCDC, we know how critical it is to get drunk drivers off the road to keep our communities safe. As you celebrate the holidays and ring in the New Year, always have a designated driver if you choose to drink."

"We are pleased to offer our support and voice to National Impaired Driving Prevention Month," stated David Wallace, director of the National Center for DWI Courts. "We hope this month raises awareness of this problem so that people celebrate safely and responsibly. With hardcore drunk drivers 20 times more likely to be involved in a fatal crash, we understand the importance of dedicating a month to raising awareness and preventing impaired driving."

With more than 17,000 alcohol-related traffic fatalities in the United States every year, Beam Global and NCDC have partnered since 2007 to bring national attention to the effectiveness of DWI Courts in addressing hardcore impaired driving. Hardcore impaired drivers are drivers with a high blood alcohol concentration of .15 and above and/or are repeat offenders. The innovative DWI Court system goes beyond traditional discipline and deals with hardcore impaired driving offenders by providing long-term, ongoing accountability and rehabilitation, in addition to a conviction. As DWI Courts are launched throughout the country, NCDC provides training and research to the personnel needed to operate them. Currently, there are 506 DWI Courts across the country.



The Presidential Proclamation to declare December National Impaired Driving Prevention Month. Click on it to read the actual text.

Strickland Nominated to Lead NHTSA

On Friday, December 4, 2009, President Obama nominated David Strickland to be the Administrator for the National Highway Traffic Safety Administration (NHTSA). The National Center for DWI Courts (NCDC) commends the President for his nomination. As a lead staff member of the U.S. Senate Committee on Commerce, Science, and Transportation, and Senior Counsel for the Consumer Protection Subcommittee which provides the oversight of NHTSA, Mr. Strickland has a comprehensive understanding of the issues that NHTSA will face in the upcoming years and how to make our roads and motor vehicles safer for everyone. He is a recognized expert in vehicle fuel economy, vehicle safety and driver behavior factors.

“Mr. Strickland’s role on the Senate committee and subcommittee has given him the tools and the knowledge to lead NHTSA,” said David J. Wallace, director of the NCDC, “He has a clear understanding of the issues NHTSA

will face, as well as a critical understanding of what it will take to stop impaired driving”

His work in advising Commerce Committee members led to the inclusion of several significant vehicle safety mandates and Mr. Strickland advised Congressional members on safety reforms and funding increases for the NHTSA’s seatbelt and impaired driving grant programs. That earned him national recognition for making the driving public safer from Mothers Against Drunk Drivers (MADD), who named him Congressional Staffer of the Year in 2004.

“With this nomination President Obama clearly demonstrated his commitment to make our roads and highways safer,” according to NCDC Director Wallace. “We look forward to the Senate confirming Mr. Strickland and working with him on

making our communities a safer place to drive and to live.”

A coalition comprised of the nation’s top judges, prosecutors, community corrections officials and traffic safety advocates are also applauding President Obama’s nomination of David L. Strickland. The coalition is comprised of six influential organizations that focus either exclusively or in part on drunk driving.

The coalition includes the Century Council, the National Association of Drug Court Professionals (NADCP), the National District Attorneys Association (NDAA), the American Probation and Parole Association (APPA), the National Association of Prosecutor Coordinators (NAPC), and National Partnership for Alcohol Misuse and Crime (NPAMC.)

“We look forward to the Senate confirming Mr. Strickland and working with him on making our communities a safer place to drive and to live.” David Wallace, director NCDC.

DWI Courts in the News

As DWI Courts continue to gain momentum throughout the country, the NCDC is making media outreach a priority. In the last two weeks alone there have been a handful of local stories praising the work being done by DWI Courts. Below are a couple of examples.

Stimulus grant allows Muskegon County's Sobriety Court to expand

The Muskegon News - Muskegon Michigan

MUSKEGON COUNTY -- Muskegon County's Sobriety Court has benefited in a big way from the federal economic stimulus program, landing a two-year, \$500,000 grant. The grant will allow the jail-diversion court to hire two new staffers and increase the hours of an existing staff member, according to 60th District Judge Andrew J. Wierengo III. [READ MORE.](#)

Queens DWI court keeps many offenders sober: DA

The New York Post - New York, New York

Queens, New York -- Just days after Gov. David Paterson signed a new law that cracks down on drunk drivers who endanger the lives of children, the Queens district attorney touted the success of the city's first DWI court. DA Richard Brown announced the findings of a study Monday that analyzed the Queens Treatment Court, which offers DWI offenders an alternative to jail time for their detoxification. [READ](#)

[MORE.](#)



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Did You Know?

The holiday season between Thanksgiving and New Year's is one of the deadliest and most dangerous times on America's roadways due to an increase in impaired driving. Since 1981, every President of the United States has demonstrated a commitment to preventing impaired driving by proclaiming December as THE month to encourage awareness and prevention of this crime. This year is no different as President Obama has declared it National Impaired Driving Prevention Month.

Alcohol impaired driving is one of America's most-often-committed and deadliest crimes.

- In 2008, 11,773 individuals were killed in alcohol-impaired driving crashes which involved a driver or motorcycle rider (operator) with a blood alcohol concentration (BAC) of .08 or higher. 7,378 individuals had a BAC level at or above .15.
- During the month of December, 2008, 3,074 people were killed in crashes on America's roadways. Of that number, 888 people were killed in crashes that involved a driver or motorcycle rider (operator) with a blood alcohol concentration (BAC) of .08 or higher.

Holiday Planner Available to Spread the Message

Each year, the National Highway Traffic Safety Administration (NHTSA) provides a Holiday "planner" that organizations and individuals can use to help ensure the message that "impaired driving kills" gets out to the public. In the Holiday Planner there are sample news releases, fact sheets, and talking points that can be used to develop a local message.

The intent of this Holiday Promotional Planner is to provide individuals with some earned media tools and marketing material templates that can be tailored and distributed to fit local needs and objectives while at the same time partnering with other states, communities, and organizations all across the country on this promotional program.

This planner includes both Enforcement (*Drunk Driving. Over the Limit. Under Arrest.*) and Social

Norming (*Friends Don't Let Friends Drive Drunk and Buzged Driving is Drunk Driving*) messaging and templates that one may choose from, depending on whether or not there is a plan to combine the promotion with an increased and highly-visible enforcement effort during the Holiday season.

While a significantly increased enforcement effort combined with aggressive marketing (such as the annual *Drunk Driving. Over the Limit. Under Arrest* national crackdown) can be most effective in achieving real results, this is difficult to sustain year-round - and promoting an enforcement message without any significant increase in enforcement presence runs the risk of ringing hollow with the public and the media.

Please select, tailor, and distribute this planner in a way that best fits the local situation and objectives.

To get the Holiday planner, click [here](#). For more information on the national fight against impaired driving, go to www.stopimpaireddriving.org.



A sample poster available at the Holiday 2009 Media Planner. The caption reads: "Too much office party punch? There's no way to hide it."