Tie One on for Safety

Mothers Against Drunk Driving (MADD) and State Farm Insurance along with Delegate Sal Iaquinto highlight the 2010 holiday crackdown on drunk driving with a message of deterrence for drivers across Virginia. MADD urges individuals to Give the Gift of a Designated Driver to their friends and family, and also Tie One On For Safety, displaying a red ribbon on their cars in support of law enforcement crackdown efforts and as a pledge to drive safe and sober.

Play your part by downloading and sharing the coupon below. Available at: http://talklikemadd.org/coupon/

Cost Cutting - We need your E-mail

We have lost funding to print and mail our newsletter. We must go paperless beginning with the next issue. We need your email address today!! We’re asking for your address and phone number as well so that we can update our files and send geographically targeted emails if need be. We will NOT sell/distribute your information outside of MADD.

Please let us know the information below by phone 804-353-7121, fax 804-353-7122 or email va.state@madd.org:

Name: _____________________________________
Address: ___________________________________
City: _______________State ____Zip ___________
Phone: _____________________________________
E-mail: ____________________________________

___ I would like to volunteer in my area.
2009 Data Show Major Across-the-Board Declines in all Categories Despite a Slight Increase in Road Travel

Alcohol impaired driving fatalities declined by 7.4 percent in 2009 – 10,839 compared to 11,711 reported in 2008. Overall, 33 states and Puerto Rico experienced a decline in the number of alcohol-impaired driving fatalities in 2009 compared to 2008.

“Today’s numbers reflect the tangible benefits of record seat belt use and strong anti-drunk driving enforcement campaigns,” said NHTSA Administrator David Strickland. “But we are still losing more than 30,000 lives a year on our highways, and about a third of these involve drunk driving. We will continue to work with our state partners to strictly enforce both seat belt use and anti-drunk driving laws across this nation, every day and every night.”

Available at: http://www.nhtsa.gov/PR/DOT-165-10

<table>
<thead>
<tr>
<th>Total and Alcohol-Impaired Driving Fatalities*</th>
<th>2008</th>
<th>2009</th>
<th>Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Fatalities</td>
<td>37,423</td>
<td>33,808</td>
<td>-3,615</td>
<td>-9.7%</td>
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<tr>
<td>AI Driving Fatalities</td>
<td>11,711</td>
<td>10,839</td>
<td>-872</td>
<td>-7.4%</td>
</tr>
</tbody>
</table>

This research and other general information on highway traffic safety may be accessed by Internet users at: www-nrd.nhtsa.dot.gov/CATS/index.aspx

The National Football League (NFL), TEAM Coalition, the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA), Mothers Against Drunk Driving (MADD) and the HERO Campaign are proud to support the Fans Don’t Let Fans Drive Drunk message for Super Bowl XLV.

For more information: http://www.stopimpaireddriving.org/planners/superbowlplanner/planner/index.cfm

**News from NHTSA**

**FanS DON’T LET FanS Drive Drunk**

**2011 Communications Planner**

**January 2, 2011 to February 7, 2011**

The National Football League (NFL), TEAM Coalition, the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA), Mothers Against Drunk Driving (MADD) and the HERO Campaign are proud to support the Fans Don’t Let Fans Drive Drunk message for Super Bowl XLV.

For more information: http://www.stopimpaireddriving.org/planners/superbowlplanner/planner/index.cfm

**Turn Cars Into The Cure**

Just as we look for the cures to diseases, MADD is looking for the cure to the danger of drunk driving on American roads. In the case of drunk driving, our cars will be the cure. Today’s cars can parallel park themselves and come equipped with anti-theft sensors that can shut down the engine. Tomorrow’s cars will protect our families from drunk driving, automatically determining whether or not the driver is above the legal limit of .08 and failing to operate if the driver is impaired. Imagine your teen simply putting her hands on the steering wheel, and the car preventing her from driving while drunk. With your support, this cure is within reach.

**Moms and DADSS Keeping Families Safe**

In 2006, MADD, the government, traffic safety advocates and members of the automotive industry created a panel to encourage and support the development of new technology that would stop drivers from operating a vehicle if drunk. The result was DADSS or Driver Alcohol Detection System for Safety. Together, MADD and DADSS are working toward a nation free from drunk driving.

Visit the Driver Alcohol Detection System for Safety site, from the Automotive Coalition for Traffic Safety and the National Highway Traffic Safety Administration, to learn more about emerging technologies to prevent drunk driving and how you can support this initiative. Visit: https://secure2.convio.net/madd/site/Advocacy?cmd=display&page=UserActio

id=1022

Page 2
MADD Recognizes Outstanding Law Enforcement Officers

MADD VA is proud to have sponsored or co-sponsored 10 award ceremonies recognizing law enforcement officers from across Virginia for their outstanding work on DUI enforcement, training, education and related prevention initiatives. We have posted additional pictures at www.maddva.org.


MADD Peninsula and Peninsula ASAP ceremony held August 4, 2010 at Newport News City Hall. Keynote Speaker, Marla Graff Decker, Secretary of Public Safety, Commonwealth of Virginia.

MADD Southside, Chesapeake Bay ASAP and Southeastern ASAP ceremony held September 2, 2010 at the Founders Inn. Keynote Speaker; Harvey Bryant, Commonwealth Attorney, City of Virginia Beach. Master of Ceremony; Mike Goodove, President MADD Southside, Opening remarks; Lee E. Devendorf, Attorney, Closing Remarks; Bill Tower, NHTSA.

MADD Virginia, District 9 ASAP, Old Dominion ASAP, and Rockingham/Harrisonburg ASAP ceremony held September 9, 2010 at James Madison University. Keynote Speaker, Dana Schrad, Executive Director, Virginia Association of Chiefs of Police.

MADD Virginia, Mount Rogers ASAP and Southwest Virginia ASAP ceremony held September 15, 2010 at the Southwest Virginia Higher Education Center. Keynote Speaker, Jerry Wolfe, Commonwealth Attorney, City of Bristol.

MADD Virginia and Rappahannock Area ASAP ceremony held September 17, 2010 at Stratford Hall Plantation.

MADD Richmond, John Tyler ASAP and Capital Area ASAP ceremony, held September 20, 2010 at Kings Korner Restaurant, Chesterfield, VA. Keynote Speaker, Chief John Venuti, Virginia Commonwealth University Police Department.

MADD Virginia, Smith Mountain Lake regional law enforcement awards ceremony, held September 28, 2010 at the Vinton War Memorial. Keynote Speaker, Vince Burgess.

MADD Virginia and James River ASAP ceremony held September 30, 2010 at the Charlottesville Elks Lodge. Keynote speaker: Chaplain Al Solvein.

MADD Virginia and Southside ASAP ceremony held October 28, 2010 at Community Memorial Health Center. Keynote speaker Richard Foy, PhD, special Projects Coordinator, Commission on VASAP.

2010 Law Enforcement Award Winners

Albermarle County Police Department
Michael Hobbs

Alberta Police Department
Acting Chief Michael Brown

Alexandria Police Department
Officer Seth Weinstein

Alleghany County Sheriff’s Office
Deputy Robert M. Bates

Amelia County Sheriff’s Office
Investigator Ian McDonald

Amherst County Sheriff’s Office
Deputy Clay Thompson

Arlington County Police Department
Officer Ronald Grannis

Ashland Police Department
Officer R. Rayne Donovan, Jr.
MADD Recognizes Outstanding

Augusta County Sheriff’s Office
Monty Sellars

City of Staunton Police Department
Charles Minix

Bedford Police Department
Officer Timothy Stanley

Big Stone Gap Police Department
1st Sergeant Joseph E. Phillips

Bland County Sheriff’s Office
Deputy Sheriff Brandon E. Anders

Blue Ridge Parkway National Park
U.S. Park Ranger Mark Faherty

Botetourt County Sheriff’s Office
Sergeant M.T. Ward

Boydton Police Department
Chief Robert Wilmoth, Jr.

Bristol Police Department
Officer Michael J. Danser

Brunswick County Sheriff’s Office
Deputy John Myrick

Buchanan County Sheriff’s Office
Deputy Keith Shortridge

Campbell County Sheriff’s Office
Sergeant Sam Green

Caroline County Sheriff’s Office
Deputy Warner D. Lipscomb

Carroll County Sheriff’s Office
Sergeant Bobby Lyons

Charles City County Sheriff’s Office
Deputy Floyd Miles, Jr.

Charlottesville Police Department
Michael Flaherty

Chase City Police Department
Patrolman William Stembridge

Chesapeake Bay Bridge Tunnel Police
Officer John A. Batakis

Chesapeake Police Department
Sergeant Delores L. Millington
Officer Joel Ayala-Acevedo

Chesterfield County Police Department
Officer 1st Class Kenneth Garcia
Officer 1st Class Joanna Hartsook
Officer 1st Class Rian T. McLaughlin

Christiansburg Police Department
Officer Terry Osborne

Clarke County Sheriff’s Office
Deputy Michael Thompson

Clarksville Police Department
Patrolman Jamar Florence

Colonial Heights Police Department
Officer Mike Foster, Jr.
Officer Joseph E. Baird, III

Covington Police Department
Corporal C.S. Bowen

Craig County Sheriff’s Office
Deputy Geromy L. Nichols

Culpepper County Sheriff’s Office
Deputy K.L. Gearhart

Culpeper Police Department
Officer Jeffrey P. Dodson

Danville Police Department
Officer J.N. Williams

Dayton Police Department
Officer Phillip Cross

Dinwiddie County Sheriff’s Office
Patrol Deputy Jeffrey C. McKenney

Fairfax Police Department
PFC Michael Comer
Officer Andrew Courter
Officer Michael Greene
PFC Matthew Jewett
PFC Luis Marinez
PFC Ali Sepehri
Officer Daniel Spital
Officer Vince Vella
PFC Joseph Woloszyn

Falls Church Police Department
MPO Alan Freed
Officer Rachel Henderson

Fauquier County Sheriff’s Office
Corporal Sean Healy

September 15, 2010 Award Winners - Southwest Virginia

September 28, 2010 Award Winners - Smith Mountain Lake
Law Enforcement Officers

DFC John Thorpe
MDS Jonathan Waddell

Fluvanna Police Department
James Davis

Fort Lee Police
Ronald H. Fregeolle, II
Brian Michaels
Ronald L. Napper
Officer Jorge L. Prek Ruiz

Franklin City Police Department
Corporal Judson M. Robinson, Sr.
Corporal Quentin M. Livingston

Franklin County Sheriff’s Office
Deputy Brandt T. Gawor

Front Royal Police Department
Officer Landin J. Waller

Galax Police Department
Officer Chris Hines

Gate City Police Department
Officer Matthew Taylor
Officer Adam Templeton

George Mason University Police
MPO Andrew Galle
Officer David Green
MPO Emily Ross

Gloucester Sheriff’s Office
Deputy Thomas Atkinson

Gordonsville Police Department
Sergeant Gregg W. Stang

Halifax County Sheriff’s Office
Deputy Tyler Clark

Hampton Police Department
Patrolman Scott Calhoun
Patrolman Nicholas Leaver
Patrolman Christopher Mattheia
Patrolman Larry McCay, Jr.
Patrolman John Mocello
MPO Michael Vandenheede

Hanover Sheriff’s Office
Deputy Davis B. Gooding

Henrico County Police Department
Officer R.B. Lehmann

Henry County Sheriff’s Office
Deputy Jason L. Keller

Herndon Police Department
Corporal Jay Choi
Officer Ron Eicke
Officer Tanya Henry
Officer James Rider

Hopewell Police Department
Patrolman Mark D. Baggett
Patrolman Ryan E. Fitzsimons
Senior Patrol Officer Daniel M. Pisarek

INOVA Fairfax Hospital SAFE Program
William Hauda, MD-
Medical Director, FACT

Isle of Wight County Sheriff’s Office
Deputy Sheriff Daniel Fordham
Deputy Sheriff Matthew VanWassen

James City County Police Department
Officer Zach Brown
Officer Daniel Jackson
Officer Jeremy Morris
Officer Kathleen Morris
Officer David Peters

James Madison University Police Department
Officer Rodney McCarter

King George County Sheriff’s Office
Sergeant Timothy W. Lyons

King William County Sheriff’s Office
Deputy Michael T. Hamm

Lake Monticello Police Department
Reinhardt Hinz

Lawrenceville Police Department
Assistant Chief B.N. Newcomb

Lebanon Police Department
Patrolman Richard Eric Deskins

Lee County Sheriff’s Office
Deputy Bobby Slusher

Town of Leesburg Police Department
Officer Robert Munger

Lexington Police Department
Officer Ron Condry

Loudoun County Sheriff’s Office
Deputy Jason Totaro

September 20, 2010 Award Winners - Richmond

September 30, 2010 Award Winners - Central Virginia
MADD Recognizes Outstanding Law Enforcement Officers

September 17, 2010 Award Winners - Stratford
New Market Police Department
Officer Michael Miller

Norfolk Police Department
Detective David Benjamin
Officer Brian W. Jones

Norton Police Department
Officer James R. McReynolds

Orange County Sheriff’s Office
Deputy Bryan Seal

Orange Police Department
Officer David Richardson

August 4, 2010 Award Winners - Peninsula

Patrick County Sheriff’s Office
Deputy Dustin Lane Foley

Pentagon Police Department
Officer Christie Bolton
Officer Jason Cummiskey
Officer Todd Green

Petersburg Police Department
Sergeant H.E. James, II
Officer Richard D. Marks

Poquoson Police Department
Officer Michael DiSanto
Officer Steven McGee

Portsmouth Police Department
Officer Stanley J. Koonce
Officer Donna J. O’Brien

New Kent County Sheriff’s Office
Detective J.J. McLaughlin, III
Deputy Ryan Shobe

Richlands Police Department
Officer R.D Holt

Roanoke County Police Department
Officer Billy T. Smith

Rockbridge County Sheriff’s Office
Officer Travis S. Patterson
Law Enforcement Officers

Rockingham County Sheriff’s Office
Deputy Chris Danner

Rocky Mount Police Department
Officer Terry Dameron

Scott County Sheriff’s Office
Deputy Chris Davidson
Deputy Randy Davis
Deputy Pee Wee Smith

Shenandoah County Sheriff’s Office
Deputy William P. Hall

Smithfield Police Department
Officer Thomas Jones
Officer Jared Vance

Smyth County Sheriff’s Office
Deputy Ernie Atwell

South Hill Police Department
Officer Calvin Holmes

South Boston Police Department
Patrolman Thomas Bush

Spotsylvania County Sheriff’s Office
Deputy Robert P. Gould

Stafford County Sheriff’s Office
Deputy Sheriff William T. Johnson

Strasburg Police Department
Sergeant Jason E. Ford

Suffolk Police Department
Officer Eric Crawley
Officer Jason Price

Tazewell County Sheriff’s Office
Corporal Tim Carroll

Tazewell Police Department
Corporal Bill Perry

Timberville Police Department
Sergeant Larry E. Crider

University of Virginia Police Department
Scott Smallwood

United States Park Police
Sergeant Franz Ferstl
Officer Linda Freeman
Officer Pentti Gillespie

Suffolk Police Department
Officer Eric Crawley
Officer Jason Price

Vienna Police Department
Officer Ryan Myers
Sergeant Tom Taylor

Virginia Commonwealth University Police Department
Officer Edgar L. Greer
Officer Kyle Hildreth

Vinton Police Department
Officer Paul Matthew Harris

Virginia Beach Police Department
MPO Steven G. Shunk
Police Officer Brandon S. Butler
Special Operations Traffic Safety Unit
Police Officer Justin G. Trout
MPO James “Mike” Baker

VirginiaDept. of Game & Inland Fisheries
CPO Brandon E. Edwards
Officer Brandon Harris
CPO Dallas K. Neel

Virginia State Police
Area 1
Trooper Daniel W. Hamick
Area 2
Senior Trooper William E. Joyner, II
Trooper Kevin G. Perrigan
Area 3
Trooper Jonathan D. Miles
Area 4
Trooper Melanie H. McKenney
Benjamin Farmer
Area 5
Trooper Daniel J. Senters
Area 6
Trooper W. M. Boelt
Trooper A.C. Wood
Trooper Z.A. Grey
Area 7
Trooper Jason D. Moses
Area 8
Trooper Steve W. Escobar
Area 9
Trooper Daniel Wells
Area 10
Trooper Richard Caldon
Trooper Michael Middleton
Area 11
Trooper Adam Culbertson
Trooper Michael Hackney
Trooper Kenneth Terry
Area 12
Trooper Christopher A. Carson
Trooper Derek J. Mabie
Area 13
Trooper Thomas H. Seagle
Trooper Kevin L. Myers
Area 14
Sr. Trooper Mitchell L. Martin
Trooper Adams S. Waybright
Area 15
Trooper Benjamin Hobbs
Area 16
Trooper David M. Fisher
Area 17
Trooper Timothy M. Simmons
Area 18
Trooper William R. Floyd
Trooper Joe A. Taylor, Jr.
Trooper Jessie C. Wagner
Area 19
Trooper Anthony P. Clore
Area 20
Trooper Brandon S. May
Trooper D. Eric Ferrell
Area 21
Trooper Michael R. Heath

October 28, 2010 Award Winners - Southside VASAP
MADD Recognizes Outstanding Law Enforcement Officers

Area 22
Trooper Jason Hite
Trooper Kevin W. Humphries
Trooper David L. Reedy
Trooper James M. Kennedy

Area 23
Sr. Trooper Daniel Cline
Trooper Travis C. Chattin
Trooper James R. Mullins

Area 24
Trooper Michael L. Carter
Trooper Brad E. Lane
Trooper Patrick W. Meade

Area 25
Sr. Trooper Jody Wilborn
Trooper Christopher L. Brooks
Trooper Adam Maynard Bowen

Area 26
Trooper Charles H. Campbell, Jr.
Trooper Arthur Ball
Trooper Benjamin Sisk

Area 27
Trooper Jason L. Crowder
Trooper Gregory Goldstein
Trooper Charles King

Area 28
Trooper Phillip J. Deel
Trooper Daniel Schneider
Trooper Stephen M. Tignor

Area 29
Trooper Randy L. Heal
Trooper Robert L. Hamilton
Trooper Jeffrey B. Barlow

Area 30
Sr. Trooper Jeffrey B. Barlow
Trooper James R. Street
Trooper Jonathan T. Dudley

Area 31
Sr. Trooper B.K. Hubbard
Trooper Timothy M. Ferguson
Trooper Jason C. Mobley

Area 32
Sr. Trooper J.C. Lawson
Trooper Robert S. Bowers, Jr.
Trooper John J. Lafond

Area 33
Trooper Randy L. Hearl
Trooper Christopher Vance
Trooper Charles J. Crance

Area 34
Sr. Trooper B.K. Hubbard
Trooper Stephen M. Tignor
Trooper Reginald D. Covil

Area 35
Trooper Daniel P. House
Trooper Gregory Cox
Trooper II Logan J. Saunders

Area 36
Trooper Kurt J Johnson
Trooper Arthur Ball
Trooper Robert S. Bowers, Jr.

Area 37
Trooper Daniel P. House
Trooper Jeffrey B. Barlow
Trooper Robert L. Hamilton

Area 38
Trooper Sterling W. Johnson
Trooper Jeffrey B. Barlow
Trooper Robert S. Bowers, Jr.

Area 39
Trooper James R. Street
Trooper Jeffrey B. Barlow
Trooper Robert S. Bowers, Jr.

Area 40
Trooper James L. Crowder
Trooper Christopher Vance
Trooper Jeffrey B. Barlow

Area 41
Trooper Phillip J. Deel
Trooper Christopher Vance
Trooper Jeffrey B. Barlow

Area 42
Trooper Randy L. Hearl
Trooper Jeffrey B. Barlow
Trooper Jeffrey B. Barlow

Area 43
Sr. Trooper Daniel Cline
Trooper Christopher Vance
Trooper Jeffrey B. Barlow

Area 44
Sr. Trooper Jody Wilborn
Trooper Christopher Vance
Trooper Jeffrey B. Barlow

Area 45
Trooper Daniel L. Carter
Trooper Travis C. Chattin
Trooper Jody Wilborn

Area 46
Trooper Michael L. Carter
Trooper Brad E. Lane
Trooper Patrick W. Meade

Area 47
Trooper Michael L. Carter
Trooper Brad E. Lane
Trooper Patrick W. Meade

Warren County Sheriff’s Office
Deputy Tyson Romer

Warrenton Police Department
Officer Art Lepper

Washington County Sheriff’s Office
Deputy Sheriff Tom Dula

Waynesboro Police Department
Christopher Hilliard

West Point Police Department
Officer Eric Mitchell

Weber City Police Department
Officer K. Brian Mauk
Officer Christopher Kilgore

Westmoreland County Sheriff’s Office
Deputy J. E. Molinares

Williamsburg Police Department
Officer Laura Ammons
Officer David Jay
Officer Scott Rose
Officer Timothy Walker
Lieutenant Richard Wanamaker

Winchester Police Department
Corporal Matt Bielicki
Officer Brad Schultz

Wise County Sheriff’s Office
Deputy Ryan Phillips
Deputy Jason Roop
Lieutenant Charles Sanders

Wise Police Department
Patrolman Beldon Mullins

Wythe County Sheriff’s Office
Deputy Robert Christopher Coleman

York-Poquoson Sheriff’s Office
Officer Christopher Bendall
Officer Brian Eckstein
Officer Eric Hart
Officer James Hazelwood
Officer Jason Houston
Officer Julia Kellum
Officer Jeffrey Kerr
Officer Frederic Lyons
Officer Henry Reichle

2011 Legislative Session

We need your help. Ignition Interlock legislation is MADD’s primary focus in 2011. Delegate Sal Iaquinto has introduced House Bill 1589 and Senator Donald McEachin has introduced Senate Bill 1118, these bills will make it mandatory for everyone convicted of drunk driving to have an ignition interlock on their car. Please contact your Delegate and Senator to ask them to support these bills. You can go to www.maddva.org to learn how to send a pre-written e-mail to your legislator or you can call Chris at the MADD VA office if you have questions.
Deputy Chris Coleman receives award from MADD National President, Laura Dean-Mooney

Deputy Robert “Chris” Coleman of the Wythe County Sheriff’s Office was presented with the “Outstanding Law Enforcement Individual Award” and received a standing ovation from a crowd of over 300 at MADD National Conference held in Washington D.C. September 23-25, 2010.

Deputy Coleman was honored for stopping a speeding vehicle that had an impaired driver and passenger. After making the stop, Deputy Coleman discovered a concealed weapon and a dead body. He also determined that the passenger was on bond for the involuntary manslaughter of his child when he was allegedly driving impaired in NC.

Susan Cleveland receives award from MADD National President, Laura Dean-Mooney

Susan Cleveland from MADD Loudoun was awarded the Linda Kitazaki Fundraising Achievement Volunteer Award for her role as the chair of an all-volunteer led Walk Like MADD event, which exceeded their fundraising goal.

MADD Loudoun Volunteers participate in Checkpoint Strikeforce

On November 19th, The Leesburg Police Department held a sobriety checkpoint in conjunction with “Checkpoint Strikeforce.” Volunteers with the Loudoun MADD Community Action Site assisted, along with the Virginia State Police, Leesburg Police Department, Loudoun County Volunteer Rescue Squad 13. Five hundred fifty-five vehicles passed through with 20 drivers being further screened for impairment. Six arrests were made for DUI, one for public intoxication and one for an outstanding warrant. In addition, several drivers were charged with traffic related violations.

Southside and Peninsula MADD Volunteers Receive Awards

October 13, 2010, Bob and Kaye Walsh received the Virginia Beach Crime Prevention Steering Committee, Citizens Award, recognizing their efforts to prevent drunk driving in the Virginia Beach Community.

December 7, 2010, Dick Jackson, Irene Blasko, Jeremy Markle, Sgt. James Jewell, Kaye and Bob Walsh and David and Susan Newton were awarded the John T. Hanna award in the category of legal initiatives. The Hanna Award recognizes outstanding performance in traffic safety.

Tie One On For Safety

The Virginia State Police, MADD VA and area law enforcement joined at the Jefferson Hotel on November 23rd to announce the statewide kick off of Tie One On For Safety. The campaign asks people to tie a red ribbon on their car as a pledge to drive safe, sober and buckled up. Ribbons are available through the state office and through agents of our corporate sponsor, State Farm Insurance.
FACT SHEET

Virginia Drunk Driving Facts

- In 2009, 316 individuals died on Virginia roads in alcohol-related crashes, accounting for 42 percent of Virginia’s total traffic fatalities. This represents an 11 percent decrease from 2008, when 354 individuals died in alcohol-related crashes. ¹
- The number of alcohol-related traffic fatalities in 2009 is among the lowest in a decade in Virginia. ²
- The number of alcohol-related injuries (6,256) also decreased in 2009 by 11 percent from 2008. ³
- In 2009, 25,007 persons were tested with blood alcohol concentration (BAC) of .08 percent or higher in Virginia, a three percent decrease from 2008. ⁴

Checkpoint Strikeforce

- Checkpoint Strikeforce is a research-based, zero-tolerance initiative within the Mid-Atlantic States designed to catch and arrest drunk drivers via sobriety checkpoints and saturation patrols, as well as to educate the public about the dangers and consequences of drunk driving.
- Males between the ages of 21 and 35 are the primary target audience. This demographic group is typically harder to reach with public awareness campaigns and statistically at the highest risk for drunk driving.
- The campaign is supported locally by a grant from the Virginia Department of Motor Vehicles’ (DMV) Highway Safety Office.

Law Enforcement Component

- Last year in Virginia, there were nearly 1,800 sobriety checkpoints and saturation patrols, resulting in 36,718 DUI arrests and 31,434 DUI convictions, which averages to 100 arrests and 86 convictions per day. ⁵
- Of those convicted for driving under the influence (DUI) in Virginia in 2009, nearly 79 percent (78.68 percent) were male. ⁶
- State and/or local law enforcement agencies announced they would conduct at least one sobriety checkpoint and/or saturation patrol every week throughout Virginia, Maryland and the District of Columbia through the end of 2010.
- Aggressively deployed sobriety checkpoints can result in a 20 percent reduction in alcohol-related traffic fatalities. ⁷
- Sobriety checkpoints are a highly-targeted way to fight drunk driving, as they are strategically timed and located where drunk driving is more likely to occur, making them amongst the most effective tools at combating this issue.

Public Opinion

A June 2010 public opinion survey of Maryland, Virginia, and District of Columbia drivers found:

- The biggest fear amongst this group of local male drivers as a result of driving while intoxicated is killing or injuring someone else (64 percent), more than arrest (13 percent) or their own death (16 percent). ⁸
- Nearly three-quarters (73 percent) of these local drivers perceive drunk driving as one of the most serious dangers faced on area roadways. ⁹
- The same number of people (73 percent) in this group think that being caught by police should be drunk drivers’ number one fear. ¹⁰
- Nearly one out of four (24 percent) of these local drivers said that they would (or have) changed their behavior knowing that sobriety checkpoints were being held in their area. ¹¹

Public Awareness Component

- Complementing the aggressive deployment of sobriety checkpoints is a proactive, highly visible, resonant advertising and public awareness effort.
- This year, significant effort has been put toward an ad campaign and educational outreach in Virginia. The creative ads were written and produced utilizing the findings from the campaign’s opinion poll, ensuring the messages resonate and connect with the target audience of 21-35 year old males.
- Nearly 34,500 radio and television spots will run on a total of 96 broadcast stations, cable systems and radio stations in Virginia between August and December.
- Additionally, targeted Internet advertising is expected to garner approximately five-million impressions over the course of the campaign.

Get more information at http://www.checkpointstrikeforce.net/educate.html

**MADD Virginia**

5310 Markel Road., Suite 101  
Richmond, VA 23230  
Phone: (804) 353-7121  
Toll Free: 1-800-533-MADD  
Fax: (804) 353-7122  
E-mail: va.state@madd.org  
Web site: www.maddva.org

**State Office Staff**

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Chris R. Konschak

**Administrative & Technology Asst.**  
M. “Abby” Amalbert

**Program Specialist**  
Cristi C. Cousins

**Clerical Office Assistants**  
Barbara Dickerson  
Nancy Foster

**Affiliate Office**

**Northern Virginia Chapter**  
(Arlington, Fairfax, Fauquier, Prince William counties; Alexandria, Fairfax, Falls Church, Manassas, Manassas Park)  
PO Box 3013  
Fairfax, VA 2208  
Phone: (703) 379-1135  
Fax: (703) 379-1930  
E-mail: NorthernVirginia.VA@madd.org

**Victim Advocate**  
Noreen Dinndorf

**MADD About Virginia** is distributed free of charge to MADD members, donors, volunteers, and others interested in MADD’s mission.

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**Community Action Sites**

**Blue Ridge CAS**  
(Albermarle, Augusta, Buckingham, Fluvanna, Greene, Louisa, Madison, Nelson, Orange counties; Charlottesville, Staunton, Waynesboro cities)

**Bristol CAS**  
(Bristol City and Washington County)

**Central Virginia CAS**  
(Albemarle, Augusta, Buckingham, Fluvanna, Greene, Louisa, Madison, Nelson, Orange counties; Charlottesville, Staunton, Waynesboro cities)

**Loudoun County CAS**  
(Loudoun County)

**Peninsula CAS**  
(York County and Hampton, Newport News, Poquoson, Williamsburg cities)

**Richmond Area CAS**  
(Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, Powhatan, Prince George counties; Colonial Heights, Hopewell, Petersburg, Richmond cities)

**Shenandoah Valley CAS**  
(Clarke, Frederick, Page, Rappahannock, Shenandoah, Warren Counties, Front Royal and Winchester cities)

**Smith Mtn. Lake CAS**  
(Bedford, Botetourt, Franklin, Montgomery, Roanoke counties)

**Southside CAS**  
(Chesapeake, Norfolk, Portsmouth, Suffolk, Virginia Beach)

For information about the above areas or for areas not listed above, please contact the State Office.

---

**Join MADD Today**

and make a difference tomorrow.

**NO MEMBERSHIP FEE**

Membership and Volunteer Application

MADD is an organization of victims, survivors, and concerned citizens determined to reduce deaths and injuries resulting from driving under the influence. As a participant, you will be entitled to any and all of the services MADD has to offer including newsletters, magazines, and updates on current legislation and drunk driving information.

---

**Your Information**

Name___________________________________________________________

Address________________________________________________________

City________________________State____Zip_____________________

Home phone________________________E-mail _______________________

☑ I am a victim/survivor of drunk driving  
☑ I prefer not to receive MADD newsletters

**Make a contribution***  

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