

MADD

Activism | Victim Services | Education

About Virginia

January
2011

LAW ENFORCEMENT & LEGISLATION

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/>



**Frolic with Glee!
Tonight, I'm DD.**
Enjoy your safe ride home. **MADD**

Designated Driver 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.

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NEWS FROM NHTSA

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>

Total and Alcohol-Impaired Driving Fatalities*

	2008	2009	Change	% Change
Total Fatalities	37,423	33,808	-3,615	-9.7%
AI Driving Fatalities	11,711	10,839	-872	-7.4%

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

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=UserAction&id=1022>

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 VA and the Fairfax Alcohol Safety Action Program ceremony held May 7, 2010, Tysons Westpark Hotel. Keynote Speaker, William Tower, Law Enforcement Liaison, NHTSA.

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



Vince Burgess Speaking at Smith Mountain Lake Awards

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.



September 2, 2010 Award Winners - Virginia Beach

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.



September 28, 2010 Award Winners - Smith Mountain Lake

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



September 15, 2010 Award Winners - Southwest Virginia

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

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 Matthiae
Patrolman Larry McCay, Jr.
Patrolman John Mocello
MPO Michael Vandenheede



September 20, 2010 Award Winners - Richmond

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



September 30, 2010 Award Winners - Central Virginia

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

MADD RECOGNIZES OUTSTANDING

Louisa County Sheriff's Office

Christopher Powell

Lynchburg Police Department

Officer II, Michael W. Howard, Jr.

Madison County Sheriff's Office

Corporal Randall Richards

Manassas City Police Department

Officer Derrick Black

City of Manassas Park Police Department

Officer John Graham

Marion Police Department

Sergeant Raymond W. Thomas

Martinsville Police Department

Officer Douglas A. Graham

Mecklenburg County Sheriff's Office

Deputy Christopher T. Baird

Montgomery County Sheriff's Office

Sergeant Timothy D. Shepherd

Nelson County Sheriff's Department

Corey Thacker

Newport News Police Department

Officer Nicholas A. Burk
Officer Joseph Ducey
Officer Hak-Jai Kim
Officer Scott E. Stewart
Officer Scott Mounger

New Kent County Sheriff's Office

Detective J.J. McLaughlin, III
Deputy Ryan Shobe



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
Powhatan County Sheriff's Office

Office

Patrol Corporal Danny L. Smith

Prince George County Police Department

Patrol Officer Eric L. McQuage

Prince William County Police Department

Officer David Ehrhardt
Officer Curt Redlin
Officer Jeremy Schenck
Officer Michael Szalach

Pulaski Police Department

Officer J.D. Saul

Radford City Police Department

Officer John M. Crowder
Officer Thomas Jason Tickle

Richlands Police Department

Officer R.D Holt

Richmond Police Department

Floyd T. Campbell
Daniel E. Burgess
Robert Marland

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



October 28, 2010 Award Winners - Southside VASAP

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

Virginia Dept. 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

MADD RECOGNIZES OUTSTANDING LAW ENFORCEMENT OFFICERS

Area 22

Trooper Jason Hite

Area 23

Sr. Trooper Daniel Cline

Sr. Trooper Jody Wilborn

Area 24

Trooper Michael L. Carter

Area 25

Trooper Charles H. Campbell, Jr.

Area 26

Trooper Jason L. Crowder

Trooper Phillip J. Deel

Trooper Randy L. Hearl

Area 27

Sr. Trooper Jeffrey B. Barlow

Sr. Trooper B.K. Hubbard

Sr. Trooper J.C. Lawson

Area 28

Trooper Christopher Vance

Trooper Robert L. Hamilton

Area 29

Senior Trooper Gene Crouse

Trooper Jimmy L. Neece

Area 30

Senior Trooper Kely N. Harvel

Area 31

Trooper Daniel P. House

Trooper Kurt J Johnson

Area 32

Trooper Lee C. White

Trooper Sherrod D. Covil

Area 33

Trooper II Logan J. Saunders

Area 34

Trooper Sterling W. Johnson

Trooper James A. Snyder

Area 35

Trooper M.T. Hand

Area 37

Trooper Mary J. Billeter

Trooper James L. Brown

Trooper Christopher R. Garrett

Trooper John J. Lafond

Area 38

Trooper Jonathan D. Bostic

Trooper J. Todd Brendel

Trooper Donnie C. Ratliff

Area 39

Trooper Landon B. Umberger

Trooper Richard N. Russell

Area 40

Trooper Jason R. Hypes

Trooper Kevin W. Humphries

Trooper Richard A. McClanahan

Trooper David L. Reedy

Trooper James M. Kennedy

Area 41

Trooper Travis C. Chattin

Trooper James R. Mullins

Area 42

Trooper Brad E. Lane

Trooper Patrick W. Meade

Area 43

Trooper Christopher L. Brooks

Area 44

Trooper Adam Maynard Bowen

Area 45

Trooper Arthur Ball

Trooper Gregory Goldstein

Trooper Charles King

Trooper Daniel Schneider

Trooper Benjamin Sisk

Area 46

Trooper James R. Street

Trooper Jonathan T. Dudley

Trooper Timothy M. Ferguson

Trooper Jason C. Mobley

Trooper Robert S. Bowers, Jr.

Trooper Stephen M. Tignor

Area 47

Sr. Trooper Eric W. Newby

Sr. Trooper Charles J. Crance

Area 48

Trooper Gregory Cox

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 Benjamin Farr

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.

VIRGINIA NEWS

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.

CHECKPOINT STRIKEFORCE

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>

¹Virginia Department of Motor Vehicles (DMV) 2009 Crash Facts, ²Ibid, ³Ibid, ⁴Ibid, ⁵Ibid, ⁶Ibid, ⁷Insurance Institute for Highway Safety (IIHS)Alcohol – Deterrence & Enforcement, May 2010, 8MWR Strategies Pre-Survey, June 2010, ⁹Ibid, ¹⁰Ibid, ¹¹Ibid. Washington Regional Alcohol Program (WRAP) 1420 Spring Hill Road, Suite 250, McLean, Va. 22102 telephone 703.893.0461 | fax 703.893.0465 | <http://www.wrap.org>.

MADD Virginia

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Web site: www.maddva.org

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MADD VA Program Manager
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.

Community Action Sites

Blue Ridge CAS

(Amherst, Campbell Counties;
Lynchburg City)

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 cit-
ies)

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.

MADD National

511 E. John Carpenter Fwy., Suite 700
Irving, TX 75062
Toll Free: 1-800-438-6233
Victim Services: 1-877-MADD-HELP
Web site: www.madd.org

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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

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MADD's Mission

To stop drunk driving, support the victims of this violent crime and prevent underage drinking.

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Mount Trashmore
Virginia Beach, VA

May 14, 2011
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Richmond, VA

May 21, 2011
Dominion High School
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For more information please call
1-800-533-6233 or 804-353-7121 or
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