



# WRAP reporter

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SPRING 2010

## Holiday SoberRide® Posts Record Numbers

WRAP's 2009 Holiday *SoberRide* campaign provided a record high 3,178 total, free cabs rides to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

WRAP's most recent Holiday *SoberRide* effort ran nightly from December 11, 2009 through and including New Year's Day, January 1, 2010. The nearly 3,200 persons using this free cab ride service to prevent drunk driving surpassed WRAP's December 2002 then record of providing 2,731 total Holiday *SoberRides* home.

On New Year's Eve 2009, alone, 692 persons in the Washington-metropolitan area used *SoberRide* as opposed to possibly driving home drunk.

"This level of ridership translates into *SoberRide* removing a would-be drunk driver from Greater Washington's roadways every 42-seconds on New Year's Eve, alone," said George Pakidis, Chairman of WRAP's *SoberRide* Committee.

New Year's Eve's *SoberRide* use represented a 48-percent (47.86%) increase from the previous (2008) New Year's Eve (692 > 468).

The 2009 Holiday *SoberRide* program operated between 10:00 pm and 6:00 am each evening over this nearly three-week period as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday time. During that period, Washington-metropolitan area residents celebrating with alcohol could call the toll-free *SoberRide* phone number 1-800-200-TAXI and be afforded a no-cost (up to \$50 fare), safe way home. (AT&T wireless customers could call #-TAXI for the same service.)

Since 1993 alone, WRAP's *SoberRide* program has provided 47,813 free cab rides to would-be impaired drivers in the Greater Washington area.

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## Checkpoint Strikeforce Taps YouTube and Social Media to Deliver Anti-DUI Messages



WRAP's Checkpoint Strikeforce video, "Even a Police Chief," featuring former Alexandria, Virginia Police Chief David Baker.

With social media changing the face of reporting and being visited disproportionately by young males, the region's 2009 *Checkpoint Strikeforce* campaign (for which WRAP serves as project director) actively employed YouTube and new media.

Intending to have a maximum impact during the most dangerous period of the year for drunk driving, the winter holiday season, the campaign produced and posted on YouTube three hard-hitting vignettes showcasing real-world, highly-negative consequences of drunk driving. The videos can be seen by visiting the *Checkpoint Strikeforce* campaign's YouTube page at [www.youtube.com/duicheckpoint](http://www.youtube.com/duicheckpoint).

The first video, entitled "Even a Police Chief Can Get Nailed for Drunk Driving", spotlights former Alexandria, Virginia Police Chief David Baker, who was arrested for DUI in July 2009, pleaded guilty, served time in jail and resigned his commission after over 40 years of service. In the video, Baker poignantly outlines the numerous never-ending negative consequences of that night. The second video features a powerful partnership of a father who lost his daughter to drunk driving and the drunk driver who killed her. Entitled the "Killer of My Daughter"—Father and Driver Unite," the video features the two men—standing side by side—discussing

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how the event has devastated them and their families and how they have come together to convince others to avoid their fate. The final video, entitled “DUI: Real Cop Stories,” features a veteran of the City of Richmond Police Department describing with perfect recall—and brutal clarity—the worst drunk driving incidents he has witnessed during his 20-year career, underscoring the unforgettably horrific impact DUI tragedies leave on individuals.

“Our goal with these videos is to have a powerful presence where our audience increasingly spends its time: YouTube and other social media,” said Kurt Erickson, WRAP’s President. “To attract eyeballs and ears to the videos during the holiday season, when drunk driving traditionally peaks, we sponsored ads on YouTube, Facebook and Google seen by 21-35-year-old males in Virginia, Maryland and DC, ensuring we reached our core audience with maximum efficiency.”

During the holiday season, law enforcement agencies across the region stepped up their enforcement of drunk driving. More than 75,000 individuals were arrested for drunk driving in Maryland, Virginia and the District of Columbia in 2008.

*Checkpoint Strikeforce* is a research-based, multi-state, zero-tolerance initiative designed to get impaired drivers off our roads using checkpoints and patrols when and where drunk driving is most likely to occur, and to educate the public about dangers and consequences of drunk driving. The campaign is supported in the Greater Washington area by a grant from the District Department of Transportation as well as from both the Maryland State Highway Administration’s Highway Safety Office and the Virginia Department of Motor Vehicles’ Highway Safety Office.

For more information, visit [www.checkpointstrikeforce.net](http://www.checkpointstrikeforce.net). ■

**More than 75,000  
motorists were arrested  
for drunk driving in D.C.,  
Maryland, and Virginia  
in 2008.**



Virginia Attorney General William C. Mims helping launch Virginia's 2009 Checkpoint Strikeforce campaign.



Metropolitan Police Department officers conducting a sobriety checkpoint as part of the launch of Greater Washington's 2009 Checkpoint Strikeforce campaign.



Media covering the kick-off of Maryland's 2009 Checkpoint Strikeforce campaign along the Baltimore waterfront.

*Holiday SoberRide* continued from page 1

*SoberRide* was offered in the: District of Columbia; throughout the Maryland counties of Montgomery and Prince George's; and throughout the Northern Virginia counties of Arlington, Fairfax, (eastern) Loudoun and Prince William.

Sponsors of the 2009 Holiday *SoberRide* campaign included Anheuser-Busch, AT&T, Diageo, Enterprise Rent-A-Car Foundation, GEICO, Giant Food Inc., Red Top Cab and the Washington Area New Automobile Dealers Association.

Participating taxicab companies included: Alexandria Yellow Cab, Barwood; Fairfax Yellow Cab; Loudoun Yellow Cab; Manassas Cab Company; Red Top Cab; Silver Cab of Prince George's County; Yellow Cab of D.C.; and Yellow Cab of Prince William County. ■



WRAP Chairman **Alexa Kaufman** (AT&T) helping launch WRAP's 2009 Holiday *SoberRide* campaign.



Alexandria, Virginia Police **Chief Earl Cook** (l) greeting **Mike Guiffre** with Guiffre Distributing at the kick-off of WRAP's 2009 Holiday *SoberRide* campaign.



2009 Holiday *SoberRide* campaign launch speaker, Virginia **Delegate Vivian Watts** (l) receiving a gift of appreciation from that day's Master of Ceremonies, **Lindsay Czarniak** (News4).

## Drunk Driving Incidents Decline in Greater Washington

For the second year in a row, the number of alcohol-related traffic fatalities, injuries and crashes all declined in the Washington-metropolitan area in 2008 according to a report released on December 11, 2009 by WRAP.

"The report's findings appear to show the dividends of both highly-visible law enforcement deterrent efforts like the region's Checkpoint Strikeforce campaign as well as increased public attention to the threat of drunk driving," said Kurt Gregory Erickson, WRAP's President.

WRAP's 17th-annual report, "How Safe are Our Roads?, A Data Report on the Impact of Drunk Driving on Highway Safety in the Washington Metropolitan Region" (viewable online at <http://www.wrap.org/highwaysafety09.pdf>), was prepared by the Metropolitan Washington Council of Governments (COG).

Findings in the 2009 report include:

### Fatalities

Local alcohol and or drug-related traffic deaths decreased by more than 20-percent (20.7%) between 2007 and 2008 (and from 116 to 92 such fatalities). Such represents a second-year consecutive decline in such deaths occurring in the Greater Washington area.

### Crashes

Area traffic crashes attributed to alcohol and or drugs decreased by more than 21-percent (21.3%) between 2007 and 2008 (and from 5,015 to 3,946 such crashes).

Such represents a second-year consecutive decline in such crashes occurring in the Greater Washington area.

### Injuries

Local alcohol and or drug-related traffic injuries also decreased by nearly 17-percent (16.8%) between 2007 and 2008 (and from

### Arrests

Local arrests for either driving under the influence (DUI) or driving while intoxicated (DWI) increased by over four-and-a-half-percent (4.6%) between 2007 and 2008 (and from 14,976 to 15,669 such arrests). Such represents the highest level of impaired driving arrests occurring in the Greater Washington area in six years (2002: 16,309 DUI/DWI arrests).

Of the Washington-metropolitan area's 310 total traffic fatalities in 2008, 29.7%


(92) of these roadway deaths were alcohol and or drug-related. 2008 national statistics (National Highway Traffic Safety Administration or NHTSA) show that 37-percent of total U.S. vehicular fatalities were reported as alcohol/drug-related.

While WRAP and COG officials pointed to high-profile law enforcement deployments like local sobriety checkpoints and saturation patrols—and the voluntary compliance gained from the same—as a principal catalyst in Greater Washington's recent downward DUI numbers, they also stressed the need to resist complacency.

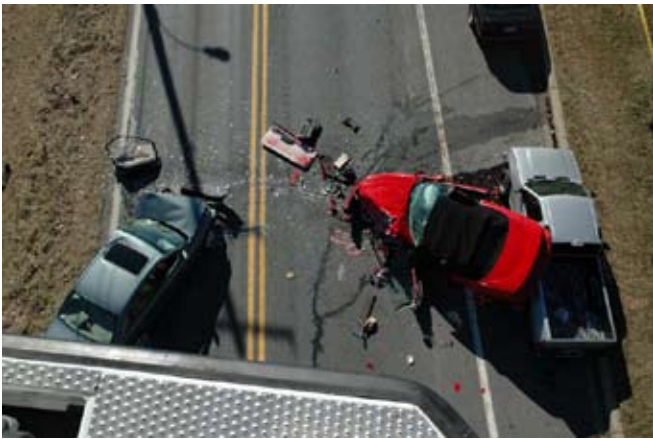
"Because drunk-driving arrests are still a problem every hour in metropolitan Washington, we must look for even more effective ways to combat this preventable killer," said David Robertson, COG's Executive Director.

WRAP's timing in releasing its report was in tandem with this country's most deadly time of year when it comes to drunk driving. According to NHTSA, historically,


more people are killed in alcohol-related traffic crashes between Thanksgiving and New Years than during any other period of the year. ■



## How Safe Are Our Roads?



Annual Data Report on the Impact of Drunk Driving on Road Safety in the Washington D.C. Metropolitan Region  
December 2009



Metropolitan Washington Council of Governments

## Area Law Enforcement Lauded for Fight Against Drunk Driving



Maryland State Police **Trooper Matthew Allen** (second from left) receiving his 2009 WRAP Law Enforcement Award along with (l to r) Master of Ceremonies **Lindsay Czarniak** (News4), **Lieutenant Pamela Simms** (ret.) and Alexandria Police **Chief Earl Cook**.

Twelve Washington-metropolitan area police officers were cited for their "outstanding commitment in the fight against drunk driving in Greater Washington" on December 11, 2009 and presented with the area's twelfth-annual "Law Enforcement Awards of Excellence for Impaired Driving Prevention."

Presented at a regional ceremony held in McLean, Virginia, WRAP presented its 2009 Law Enforcement Awards to:

- **City of Alexandria Police Department's** Deputy Chief Eddie Reyes
- **Arlington County Police Department's** Officer Andrew Nucelli
- **Fairfax County Police Department's** Auxiliary Police Officer Program
- **Loudoun County Sheriff's Office's** Deputy Jason Totaro
- **Maryland State Police's** Trooper Matthew L. Allen
- **Metropolitan Police Department's** (D.C.) Officer Joe E. Rodriguez
- **Montgomery County Department of Police's** Officer III John Romack
- **Prince George's County Police Department's** Sergeant James L. Ianni
- **Prince William County Police Department's** Officer David A. Ehrhardt AND Officer Curt Redlin
- **United States Park Police's** Officer Adam E. Zielinski
- **Virginia State Police's** Senior Trooper Michael S. Middleton

The annual awards, presented at a ceremony at Maggiano's Little Italy in the Tysons Galleria, were bestowed by WRAP in memory of Metropolitan Police Department's Motor Patrol Officer Anthony W. Simms. Officer Simms, as a result of injuries sustained while on duty, lost his life to an impaired driver during Memorial Day weekend in 1996. WRAP's 2009 Law Enforcement Awards were presented by Officer Simms' widow, Lieutenant Pamela Simms, also formerly with the Metropolitan Police Department, along with News4's Sports Anchor Lindsay Czarniak. Last December's event speakers included Virginia Delegate Vivian Watts (D-Annandale) and Alexandria Police Chief Earl L. Cook, amongst others.



WRAP Program Manager **Marcela Martinez** posing with Alexandria Police Department **Deputy Chiefs** (l to r) **Eddie Reyes** and **Clinton Spruill** at WRAP's 2009 Law Enforcement Awards ceremony.



Alexandria Police **Chief Earl Cook** and WRAP **Chairman Alexa Kaufman** (AT&T) listening to speakers at WRAP's 2009 Law Enforcement Awards ceremony.

"Today's awardees represent the front lines in the fight against drunk driving in Greater Washington," said Alexa Kaufman, WRAP's Chairman. "It is only through their commitment in stopping the threat that impaired driving presents to all our friends and families that the Washington-metropolitan area continues to have a rate of alcohol-related traffic deaths lower than the national average."



2009 Law Enforcement Awardee **Officer Adam Zielinski** (second from right) posing with fellow U.S. Park Police officers as well as Master of Ceremonies **Lindsay Czarniak** (second from left) at WRAP's 2009 Law Enforcement Awards ceremony.

According to WRAP and contained in the organization's 2009 "How Safe are Our Roads" report (see online at: <http://www.wrap.org/highwaysafety09.pdf>), alcohol-related traffic fatalities, injuries and crashes all decreased in the Washington-metropolitan area in 2008.

In addition to receiving the Law Enforcement Awards, each of the 2009 WRAP honorees also received a pair of complementary Washington Wizards tickets (courtesy of the Washington Wizards), a \$25 prepaid gas card (courtesy of Exxon Mobil) and two high-tech and illuminated ticket boards and embroidered work bag (courtesy of the region's **Checkpoint Strikeforce** campaign). ■

## Super Bowl Drunk Driving

During Super Bowl Sunday, 49% of all U.S. traffic fatalities are alcohol-related according to the National Highway Traffic Safety Administration.

“With nearly half of all U.S. traffic deaths being caused by drunk drivers during Super Bowl Sunday, it’s important to have a game-plan both on and off the field to combat this too often deadly opposition,” said Alexa Kaufman, WRAP’s Chairman.

In advance of “Super Bowl Sunday” scheduled for February 7, 2010, WRAP issued a number of “safe celebrating” tips to prevent drunk driving including to:

- **Plan ahead and designate a driver if you’re celebrating with alcohol.**
- **Use alternative transportation like taxi cabs.**
- **Be a responsible host by:**
  - **Not serving anyone who appears to be impaired.**
  - **Serving food with alcohol (high protein foods like meats and cheeses stay in the stomach longer thereby slowing the body’s alcohol absorption rate).**
  - **Using a non-carbonated base in alcoholic punches (the body absorbs alcohol faster when mixed with carbonization).**
  - **Serving non-alcoholic beverages as an option.**
  - **Never serving minors.**
  - **Closing the bar at least an hour before the event’s end.**
  - **Designate a bartender/don’t let guests mix their own drinks.**
  - **And never allowing impaired guest to get behind the wheel.**
- **Report drunk drivers. (Maryland and Virginia law enforcement professionals both encourage the use of the “#77 feature” on wireless telephones for motorists to report suspected drunk drivers. In D.C., dialing “311” is encouraged for the same.)**
- **Wear your seatbelt.**

“Wearing a seatbelt may not be widely viewed as a tool in this effort but the wearing of a seatbelt may be your best defense against a drunk driver,” said Kaufmann. “The bottom-line is that the routine wearing of seatbelts is the single most effective measure to reduce crash-related deaths and injuries.” ■

## WRAP Hosts 6th “Maryland Remembers” Ceremony

In an emotional ceremony in Annapolis on December 9, 2009, Maryland Lieutenant Governor Anthony Brown (D) memorialized the state’s victims of drunk driving while simultaneously calling for safety during what he labeled as one of the deadliest times of year when it comes to drunk driving.

Noting the fact that the period between Thanksgiving and New Year’s Day is historically that holiday period when the largest number of U.S. alcohol-related traffic fatalities occurs, Brown told Maryland drivers this holiday season that “if you drink and drive, you will be caught, you will be arrested and you will spend time in jail.”

Emphasizing his plea, a procession of Maryland families each baring photographs of loved ones killed in alcohol-related traffic crashes began what was billed as the state’s sixth-annual “Maryland Remembers” ceremony. Family members each went to the front of the room in the Maryland General Assembly’s Miller Senate Building and solemnly said the name of their victim of drunk driving.

“Governor O’Malley and I are committed to ending drunk driving and improving safety on our roads,” said Brown. “Too often

drunk drivers are caught and arrested but then released and allowed to perpetuate the cycle that too often leads down a path of destruction and tragedy. Today we announce an additional bold step in the fight against drunk driving—the research and development of a new program to prevent DUI offenders from becoming repeat offenders.”

The new executive order signed by Maryland Governor Martin O’Malley (D) calls for the assembly of a task force to examine and develop a framework for an alcohol safety program, a recommendation of the legislatively mandated Task Force to Combat Driving Under the Influence of Drugs and Alcohol and on which WRAP was appointed to by Governor O’Malley.

Other speakers at this annual ceremony hosted by WRAP included Maryland Transportation Secretary Beverley K. Swaim-Staley, Maryland State Highway Administrator Neil J. Pedersen, Associate Administrator of the National Highway Traffic Safety Administration Brian McLaughlin and Jan Withers and Joseph Sikes whose 15-year-old daughter Alisa died in a crash caused by an underage drunk driver in 1997. ■



Maryland Lieutenant Governor Anthony Brown (l) posing with WRAP President Kurt Erickson at the 2009 “Maryland Remembers” ceremony.

## Virginia Motorists Urged to Still Call #77 to Report Drunk Drivers

Following on the foot heels of an October 2009 U.S. Supreme Court decision to not review a controversial Virginia Supreme Court decision involving the reporting of suspected drunk drivers and which U.S. Chief Justice John G. Roberts bemoaned as one which could give drunk drivers in Virginia “one free swerve,” WRAP joined AAA Mid-Atlantic in continuing to urge the public to report drunk drivers.

“Both courts’ decisions had to do with whether or not an anonymous tip about an alleged drunk driver alone equaled reasonable suspicion for law enforcement to stop that driver,” said Kurt Gregory Erickson, WRAP’s President. “There’s nothing in the courts’ rulings to dissuade the public from continuing to report drunk drivers. In fact, the reporting of suspected drunk drivers gives law enforcement a valued ‘heads-up’ to make their own observations on probable cause for a stop and or arrest.”

“In fact, this kind of sought public involvement better allows law enforcement to ‘fish where the fish are,’” continued Erickson.

Last October, the U.S. Supreme Court declined to review a ruling by the Virginia Supreme Court in which a drunk driving conviction was dismissed citing that an anonymous tip about a suspected drunk driver was an insufficient reason for law enforcement to stop the reported suspect. The four-to-three decision by Virginia’s Supreme Court (*Virginia v. Harris*, 08-1385) and last fall’s U.S. Supreme Court decision to not have the full court formally review this case resulted in Chief Justice Roberts’ issuing a strong written dissent.

Regarding his “one free swerve” comments contained in his dissent, Roberts also wrote that “it will be difficult for an officer to explain to the family of a motorist killed by that swerve that the police had an anonymous tip that the driver of the other car was drunk, but that they were powerless to pull him over, even for a quick check.”

“Regardless of this recent judicial roadblock, the public needs to remain engaged on this issue and by serving as an extra set of eyes on Virginia’s roadways,” said Lon Anderson, Public and Government Affairs Director for AAA Mid-Atlantic. “The sad reality is that there are more persons arrested



each year for drunk driving in Virginia than there are in law enforcement in the Commonwealth and they need our help to win this war.”

Both WRAP and AAA have long advocated the reporting of drunk drivers in

Virginia by safely using the “#77” feature on wireless telephones used in the state.

The #77 feature is the Virginia State Police equivalent of calling 911 and immediately dials through to the nearest Virginia State Police emergency communications center. ■

## Over 300 SoberRide®s Provided on July 4th Holiday

The Washington-metropolitan area’s *SoberRide* program provided 331 free cab rides home to would-be drunk drivers during Independence Day 2009.

Provided by WRAP, the 2009 Independence Day *SoberRide* program began on July 4, 2009 and continued until 4:00 am the day after as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

“For *SoberRide*’s hours of operation this Independence Day, this level of ridership translates into the removal of

a would-be drunk driver from Greater Washington’s roadways every two minutes,” said George Pakidis, Chairman of WRAP’s *SoberRide* Committee.

The level of last July’s *SoberRide* use represents a virtual doubling in *SoberRide* ridership from that on July 4, 2008 (331 > 166).

Sponsors of last year’s Independence Day *SoberRide* offering include AT&T, Anheuser-Busch, Diageo, Enterprise Rent-A-Car Foundation, ExxonMobil, GEICO and Red Top Cab of Arlington. ■

## Local Halloween SoberRide® Success

WRAP's 2009 Halloween *SoberRide* program provided 515 free cab rides home to would be drunk drivers in the Washington-metropolitan area.

WRAP's most recent Halloween *SoberRide* program began at 10:00 pm on October 31, 2009 and continued until 6:00 am the following day as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period.

"For *SoberRide*'s hours of operation this Halloween, this translates into the removal of a would-be drunk driver from Greater Washington's roadways every 63-seconds," said Kurt Gregory Erickson, WRAP's President.

Last October's level of ridership was the second highest for Halloween and since the organization began its *SoberRide* program in 1993. The 515 *SoberRides* provided last Halloween was surpassed only by a three-night *SoberRide* offering in 2005 and when a record 579 Greater Washington area persons took advantage of the free cab ride service to deter drunk driving.

During *SoberRide*'s eight-hour period last Halloween, area residents celebrating with alcohol could call the toll-free *SoberRide* phone number 1-800-200-TAXI and be afforded a no-cost (up to a \$50 fare), safe way home. AT&T wireless users could call #-TAXI for the same service. Local taxicab companies through-out the Washington-metropolitan area provided this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

# SoberRide®

2009

**1-800-200-TAXI**  
AT&T Customers Dial #TAXI (#8294)  
WASHINGTON REGIONAL ALCOHOL PROGRAM

## DRUNK DRIVING BITES



**IF YOU CHOOSE TO CELEBRATE WITH ALCOHOL THIS HALLOWEEN, DESIGNATE A DRIVER OR CALL WRAP's SoberRide® at 1-800-200-TAXI**  
(You must be 21 or older to use this service) AT&T customers dial: #TAXI (#8294)

**For a FREE ride HOME (up to a \$50 fare) from 10:00 pm, Saturday, October 31 to 6:00 am, Sunday, November 1, 2009**

The new  
**at&t**

**Budweiser**  
RESPONSIBILITY MATTERS™

**DIAGEO**

**RED TOP CAB**  
of Arlington

Enterprise Rent-A-Car Foundation

**WANADA**  
WASHINGTON AREA NEW AUTOMOBILE DEALERS ASSOCIATION

Some restrictions apply. See [www.soberride.com](http://www.soberride.com) for further details or call WRAP at 703-893-0461

*SoberRide* was offered in the District of Columbia; throughout the Maryland counties of Montgomery and Prince George's; and throughout the Northern Virginia counties of Arlington, Fairfax, (eastern) Loudoun and Prince William.

Sponsors of WRAP's 2009 Halloween *SoberRide* offering included: Anheuser-Busch, AT&T, Diageo, Enterprise Rent-A-Car Foundation, Red Top Cab of Arlington and the Washington Area New Automobile Dealers Association. ■

## WRAP Helps Recognize Maryland Law Enforcement for Fight Against Drunk Driving

On September 27, 2009 and at the Carroll County Agricultural Center in Westminster, Maryland, WRAP helped honor over 120 Maryland law enforcement professionals in the nonprofit organization's capacity of project director of Maryland's 8th-annual Impaired Driving Enforcement Awards.

Recognized for their outstanding commitment to Maryland's fight against drunk driving, these 124 honorees were each presented with a Law Enforcement Medal and a uniform bar for exceptional service.

"The awardees represent the front lines in the fight against drunk driving in our state," remarked Maryland Highway Safety

Office Chief, Vernon F. Betkey, Jr. "We owe so much to these men and women as we stand committed to winning Maryland's fight against impaired driving."

Three officers were specifically recognized for having made more than 100 individual DUI arrests in 2008. Police Officer III Jonathan Bennett of the Gaithersburg Police Department, Trooper First Class Edwin Bowers and Police Officer III John Romack of the Montgomery County Police Department were each honored with a special plaque known as the "Ace Award."

In addition to these awards, another law enforcement professional was recognized

for his role in spearheading, and/or maintaining innovative DUI enforcement, education, and training programs within his respective department. The 2009 recipient of the Outstanding Innovative Enforcement Award was Harford County Sheriff's Office Sergeant Joseph T. VanSeeters.

MADD National CEO Chuck Hurley served as the day's Featured Speaker.

According to Maryland's State Highway Administration, law enforcement officers in Maryland made more than 24,000 arrests for DUI or DWI-related offenses in 2008.

The annual awards program was supported via a grant to WRAP from the Maryland Highway Safety Office. ■



*Recipients of Maryland's Impaired Driving Enforcement Awards posing at the 2009 awards ceremony*

## WRAP Commemorates 27th Year at Annual Meeting



Members of the Fairfax Countywide Initiative to Reduce Underage Drinking (l to r) Jennifer Cooper, Clarence Jones, Lisa Adler and Sarah Freud posing before the start of WRAP's 2009 Annual Meeting.

Held at Washington, D.C.'s Maggiano's Little Italy, WRAP commemorated its 27th year fighting drunk driving and underage drinking with Prince George's County's State's Attorney Glenn Ivey and honoring 20 area individuals and businesses going above and beyond the call of duty in Greater Washington's fight against drunk driving and teen drinking.

Ably serving as Featured Speaker on October 23, 2009 was Mr. Ivey and whose remarks proved insightful into WRAP's own mission. In addition, the following 2009 awardees were bestowed honors from WRAP:

### 2009 WRAP Community Partnership Awards:

- AT&T
- GEICO
- Red Top Cab

### 2009 WRAP Public Partnership Awards:

- District of Columbia Department of Transportation
- Maryland Highway Safety Office
- Virginia Department of Motor Vehicles

### 2009 WRAP Corporate Sponsor Awards:

- AT&T
- Beer Institute
- Diageo
- Enterprise Rent-A-Car
- ExxonMobil
- GEICO
- Washington Area New Automobile Dealers Association
- Wine and Spirits Wholesalers of America

### 2009 WRAP Corporate Partner Award:

- Anheuser-Busch and their local distributors

### 2009 WRAP Law Enforcement Award:

- Alexandria Police Department Deputy Chief Eddie Reyes

### 2009 WRAP Public Service Award:

- Maryland Governor Martin O'Malley

### 2009 WRAP Youth Leadership Award:

- Fairfax Countywide Initiative to Reduce Underage Drinking

### 2009 WRAP Media Partnership Award:

- Bernie Lucas (Public Affairs Director) and Clear Channel



Prince George's County, Maryland State's Attorney Glenn Ivey addressing the audience at WRAP's 2009 Annual Meeting.

### 2009 WRAP Chairman's Award:

- Lon Anderson, AAA Mid-Atlantic

In addition, the following officers were unanimously reelected to serve one-year terms and through September 30, 2010:

Alexa Kaufman (AT&T), *Chairman*

Fred Valentine, *Vice Chairman*

John O'Donnell (WANADA), *Secretary*

Lieutenant Rudy Landon (Loudoun County Sheriff's Office), *Treasurer*

Leisa Weir, *Immediate Past Chairman*

The following nine persons were unanimously, newly-elected to WRAP's Board serving one-year terms through September 30, 2010:

Margaret Baker, Keeping It SAFE Coalition

William Oglesby, Department of the Army (Ft. Belvoir)

Gary Cohen, Glory Days Grill

James Fell, Pacific Institute of Research & Evaluation

Dr. Margaret Griffen, Inova Health System

Dr. May Pat McKay, George Washington University Medical Center

Lt. Robert Medeiros, Arlington County Police Department

Rebecca Spicer, National Beer Wholesalers Association

Craig Wolf, Wine and Spirits Wholesalers Association

And the following persons were unanimously elected to serve on WRAP's "Advisory Committee":

Vernon Betkey, Jr., Maryland Highway Safety Office

David Mosley, Virginia Department of Motor Vehicles

Carole Lewis, District of Columbia Department of Transportation

Sponsors of WRAP's 2009 Annual Luncheon Meeting & WRAPPY Awards included AAA Mid-Atlantic, The Century Council, Charmer Sunbelt Group, Draeger, The McAndrew Company, National Interlock, PAS Systems International, Strat@comm and Chris Tavlarides. ■



Maryland Governor's Office's Deputy Legislative Officer **Kevin Hughes** accepting WRAP's 2009 Public Service Award for Maryland Governor Martin O'Malley from outgoing WRAP Chairman **Leisa Weir**.



National Highway Traffic Safety Administration (NHTSA) Regional Administrator **Dr. Beth Baker** meeting with NHTSA's **Bill Tower** and the McAndrew Company's **Mary McAndrew** prior to the start of WRAP's 2009 Annual Meeting.



Outgoing WRAP Chairman **Leisa Weir** posing with fellow WRAP Board member **George Pakidis** (Red Top Cab) at WRAP's 2009 Annual Meeting.



Former WRAP Chairman **Lon Anderson** (AAA Mid-Atlantic) receiving congratulations from his wife **Claudia Tidwell** and upon receiving WRAP's 2009 Chairman's Award.

## Summer Months Deadliest for Teen Drivers



Citing the fact that summer's arrival also ushers in that period (June–August) when the greatest number of U.S. teen traffic deaths occur, WRAP launched a parental-education initiative on June 1, 2009 to combat both teen drinking and drunk driving that summer.

WRAP provided area parents of teens with “Ten Tips for a Safe Summer.” WRAP’s tips—available on the organization’s web site at [http://www.wrap.org/files/info\\_tips.htm](http://www.wrap.org/files/info_tips.htm)—were designed to inform Greater Washington parents on how best to deter teen drinking during the dangerous summer months.

“There are nearly 50-percent more drunk driving deaths involving teens during the summer months than during any other time of the year,” said Kurt Gregory Erickson, WRAP’s President. “For too many parents, unfortunately, summer’s unstructured time may also be a deadly time for their teenage children and their friends.”

In 2007, one-third (33%) of all traffic deaths occurring in the Greater Washington area were alcohol-related according to WRAP. In addition and of the area’s traffic fatalities involving persons under 21 years of age, nearly 13-percent (12.8%) were alcohol-related.

According to the American Medical Association (AMA), approximately 11 million American youth under the age of 21 drink alcohol. Nearly half of them drink to excess, consuming five or more drinks in a row, one or more times in a two week period. In addition:

- The Maryland State Department of Education’s most recently published Maryland Adolescent Survey (September 2008) reported that “many adolescents report heavy alcohol consumption” specifically citing binge drinking occurring amongst nearly half (46.9%) of Maryland’s high school seniors;
- In Virginia, alcohol is the “most commonly used substance” by Virginia teens as evidenced in that 76-percent of that state’s high school seniors and 64-percent of the Commonwealth’s 10th graders reported using alcohol according to that state’s Department of Mental Health, Mental Retardation and Substance Abuse Services’ 2005 Virginia Community Youth Survey. In addition, this same survey found that more than one-quarter (27.8%) of Virginia’s 12th graders reported consuming five or more drinks in a row within the reporting period’s past two weeks.

WRAP’s ten tips for parents to deter underage drinking and drunk driving this summer included:

### Talk with Your Teen

Studies time and time again have confirmed that parents can have a significant—if not most significant—impact as to whether their teens will engage in risky behaviors including the use of alcohol. Talk openly with your teen about alcohol. Create clear family rules and expectations by setting a “no alcohol” rule and supporting such an environment with “zero-tolerance” consequences if such rules are broken.

### Provide Structure

The National Center on Addiction and Substance Abuse found that teen children of “absentee parents” were four-times more likely to abuse substances than children in highly-structured homes.” Find a responsible adult, neighbor, relative or friend who can look in on your child or share the responsibility for creating activities for your children. The National Youth Anti-Drug Media Campaign suggests you give your teens tasks (cooking dinner, doing chores, etc.) and make sure these tasks get done. In addition, most Washington-metro municipalities offer local teen-focused activities including teen centers and pool parties at nominal costs.

### Host a Party

Host a teen party in your own home following clearly-stated guidelines of no drugs or alcohol including: not serving beverages in easily-tampered cups but in cans or bottles; asking another parent to help chaperone; when a guest leaves, do not allow them to return; make your presence known; and if you suspect that a guest has used alcohol or drugs, contact their parents immediately.

### Foster Self Confidence

Instill self-confidence in your teen by talking with them about peer pressure. At some point, your teen will be offered alcohol. As the National Institutes of Health points out, “teens say they prefer quick ‘one-liners’ that allow them to dodge a drink without making a big scene.” In addition, encourage and praise your teen for the good things they do. Participate in their lives and know what they’re doing and with whom.

### Lay Down the Law

The District of Columbia, Maryland and Virginia all have zero tolerance laws making



it a crime to possess, transport or purchase alcohol if you're under 21. In addition, in Virginia, a new law went into effect in 2008 ensuring that teens convicted in that state of driving after consuming virtually any amount of alcohol will lose their driver's licenses for a year and be guilty of a Class 1 misdemeanor (HB 719). In Maryland, meanwhile, a new law going into effect last October both specifically outlaws the consumption of alcohol by those under 21 as well as criminalizes the act of unlawfully providing alcohol to those underage (HB 299).



## Ensure Safety

Even if you have every confidence in the world that your teen won't drink alcohol, if he or she is out with someone who has made the mistake of illegally drinking, don't compound it by either making a second mistake of having him or her drive under the influence or driving with an impaired driver.

## Beware of Your Civil Liability

In most cases, it's unlawful for parents to allow their children's friends to consume alcohol in their home. If these same "friends" are later involved in a crash, the providing parents may be responsible for injuries, property damages and wrongful death. These same parents may also face criminal charges of contributing to the delinquency of a minor.

## Be a Role Model

Parents, themselves, should be good role models by making sure their behavior is appropriate. Use alcohol moderately, serve as a responsible host and never drink and drive.

## Be a Safe Boater

Whether it's the Bay or the Potomac, this summer, don't overlook area waterways as another venue where advanced planning and safety is paramount as 50-percent of all boating deaths are alcohol-related according to the U.S. Coast Guard.

## Don't Wait

If you suspect that your child is drinking, intervene. Talk to your child and obtain qualified professional help if necessary. The U.S. Department of Health and Human Services found that harsh, inconsistent discipline and hostility or rejection toward children has also been found to significantly predict adolescent drinking and alcohol-related problems. Set clear expectations and be consistent with discipline for rules not followed.

"Make no mistake about it, parents play an integral role in when and if their children drink alcohol," said Erickson. "These tips are simply meant to reinforce their efforts to foster a healthy and safe summer for them and their teenage children."



The National Institute on Alcohol Abuse and Alcoholism found that young people who begin drinking before age 15 are four times more likely to develop alcohol addiction than those who didn't begin drinking until age 21. In addition, youth who drink alcohol participate in other risky behaviors including driving while impaired, riding in a car with a drunk driver and, via impaired judgments about sex and contraception, placing them at increased risk for HIV infection, other sexually-transmitted diseases and unplanned pregnancies. ■

[www.wrap.org](http://www.wrap.org)

## Corporate Support of WRAP



Linda Johnson with Guiffre Distributing (left) and Kathy Casso, Anheuser-Busch's Vice President, Corporate Social Responsibility —flanked by representatives from Greater Washington's Anheuser-Busch wholesalers — holding a \$ 26,500 check presented to WRAP as part of the nonprofit organization's 2009 Holiday SoberRide campaign.

## Corporate Contributions

(May 1, 2009 through February 28, 2010)



### Chairman's Club (\$10,000 and over)

Anheuser-Busch and Local Distributors  
AT&T  
Diageo  
GEICO

### Corporate Platinum (\$5,000-\$9,999)

Beer Institute  
Charmer Sunbelt Group  
Enterprise Rent-A-Car  
ExxonMobil  
Washington Area New Automobile Dealers Association  
Wine and Spirits Wholesalers of America Inc.

### Corporate Gold (\$1,000-\$4,999)

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The Century Council  
Draeger  
Giant Food  
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McAndrew Company, Inc.  
National Interlock  
PAS Systems  
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SAIC  
Strat@comm  
Chris Tavlarides

### Corporate Silver (\$500-\$999)

Daniel O'Connell's Irish Restaurant  
Murphy's Grand Irish Pubs

### Corporate Bronze (\$100-\$499)

Billy Martin's Tavern Est. 1933  
The Dubliner Restaurant & Pub  
Irish Channel Restaurant & Pub  
Irish Inn at Glen Echo  
Virginia Broadcast Solutions



## Opt-in to get future WRAP publications via email

In an effort to both be and save "green," WRAP will be providing future editions of its publications (already viewable online and via the organization's web site, [www.wrap.org](http://www.wrap.org)) such as its newsletter and annual report via email, saving both energy and the costs of publication (including ink, paper, postage and the like). If you'd like to receive future WRAP publications only electronically, you may opt-in to such an arrangement by first providing us with your email address to: [wrap@wrap.org](mailto:wrap@wrap.org).

WRAP will only use your email address to notify you about the online posting of future organizational publications. We will not send you email attachments and we will not share your email address with any third party. In addition—and if you decide you no longer wish to receive emails from WRAP—you may opt-out at any time by emailing WRAP, at the aforementioned email address, including the word "remove" in the subject line. Thank you, in advance, for helping WRAP both be and save "green"!

## WRAP Notes

### Alcohol Awareness for Students

In 2009, WRAP reached nearly 5,600 Greater Washington high school and college students with WRAP's alcohol education program, *Alcohol Awareness for Students*.

### 2010 Corporate & Youth Guides

WRAP has developed and produced both its 2010 *Corporate Guide to Safe Celebrating and Safe Driving* (distributed to area employees and businesses) and its 2010 *School Resource Guide to Preventing Underage Drinking* (distributed to regional school personnel). Both publications, produced with funding received from GEICO, are viewable on WRAP's web site at [www.wrap.org/files/Resources.htm](http://www.wrap.org/files/Resources.htm).

### GMU Teen Drinking Study

On April 20, 2009, WRAP served as a key focus group participant in George Mason University's 2009 research project, "Understanding Teen Drinking Cultures in America."

### Sobriety Checkpoint Training

Partnering with area law enforcement, WRAP routinely helps staff local sobriety checkpoints doing so with the Alexandria Police Department on June 28, 2009; providing refreshments for an Arlington County Police Department checkpoint on August 28, 2009; and completing a half-day Sobriety Checkpoint Manager Training conducted by the Maryland State Police on May 13, 2009 in Pikesville, Maryland.

### 2009 Moment of Silence

WRAP provided morning announcement scripts to area high schools to read as part of WRAP's May 15, 2009 "Moment of Silence" commemorating this country's worst drunk driving crash near Lexington, Kentucky in 1988.

### Richmond Times-Dispatch Nod

WRAP was the honored recipient of kudos from the *Richmond Times-Dispatch* and in the form of its July 7, 2009 editorial "Drunk Driving: Locked" which stated that "the Washington Regional Alcohol Program promotes a worthy cause" and that "when Virginia takes positive steps against drunk driving, the organization usually plays a crucial role."

### 2009 SADD National Conference

WRAP served as an official presenter at the 2009 SADD National Conference in Bethesda Maryland on July 13, 2009 and offered the presentation, "Alcohol Awareness: Tools for Prevention."

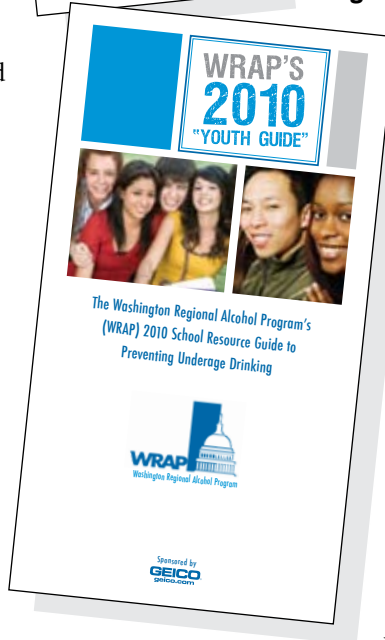
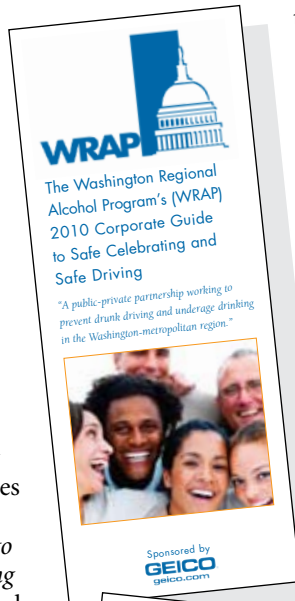
### Virginia General Assembly (Special Session)

WRAP was in Richmond on August 19, 2009 and for Virginia's specially-convened, one-day General Assembly session which, in the end—and in response to a U.S. Supreme Court ruling—passed legislation putting forth new procedures in criminal cases involving forensic evidence including blood alcohol concentration (BAC) tests. WRAP met briefly with the only legislator only successfully

not advancing legislation to then Virginia Governor Timothy Kaine but immediately signed into law by the same (House Majority Leader Morgan Griffith) in support of House Bill 5007.

### Bethesda Regional Forum

WRAP served as a featured presenter on the organization's free cab ride service to prevent drunk driving, *SoberRide*, at the September 29, 2009 Bethesda Regional Forum on the Nighttime Economy.



**When Virginia takes positive steps against drunk driving, WRAP usually plays a crucial role.**

— *Richmond Times-Dispatch*

### Congressional Stop DUI Caucus

WRAP served as a featured speaker at The Century Council's December 7, 2009 Congressional Stop DUI Caucus event held on Capitol Hill.

### Passing of Former WRAP Board Member

Former WRAP Board member and Beer Institute CEO Jeff Becker passed away on January 7, 2010. Jeff was hailed in *The Hill* newspaper (1-8-10) as a "great family man, an unbelievably talented golfer, a great joke-teller, and an all around stand-up guy." ■

## WRAP REPORTER

The **WRAP Reporter** is the biannual newsletter of the Washington Regional Alcohol Program (WRAP), an award-winning, public-private partnership working to prevent drunk driving and underage drinking in the Washington-metropolitan area.

### Spring 2010 Issue

Alexa Kaufman, *Chairman*  
Fred Valentine, *Vice Chairman*  
Kurt Gregory Erickson, *President*  
Robin Black, *Director of Operations*  
Marcela Martinez, *Program Manager*

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## Calendar of Events

### **GEICO Student Awards**

April 23, 2010  
Washington, D.C.

### **2010 Independence Day SoberRide®**

July 4–5, 2010

### **2010 Checkpoint Strikeforce Campaign**

July 4, 2010–January 4, 2011

### **28th Annual WRAP Meeting & WRAPPY Awards**

October 22, 2010  
Washington, D.C.

### **2010 Maryland Impaired Driving Enforcement Awards**

October 3, 2010  
Westminster, MD

### **2010 Halloween SoberRide®**

October 31–November 1, 2010

### **2010 Maryland Remembers Ceremony**

December TBD, 2010  
Annapolis, MD

### **2010 WRAP Law Enforcement Awards and Holiday SoberRide® Campaign Kick-Off**

December 17, 2010  
McLean, VA

### **2010 Holiday SoberRide® Campaign**

December 17, 2010 through January 1, 2011

*Dates and places subject to change. Check [www.wrap.org](http://www.wrap.org) for more information.*



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