



WRAP reporter

WASHINGTON REGIONAL ALCOHOL PROGRAM (WRAP)

SPRING 2011

Nearly 550 SoberRides® Provided On St. Pat's

WRAP's *SoberRide* program provided 547 free cab rides home to would-be drunk drivers this St. Patrick's Day.

The 2011 St. Patty's Day *SoberRide* program began on March 17, 2011 (St. Patrick's Day) and continued until 4:00 am the following day as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

"For *SoberRide*'s hours of operation this St. Patrick's Day, this translates into the removal of a would-be drunk driver from Greater Washington's roadways every 79-seconds," said George Pakidis, Chairman of WRAP's *SoberRide* Committee.

This March's ridership figure represents a more than four-percent increase in *SoberRide* ridership from last year's (2010) St. Patrick's Day offering (525 > 547 rides).

During *SoberRide*'s 12-hour period, 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 \$30 fare), safe way home.

AT&T wireless customers could dial #-TAXI for the same service. Local taxicab companies throughout 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 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 this year's St. Patrick's Day *SoberRide* offering included Anheuser-Busch, AT&T, Diageo, MillerCoors/Premium Distributors of Washington, D.C., Red Top Cab, Restaurant Association Metropolitan Washington, Volkswagen Group of

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Area DUI Deaths Reduced By Checkpoint Strikeforce Blitz



Virginia Governor Bob McDonnell helps launch Virginia's 2010 Checkpoint Strikeforce campaign. Behind Governor McDonnell are (l to r): WRAP President Kurt Erickson; Virginia State Police Superintendent Col. W. Steven Flaherty; Virginia DMV's Highway Safety Service Director John Saunders; and Virginia State Police Trooper Allen Mann.

A marked decrease in alcohol-related traffic deaths in the District of Columbia-Maryland-Virginia region combined with drivers' measured increase in awareness of DUI enforcement appear to be the dividends of the region's heralded *Checkpoint Strikeforce* campaign.

In 2009, alcohol-related traffic fatalities in the District of Columbia-Maryland-Virginia region decreased by a collective 3.4-percent from the previous year according to National Highway Traffic Safety Administration figures. In addition, a survey of 800 drivers in the region conducted immediately following the 2010 *Checkpoint Strikeforce* campaign (January 2011) showed a 20-percent increase in marked awareness of media regarding increased DUI enforcement amongst the

traffic safety campaign's target audience (21-35 year old males).

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 locally by grants 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.

WRAP serves as project director of the public education component of the region's *Checkpoint Strikeforce* campaign.

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WRAP's kick-offs of the 2010 *Checkpoint Strikeforce* campaign in each of the District of Columbia, Maryland and Virginia media markets commenced the recent five-month, regional campaign to reduce the incidence of drunken driving. This regional campaign combined proactive public education and enforcement efforts in order to raise public awareness of drunk driving.

DISTRICT OF COLUMBIA

The District of Columbia's Halloween-focused launch of its 2010 *Checkpoint Strikeforce* campaign took place at the city's popular Hains Point Playground on the morning of October 28, 2010. There and in partnership with the United States Park Police, a live drinking demonstration was offered to attending media involving two individuals who consumed alcohol under close police supervision and submitted to both periodic preliminary breath tests and standard field sobriety tests to show the actual effects of alcohol in real time. The event also included a driving component in which members of the media were invited to navigate a dual-controlled vehicle (provided by the local driving instruction program I Drive Smart) through a coned course while wearing Fatal Vision goggles visually simulating a .17 blood alcohol concentration.

MARYLAND

Maryland's launch of its 2010 *Checkpoint Strikeforce* campaign took place in the Fells Point section of Baltimore on the evening of August 24, 2011. That night and amidst a backdrop of Baltimore street teams distributing nighttime bus route information and free transit tokens as alternatives to impaired driving, Maryland Lieutenant Governor Anthony G. Brown joined Baltimore Ravens running back Ray Rice, State Transportation Secretary Beverly Swaim-Staley, safety advocates and law enforcement partners to officially kick off Maryland's 2010 *Checkpoint Strikeforce* campaign. The well-attended event highlighted safe alternatives to drunk driving that are available to Maryland drivers. Representatives from the Maryland Transit Administration (MTA), Safe Ride Solutions and other local transportation providers were also present, handing out free transit tokens, prizes and giveaways that reinforce the importance of planning ahead and arranging for safe alternatives to driving drunk.

VIRGINIA

Virginia's Labor Day weekend-focused launch of its 2010 *Checkpoint Strikeforce* campaign took place at the Virginia State Police Academy in Richmond on the afternoon of September 2, 2010. That afternoon and surrounded by law enforcement officials from throughout the state, Virginia Governor Bob McDonnell officially kicked-off Virginia's 2010 *Checkpoint Strikeforce* campaign. Bolstered with data showing tremendous progress over the past decade in the fight against drunk driving, Governor McDonnell credited the *Checkpoint Strikeforce* campaign's combination of public education and targeted enforcement with reducing the number of deaths and injuries across the Commonwealth to their lowest numbers in 13 and 26 years respectively. The outdoor event also featured: Virginia State Police Superintendent Colonel W. Steven Flaherty; Director of the Department of Motor Vehicles' Virginia Highway Safety Service John Saunders; Virginia State Police Senior Trooper C.L. Thomas (who was hit by a drunk driver in 2010); as well as a Virginia State Police-provided DUI simulator vehicle which media drove through a coned course while wearing Fatal Vision goggles visually simulating a .17 blood alcohol concentration.

For more information, visit www.checkpointstrikeforce.net. ■



With a specially outfitted "DUI Simulator" vehicle in the foreground, Virginia Governor Bob McDonnell helps launch Virginia's 2010 *Checkpoint Strikeforce* campaign.



As part of the *Checkpoint Strikeforce* campaign, Virginia Beach Police Department MPO B.K. Wesseler (right) conducts a preliminary breath test during Norfolk's WROX-FM live and on-air "wet lab" demonstrating the effects of impairment.



A volunteer in the District of Columbia's launch of its 2010 *Checkpoint Strikeforce* campaign performs a standard field sobriety test.



Baltimore Ravens running back Ray Rice helps launch Maryland's 2010 *Checkpoint Strikeforce* campaign. (Photo courtesy of WJZ-TV)

St. Pat's SoberRide continued from page 1

America and the Washington Area New Automobile Dealers Association.

In addition, nine of the Washington-metropolitan area's better-known Irish restaurants also united to ensure a safe St. Patrick's Day celebration this year by sponsoring *SoberRide*. These dining establishments included: The Dubliner Restaurant & Pub (DC); Fado (DC); Ireland's Four Fields Restaurant & Pub (DC); Ireland's Four Provinces (VA); Kelly's Irish Times (DC); Martin's Tavern est. 1933 (DC); Murphy's Grand Irish Pubs (DC & VA); Ri Ra Irish Pub (VA); and Sine Irish Pub (VA).

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.

Since 1993, WRAP's *SoberRide* program has provided 52,265 free cab rides home to would-be drunk drivers in the Greater Washington area. ■



Virginia Delegate Charniele Herring helps launch WRAP's 2011 St. Patrick's Day SoberRide campaign at Murphy's Grand Irish Pub in Alexandria, Virginia.

SoberRide Expects to Reach Milestone Over Holidays

(Appearing in and reprinted with permission from The Washington Post)

By Kafia A. Hosh

Wednesday, December 15, 2010

SoberRide, a program that provides free cab rides for inebriated people during holidays, is poised to reach a milestone this year when it gives a lift to its 50,000th person.

To date, SoberRide has provided free cab service to 49,188 Washington area residents. The program operates on St. Patrick's Day, Independence Day and Halloween and during the Christmas and New Year's season.

The service, launched in 1993, is provided by the Washington Regional Alcohol Program, a McLean-based organization that promotes awareness of alcohol's dangers.

"We do this during these high-risk, high-consumption holidays," said Kurt Erickson, the regional program's president and chief executive officer.

"You still need to have some safety valve to those periods," he said.

Beginning Friday and ending New Year's Day, free rides will be offered every day from 10 p.m. until 6 a.m. The cab fare must be \$30 or less, and passengers must be at least 21 years old to use the service.

Erickson said that most of the time, servers or bartenders place the call requesting a cab for customers who have been drinking.

SoberRide contracts with nine area cab companies, which it pays to provide the rides. The program spends about \$70,000 a year on cab fare and is mostly funded by corporate sponsors.

This year, the company struggled with funding for the Fourth of July cab service and a \$31,000 budget gap. Erickson said that most people had forgotten that the bill for all those rides falls to the three-employee charitable group.

"I think this program has become so institutionalized that... people thought it would always be around," he said.

At the last minute, donors including MillerCoors and GEICO infused the program with cash, allowing service to continue on Independence Day.

The program took measures to tighten its belt, reducing the maximum cab fare from \$50 to \$30, which could save about \$16,000 annually, Erickson said. SoberRide postponed the start of service for the holiday season this year by one week, which will eliminate about 900 cab rides, he added.

It also gained new corporate sponsors, including Volkswagen of America.

Red Top Cab in Arlington County provides and staffs the communication center that dispatches the cabs, assistance that Erickson said is worth \$49,000 annually.

Similar programs are held in other parts of the country, including Topsy Taxi in Austin and Baltimore.

Revelers can reach SoberRide at 800-200-TAXI.

WRAP Champions Laws Targeting Drinking and Driving Teens in Virginia

WRAP's fight against both drunk driving and underage drinking in the Washington-metropolitan area takes the nonprofit organization to Annapolis, Richmond and Washington, D.C. in championing public policies aiming to create effective deterrents to both impaired driving and teen drinking. What follows, and due to this newsletter's print schedule, is a summary of WRAP's 2011 legislative highlights in Virginia.

"Virginia lawmakers have decided to hit underage drinking and driving with a bigger charge," reported the *Loudoun Times-Mirror* (2-23-11) and of Virginia's 2011 session of its General Assembly session which adjourned on February 27, 2011. And, as usual, it's a mixed bag this year in Richmond.

In the solidly good news front, anti-teen drinking & driving legislation (HB 1407 and SB 770) originally and successfully championed by WRAP in 2008—and which proposes to make permanent Virginia law both doubling the driver's license suspension period for teens operating motor vehicles on the Commonwealth's roadways with virtually any amount (.02 BAC) of alcohol in their systems and making such crime a Class 1 misdemeanor—passed both Virginia's House and Senate each on unanimous votes and is en route to Virginia Governor Bob McDonnell for his signature into law. (Identical Virginia legislation was signed into law in 2008 however contained a 2010 sunset provision.)

In addition, legislation (HB 1496) seeking to strengthen Virginia's current laws against the unlawful provision of alcohol to persons under 21 also passed both Virginia's House and Senate on unanimous votes and is on its way to Virginia's Governor's desk.

(The House version of the teen drinking & driving bill was introduced by 2008 WRAP Public Service Awardee, Delegate Bill Janis [R-Glen Allen] and this year's provision measure was introduced by the featured speaker at WRAP's 2010 and 2011 St.

Patrick's Day SoberRide launches, Delegate Charniele Herring [D-Alexandria].)

Underage drinking remains a serious issue in Virginia. In fact and according to Virginia's Department of Mental Health, Mental Retardation and Substance Abuse Services' latest (2005) Virginia Community Youth Survey, alcohol is the "most commonly used substance" by Virginia teens citing that 76-percent of Virginia's high school seniors and 64-percent of the Commonwealth's 10th graders reported using alcohol. In addition, 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. Perhaps most insightful, this most recent, state indicator of substance abuse amongst Virginia's teens found that levels of alcohol use amongst the Commonwealth's youth has remained unchanged for the last half-decade. Worse yet, too many of these same unlawfully imbibing teens in Virginia are compounding matters by also getting behind the wheel. According to 2009 Virginia Department of Motor Vehicles figures, more than one-out-of-ten drunk drivers killed on the Commonwealth's roadways are persons under 21 years of age.

Conversely—and in addition to 2011 proposed measures seeking to privatize the sales of distilled spirits in Virginia (SBs 1272 & 1417 and HBs 2182 & 2456), ban caffeine in alcohol products (HB 1901), allow alcohol service in cigar shops (HB 1567), limit both the size and alcohol content of malt beverages (HB 2293), require signs in ABC stores warning about the dangers of drinking while pregnant (SB 1098), presume the accuracy of BAC tests (HB 2405) and raise funds for a statewide anti-DUI campaign (HB 1429)—

the following bills were killed and or otherwise died this session in Virginia:

- HB 1637 and SB 1035—which sought to disallow open containers of alcohol in the passenger areas of motor vehicles;
- HB 2136—which sought to allow law enforcement in Virginia to ticket drivers for not wearing a seatbelt without another offense first taking place;
- HB 1589 and SB 1118—which sought to mandate ignition interlock devices for all persons convicted of DUI in Virginia;
- SB 1075—which sought to lengthen Virginia's administrative license revocation (ALR) period from seven to 60 days;
- and SB 1181—which sought to increase the penalties for DUI crashes when maiming occurs.

The aforementioned in no way reflects the totality of alcohol and or DUI-related legislation introduced in Virginia this year but does

represent a spectrum of those core bills. WRAP's role in attempting to advance those aforementioned and other anti-drunk driving legislation in Richmond this year and where WRAP has a supporting position (underage drinking, zero-tolerance, open container, primary seatbelt, ignition interlock and ALR) included the organization: providing numerous legislative committees with both testimony and substitute bill language; routinely meeting with legislative branch leadership; routinely meeting with both Senate and House members including bills' chief patrons; providing resource information; and building public support for legislation via WRAP's regularly-issued *Legislative Alerts*. ■

Nearly 1,000 Use Holiday SoberRide® Program on New Year's Eve



U.S. Park Police **Chief Sal Lauro** (at podium) joins fellow Greater Washington law enforcement leaders in launching WRAP's 2010 Holiday SoberRide campaign.

Nearly 1,000 (967) persons in the Washington-metropolitan area used WRAP's free cab ride service, *SoberRide*, this past New Year's Eve as opposed to possibly driving home drunk—a level of ridership equating to the removal of a would-be drunk driver from Greater Washington's roadways every 30-seconds.

The recent winter holiday *SoberRide* use also represented record ridership for the anti-DUI program for New Year's Eve. The 967 *SoberRides* provided on New Year's Eve 2010 shattered the previous record of New Year's Eve ridership going back to 2002 when 808 *SoberRides* were provided on the evening of December 31st that year.

WRAP's 2010 Holiday *SoberRide* offering—which concluded at 6:00 am on New Year's Day 2011 after kicking-off and running nightly since December 17, 2010—provided 2,530 total, free cabs rides to local

residents age 21 and older who otherwise may have attempted to drive home after drinking.

The holiday *SoberRide* program operated between 10:00 pm and 6:00 am each evening for over two weeks as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period. 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 a \$30 fare), safe way home. (AT&T wireless customers could dial #-TAXI for the same service.)

Sponsors of the 2010 Holiday *SoberRide* campaign included Anheuser-Busch, AT&T, Diageo, Enterprise Rent-A-Car Foundation, GEICO, Giant Food Inc., Red Top Cab, Volkswagen Group of

America 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. ■

www.wrap.org

WRAP Lauds Area Law Enforcement for Fight Against Drunk Driving



WRAP's 2010 class of Law Enforcement Awardees of Excellence for Impaired Driving Prevention pose at Maggiano's Little Italy in McLean, Virginia.

Eleven Washington-metropolitan area police officers were cited for their "outstanding commitment in the fight against drunk driving in Greater Washington" on December 17, 2010 and presented with the area's 13th-annual "Law Enforcement Awards of Excellence for Impaired Driving Prevention."

Presented at a regional ceremony held in McLean, Virginia, WRAP presented its 2010 Law Enforcement Awards to:

- **City of Alexandria Police Department** Officer Greg Holden
- **Arlington County Police Department** Officer Avery Carroll
- **Fairfax County Police Department** PFC Joseph Woloszyn
- **Loudoun County Sheriff's Office** Deputy Specialist Katie Baldwin
- **Maryland State Police** Trooper Darwin R. Bennett

- **Metropolitan Police Department** Reserve Sergeant Alexander Pope
- **Montgomery County Department of Police** Officer III Gary Finch
- **Prince George's County Police Department** Officer First Class Mark Phillips
- **Prince William County Police Department** Officer Jeremy A. Schenck
- **United States Park Police** Officer Christopher Gogarty
- **Virginia State Police** 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 2010 Law Enforcement Awards were presented by Officer Simms' widow, Lieutenant Pamela Simms, also formerly with the Metropolitan Police Department. Speakers included U.S. Park Police Chief Sal Lauro, amongst others.

"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."

According to the National Highway Traffic Safety Administration, alcohol-related

traffic fatalities decreased by a collective nearly four-percent in the District of Columbia, Maryland and Virginia last year.

In addition to receiving the Law Enforcement Awards, each of the 2010 WRAP honorees also received a pair of

complementary Washington Nationals tickets (courtesy of the Washington Nationals), a \$ 25 prepaid gas card (courtesy of Exxon Mobil) and a ticket board (courtesy of the region's *Checkpoint Strikeforce* campaign). ■



U.S. Park Police officials (including **Chief Sal Lauro**, right) gather at WRAP's 2010 Law Enforcement Awards & Holiday Campaign Kick-Off.



Loudoun County Sheriff's Office **Deputy Specialist Katie Baldwin** (second from right) is presented with her 2010 WRAP Law Enforcement Award from (l to r) U.S. Park Police **Chief Sal Lauro**, retired **Lieutenant Pamela Simms** and WRAP Chairman **Alexa Kaufman**.

Nearly 500 SoberRide®s Provided on Halloween



Last fall's *SoberRide* program provided 461 free cab rides home to would-be drunk drivers in the Washington-metropolitan area.

Provided by WRAP, the 2010 Halloween *SoberRide* program was offered in the Greater Washington region as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period.

According to the National Highway Traffic Safety Administration, 58-percent of all U.S. traffic deaths occurring during Halloween are caused by drunk drivers.

During *SoberRide*'s eight-hour period last Halloween, area residents ages 21 and older and celebrating with alcohol could call the toll-free *SoberRide* phone number 1-800-200-TAXI and be afforded a no-cost (up to a \$30 fare), safe way home. AT&T wireless users could call #TAXI for the same service. Local taxicab companies throughout 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.

WRAP's new \$30 fare cap (the previous *SoberRide* fare cap was \$50) was instituted by WRAP and corresponds to the fact that the majority of last year's *SoberRide* fares were under thirty-dollars. *SoberRide* users were responsible for any amount of a *SoberRide* cab fare above \$30.

Sponsors of last fall's 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. ■

Drunk Driving Deaths Remain Level While DUI Injuries, Crashes and Arrests Increase in Greater Washington

While the number of alcohol-related traffic fatalities remained unchanged in the Washington-metropolitan area in 2009,

drunk driving injuries, crashes and arrests are each on the rise in Greater Washington according to a report released by WRAP.

"The report's findings virtually erase the previous two consecutive years' decline in drunk driving injuries, crashes and arrests," said Kurt Gregory Erickson, WRAP's President.

The local data was contained in WRAP's recently released, 18th-annual report, "How Safe are Our Roads?, A Data Report on the Impact of Drunk Driving on Highway Safety in the Washington Metropolitan Region." The report was prepared by the Metropolitan Washington Council of Governments for the McLean, Virginia-based alcohol-education group.

Findings in the 2010 report include:

Fatalities

Local alcohol and or drug-related traffic deaths remained unchanged between 2008 and 2009 (92 such fatalities each year). Such negates a previous, two-year consecutive decline in such deaths occurring in the Greater Washington area.

Crashes

Area traffic crashes attributed to alcohol and or drugs increased by more than 24-percent (24.7%) between 2008 and 2009 (and from 3,946 to 4,921 such crashes). Such negates a previous, two-year

consecutive decline in such crashes deaths occurring in the Greater Washington area.

previous, two-year consecutive decline in such crashes deaths occurring in the Greater Washington area.

Arrests


Local arrests for either driving under the influence (DUI) or driving while intoxicated (DWI) increased by nearly two-percent (1.7%) between 2008 and 2009 (and from 15,729 to 15,996 such arrests). Such represents the third consecutive year increase in such arrests being made in the Greater Washington area and the highest level of impaired driving arrests occurring in the Greater Washington area in seven years (2002: 16,309 DUI/DWI arrests).

Of the Washington-metropolitan area's 265 total traffic fatalities last year, over one-third (34.7%) of these roadway deaths were alcohol and or drug-related (BAC = .01+). 2009 national statistics (National Highway Traffic Safety Administration) show that 38-percent of total U.S. vehicular fatalities in 2009 were reported as alcohol/drug related (BAC = .01+).


"As all drunk driving incidents are one-hundred-percent preventable, these latest trends *are* reversible," said Erickson. "However, to do so, we must resist

complacency in combating one of the region's most frequently committed violent crimes, drunk driving."


WRAP's 2010 "How Safe are Our Roads?" report can be found online at www.wrap.org/highwaysafety10.pdf ■



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 2010



Metropolitan Washington Council of Governments

Injuries

Local alcohol and or drug-related traffic injuries also increased by over 20-percent (20.9%) between 2008 and 2009 (and from 2,352 to 2,843 such injuries). Such negates a

Washington-Metro Teens to be Lauded for Their Fight Against Underage Drinking



Students from Eleanor Roosevelt High School's winning SADD Club, flanked by (l to r) GEICO's **Janice Minshall**, SADD Club Advisor **Joanne Read** and ABC 7/WJLA-TV's **Cynne Simpson** pose at WRAP's 2010 GEICO Student Awards.

WRAP's 19th-annual GEICO Student Awards, presented by WRAP and to Washington-metropolitan area high school student groups promoting alcohol and drug-free lifestyles to their peers, is well underway and will culminate in a regional awards ceremony scheduled for April 15, 2011 at Maggiano's Little Italy in Washington, D.C. All students groups entering the contest are invited to the ceremony.

Winning Greater Washington high school student groups will be recognized amongst their regional peers for their efforts in fighting underage drinking and other unhealthy lifestyles. Three students groups will be selected from the high schools in the Washington-metropolitan area. Each winning group will receive a plaque as well as a monetary prize to continue their lifesaving activities. The first place winning group receives \$1,000; second place \$600; and third place \$400.

In addition, all groups attending the ceremony will be able to participate in great activities and raffles.

The students groups' activities are judged by professionals in underage drinking prevention in the Washington-metro area and in tandem with WRAP. Student groups are judged on their leadership, effectiveness, innovation, resourcefulness and involvement of both the student body and community in their efforts to prevent underage drinking and other unhealthy lifestyles.

"This is a valuable opportunity for high school students groups to showcase their activities and be rewarded for being positive role models to their peers," said Janice Minshall, Assistant Vice President, Corporate Communications with GEICO.

In the past activities of the winning groups included a variety of creative initiatives including: developing "contracts" between students and parents regarding

the refraining from alcohol and drug use; organizing alcohol-free teen social events and forums; establishing mentoring relationships between high school and intermediate and elementary school students; and participating on town governing bodies.

Any Greater Washington student group interested in participating in this year's contest should call WRAP at 703/893-0461 to learn more about the rules to enter the contest. All schools that are within the District of Columbia, throughout the Maryland counties of Montgomery and Prince George's and throughout the Northern Virginia counties of Arlington, Fairfax, Loudoun and Prince William qualify to enter the regional competition.

For more information and deadlines to enter the WRAP's 2011 GEICO Student Awards, please visit WRAP's web site at www.wrap.org. ■

WRAP Hosts 7th “Maryland Remembers” Ceremony

In an emotional ceremony in Annapolis on December 7, 2010, 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.

In addition to Lieutenant Governor Brown, other speakers at this annual ceremony hosted by WRAP included Maryland State Highway Administrator Neil Pedersen and victim speaker Victoria Brown. ■



Maryland Lieutenant Governor Anthony Brown honors the victims of drunk driving at the 2010 “Maryland Remembers” ceremony.

WRAP Conducts Inaugural Limo Training

To enhance the safety and well-being of teens, transportation company owners and chauffeurs during this year’s prom and graduation season, WRAP offered Limousine Owner and Driver Safe Prom Training on November 8, 2010. More than a dozen limousine companies from the District of Columbia, Maryland and Virginia attended the inaugural training held in Arlington, Virginia.

WRAP’s organized training to increase limousine owners and drivers’ awareness of underage drinking trends and area laws so as to enhance their own policies and keep drivers and teen passengers safe during prom season was based on that previously offered by Montgomery County, Maryland’s Drawing the Line coalition. Last fall’s training featured presentations by the Virginia Limousine Association, Inova Health System, Arlington County Police Department, the Arlington READY Coalition and Fairfax County’s Countywide Initiative to Reduce Underage Drinking (CIRUD).

Lieutenant Robert Medairos of the Arlington Department of Police Department provided that day’s attendees with an insight into local underage drinking laws and what consequences await adults whom unlawfully furnish alcohol to those underage. ■

The following limousine companies attended the training and learned about local underage drinking laws, school regulations and best practices when transporting teen students during prom and graduation season: Atlantic Coach Transportation, LLC; Bay Breeze Limo Service; Black Ty Limousine; Capital City Limousine, Inc.; Encore Inc.; International Limo; James Limousine Service, Inc.; Love Limousine, Inc.; Ogilvie Transportation Services; Reston Limousine & Travel Services Inc.; RMA Worldwide; Southside Ground Transportation; and Superior Executive Transportation.

These limousine companies are licensed by the District of Columbia Taxicab Commission, Maryland Public Service Commission and or Virginia Department of Motor Vehicle’s Motor Carrier and must adhere to their licensing regulations. Parents are urged to check with those organizations with any questions or concerns.

WRAP also created guidelines for parents when they consider hiring a limousine services for their teens. The guidelines were distributed schools in the Washington-metropolitan region and to youth-based coalitions throughout Virginia. For more information about this program please contact WRAP at 703/893-0461. ■



WRAP Helps Recognize Maryland Law Enforcement For Fight Against Drunk Driving

On October 3, 2010 and at the Carroll County Agricultural Center in Westminster, Maryland, WRAP helped honor over 100 Maryland law enforcement professionals in the nonprofit organization's capacity as project director of Maryland's ninth-annual Impaired Driving Enforcement Awards.

Recognized for their outstanding commitment to Maryland's fight against drunk driving, these more than one-hundred 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."

Five officers were specifically recognized for having made more than 100 individual DUI arrests in 2009. Montgomery County Department of Police Officers Jonathan Bennett, Richard Burge, Gary Finch and John Romack along with Maryland State Police Trooper Edwin Bowers 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 Greenbelt Police Department Officer Scott Kaiser.

Director of the National Highway Traffic Safety Administration's Office of Impaired Driving and Occupant Protection, Michael Brown, served as the day's Featured Speaker.

According to the Maryland State Police, law enforcement officers in Maryland made more than 22,600 arrests for DUI or DWI-related offenses in 2010.

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



Maryland's 2010 class of Impaired Driving Enforcement Awardees pose at the Carroll County Agricultural Center in Westminster.

WRAP Commemorates 28th Year at Annual Meeting



Guests (including 2010 Law Enforcement Awardee **Jerry Stemler**, third from right) gather at WRAP's 2010 Annual Luncheon Meeting & WRAPPY Awards in Washington, D.C.

Held in the ballroom of Maggiano's Little Italy in Washington, D.C., WRAP commemorated its 28th year fighting drunk driving and underage drinking on October 22, 2010 and at the nonprofit organization's 2010 Annual Luncheon Meeting & WRAPPY Awards.

In addition to that day's speaker, NTSB Board Member Dr. Earl Weener and the reelection of WRAP officers, Board and Advisory Committee members and the awarding of a dozen great door prizes, WRAP bestowed the following honors:

2010 Public Partnership Awards

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

2010 Corporate Sponsorship Awards

(contributing \$5,000 or more to WRAP in fiscal year 2010):

- AT&T
- Beer Institute
- Charmer Sunbelt Group
- Diageo
- Enterprise Rent-A-Car
- ExxonMobil
- GEICO
- National Beer Wholesalers Association

- Washington Area New Automobile Dealers Association
- Wine and Spirits Wholesalers of America

2010 Community Champion Awards

Community Champion—Diamond Level
(contributing a minimum of \$ 5,000 to sustain SoberRide this past summer):

- The Century Council
- GEICO
- MillerCoors

Community Champion—Platinum Level
(contributing a minimum of \$ 2,000 to sustain SoberRide this past summer):

- Restaurant Association Metropolitan Washington

2010 Corporate Partnership Award

- Anheuser-Busch and their local distributors

2010 Community Partnership Awards

- Army Substance Abuse Program at the Joint Base Myer-Henderson Hall
- AT&T
- GEICO
- Red Top Cab

2010 Law Enforcement Award

- Fairfax County Police Department
DWI Coordinator Jerry Stemler



Restaurant Association Metropolitan Washington President **Lynne Breaux** (left) is presented with her organization's 2010 Community Champion Award from WRAP Chair **Alexa Kaufman**.

2010 Youth Leadership Award

- Montgomery County, Maryland's Keeping It Safe Coalition

2010 Media Partnership Award

- Citadel Broadcasting Corporation's D.C.-market (MIX 107.3, 105.9 The Edge and WMAL) Public Affairs Director Thomas Grooms

2010 Chairman's Award

- Former WRAP Chairman John Undeland

In addition, the following officers were unanimously and newly elected to WRAP's Board of Directors to serve one-year terms:

Deputy Chief Blaine Corle, City of Alexandria Police Department

Captain Tom Didone, Montgomery County Department of Police

James Frank, Research Psychologist, National Highway Traffic Safety Administration (NHTSA), Retired

Chevelle Glymph, Chief, Health and Substance Abuse Programs, Metropolitan Washington Council of Governments (COG)

Sandy Spavone, Executive Director, National Organizations for Youth Safety (NOYS)

Greg TenEyck, Director of Public Affairs and Government Relations, Safeway

Gary Zizka, Vice President Public Policy, Diageo

Sponsors of WRAP's 2010 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. ■



Former WRAP Chairman **Lon Anderson** (AAA Mid-Atlantic) joins Stratacomm's (l to r) **Emily Howard**, **Mary Ellen Akins** and **Stephanie Abraham** at WRAP's 2010 Annual Luncheon Meeting & WRAPPY Awards.



WRAP's 2010 Media Partnership Awardee **Thomas Grooms** (left) joins (l to r) **John Townsend** (AAA Mid-Atlantic) and **Vicente Santos** (U.S. Army) at WRAP's 2010 Annual Luncheon Meeting & WRAPPY Awards.



The U.S. Army's **Kenneth Washington**, **Vicente Santos** and **George Suber** pose with their 2010 WRAP Community Partnership Award at WRAP's 2010 Annual Luncheon Meeting & WRAPPY Awards.



Former WRAP Chairman **John Undeland** (Stratacomm) is presented WRAP's 2010 Chairman's Award from current Chair **Alexa Kaufman**.

Corporate Contributions

(March 1, 2010 through February 28, 2011)

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

Anheuser-Busch and Local Distributors
(Capital Eagle, JF Fick, Inc., Guiffre Distributing,
Bob Hall, Inc. and Montgomery Eagle)
Diageo
GEICO
MillerCoors
Volkswagen Group of America

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

AT&T
Beer Institute
The Century Council
Charmer Sunbelt Group
ExxonMobil
National Beer Wholesalers Association
Wine and Spirits Wholesalers of America Inc.

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

AAA Mid-Atlantic
America's Charities
National Interlock
PAS Systems International
Restaurant Association Metropolitan Washington
Safeway
SAIC
Strat@comm
Christopher Tavarides
Washington Wholesalers

Corporate Silver (\$500-\$999)

Fado
Washington Gas

Corporate Bronze (\$100-\$499)

Billy Martin's Tavern Est. 1933
Irish Channel Restaurant & Pub
Kelly's Irish Times

Corporate Support of WRAP



WRAP accepts a \$25,000 corporate donation from Anheuser-Busch (l to r: **Bruce Legge**, **Ken Higgins**, **Linda Johnson**, **Alexa Kaufman** [WRAP], **Kurt Erickson** [WRAP] and **Carol Huebner**) made on December 17, 2010 and as part of WRAP's 13th-annual Law Enforcement Awards in McLean, Virginia.

WRAP President **Kurt Erickson** (l) accepts a \$5,000 corporate donation from the Wine & Spirits Wholesalers of America (WSWA) President **Craig Wolf** during a WSWA event on December 14, 2010 at the National Press Club in Washington, D.C.



Flanked by Washington Redskins cheerleaders and broadcast on FedEx Field's video board, Diageo's **Jim Sias** (center) and Washington Redskin great **Ken Harvey** (r) presents a \$24,400 corporate donation to WRAP President **Kurt Erickson** on December 12, 2010 at FedEx Field in Landover, Maryland. The contribution was made on the field during that day's Washington Redskins game and as part of Diageo's "Tackles for Safety" initiative.



At WRAP's launch of its 2011 St. Patrick's Day SoberRide campaign in Alexandria, Virginia, **Kevin Reilly** (center), representing the Washington Automobile Dealers Association, presents a \$5,000 check to WRAP's (l to r) **Kurt Erickson** and **George Pakidis**.

WRAP Notes

"DUI 101" Event

WRAP's Board of Directors hosted its annual "traditionally non-traditional summer Board function" on June 29, 2010 at the Fairfax County Criminal Justice Academy's Emergency Vehicle Operations Center and featuring a spectrum of anti-DUI educational offerings.

Girl Scout Council of the Nation's Capital Conference

WRAP served as an official Interactive Presenter and offered, "Alcohol Awareness for Students" presentations at The Girl Scout Council of the Nation's Capital 5th

Annual Encuentro de Chicas Latinas de las Girl Scouts: A Convening of Latina Youth Leaders, on June 29-30, 2010 at George Mason University in Fairfax, Virginia.

PRSA Telly and Bronze Anvil Award

In June 2010, WRAP's Checkpoint Strikeforce campaign's video, "Even a Police Chief" (featuring former Alexandria, Virginia Police Chief David Baker) was named a winner of both the Public Relations Society of America's prestigious 2010 Bronze Anvil Award and Telly Award. (See the Checkpoint Strikeforce video at www.youtube.com/duicheckpoint.)

USA Today Feature

WRAP's annual parent-education initiative, "Ten Tips for a Safe Summer" (an effort to combat both teen drinking and impaired driving during the summer months) was featured in the June 21, 2010 *USA Today* article, "Teen Driving Risks in High Gear in Summer."

2010 YADAPP Presentation

WRAP served as a presenter for the 26th-annual Youth Alcohol and Drug Abuse Prevention Project (YADAPP) leadership conference held July 20-22, 2010 on the campus of Longwood University in Farmville, Virginia. YADAPP is a unique, youth-led conference that can be a life-changing experience to attending youth. Participants were encouraged to charge-up and work together in order to lead into a future that is safe and drug-free.

Richmond Times-Dispatch Nod

"The (*SoberRide*) program saves lives," hailed the *Richmond Times-Dispatch* in its July 10, 2010 editorial and in its nod to WRAP's successful 2010 Independence Day *SoberRide* program.

2010 Community Champion Award

In citing his longtime support of the nonprofit organization's *SoberRide* program, WRAP presented its 2010 Community

Champion Award to Red Top Cab President Neal Nichols as part of its December 17, 2010 Holiday Campaign Kick-Off in McLean, Virginia.

2010 National Drug Facts Week Youth Event

On November 12, 2010, WRAP, AAA Mid-Atlantic and the National Capital

Coalition to Prevent Underage Drinking organized the District of Columbia youth event, "Know Your Facts—Shatter the Myths" in celebration of the National Institute on Drug Abuse's "National Drug Fact Week" and to inform teens about critical facts on alcohol and drug use. The event offered fun activities, raffles, a special presentation on peer influence by Felicia Pride, Author of "The Message" and a panel of experts in the field including the White House's National Office on Drug Control's Deputy Director Dave Mineta. More than 100 teens attended the event.



Red Top Cab President **Neal Nichols** accepts WRAP's 2010 Community Champion Award from WRAP's Chair **Alexa Kaufman** and President **Kurt Erickson**.

Prince William County Tree Trimming Event

WRAP co-sponsored the 24th-annual "Tree Trimming Day of Remembrance" on December 11, 2010 held at the James J. McCoart Building in Woodbridge, Virginia. The well-attended event is an annual tradition of placing red ribbons on a tree to remember those who died in alcohol and drug-related vehicle crashes. Other event sponsors included Prince William County Community Services, MADD and the Prince William Substance-Abuse Prevention Task Force.



John Townsend (AAA Mid-Atlantic), **Nadine Parker** (National Capital Coalition to Prevent Underage Drinking), **Marcela Martinez** (WRAP's Director of Programs) and **Dave Mineta** (White House's National Office on Drug Control) gather during WRAP, AAA and NCCPUD's 2010 National Drug Facts Week youth event in Washington, D.C.

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 2011 Issue

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

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Students try WRAP's Fatal Vision goggles at YADAPP's leadership conference held on the campus of Longwood University in Farmville, Virginia.

Calendar of Events

2011 GEICO Student Awards

April 15, 2011
Washington, D.C.

2011 Independence Day SoberRide®

July 4–5, 2011

2011 Checkpoint Strikeforce Campaign

July 2011–January 2012

WRAP's 29th Annual Luncheon Meeting & WRAPPY Awards

October 21, 2011
Washington, D.C.

2011 Maryland Impaired Driving Enforcement Awards

October 23, 2011
Westminster, MD

2011 Halloween SoberRide®

October 31–November 1, 2011

2011 Maryland Remembers Ceremony

December TBD, 2011
Annapolis, MD

2011 WRAP Law Enforcement Awards and Holiday SoberRide® Campaign Kick-Off

December 16, 2011
McLean, VA

2011 Holiday SoberRide® Campaign

December 16, 2011 through January 1, 2012

Dates and places subject to change. Check www.wrap.org for more information.



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