



## WRAP USHERS IN MORE THAN HALF-MILLION DOLLAR, REGIONAL ANTI-DUI EFFORT

As countless Virginians prepared to hit the highways for the long 2003 Labor Day weekend – historically among the deadliest periods of the year for driving – WRAP helped launch the second-annual Checkpoint Strikeforce sobriety checkpoint and public awareness campaign.

Striving to build on the landmark successes of the 2002, initial Checkpoint Strikeforce campaign, WRAP again served as the project manager of a more than half-million dollar media campaign and other public outreach focusing on the many dangers and

consequences of impaired driving, including getting caught and arrested at one of numerous sobriety checkpoints blanketing Virginia during the fall and winter of 2003.

In addition to the 770 additional DUI arrests made via this state effort (not to mention other checkpoint resulting actions including 727 suspended license arrests, 181 drug arrests, 175 felony arrests, 68 fugitives apprehended and six recovered stolen vehicles amongst other infractions), a statewide, independent,

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Virginia Governor Mark Warner helps kick-off Virginia's 2003 Checkpoint Strikeforce campaign.

## WRAP REPORT CITES ALCOHOL RELATED DEATHS & CRASHES HIGHEST IN SIX YEARS; DESPITE HIGHEST ARREST RATE IN DECADE

There were more alcohol-related traffic deaths and crashes in the Washington-metropolitan area in 2002 than in any other year in the last half-decade. However, law enforcement efforts to identify and apprehend drunk drivers are high. In fact, area drunk driving arrests are the highest in at least four years according to a report released this winter by WRAP.

Equally alarming was the report's finding that 2002 marked Greater Washington's sixth consecutive year recording increased drunk driving crashes and fourth year in a row of increased drunk driving deaths.

WRAP's eleventh-annual report, "How Safe are Our Roads?, A Data Report on the Impact of Drunk Driving on Highway Safety in the Washington Metropolitan Region," was prepared by George Mason University's Center for the Advancement of Public Health for the McLean, Virginia-based alcohol-education group.

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# WRAP USHERS IN MORE THAN HALF-MILLION DOLLAR, REGIONAL ANTI-DUI EFFORT

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post-campaign poll conducted in January 2004 found that:

- more than half (54%) of 21 to 35 year old Virginians heard of the “Checkpoint Strikeforce” campaign;
- the overwhelming majority of Virginia’s general population (61%) and 21 to 35 year olds (66%) were aware of “increased law enforcement regarding drinking and driving” during the campaign;



*Virginia State Police Superintendent Colonel Gerald Massengill speaks to a captive audience.*

- the perception of arrest for “driving while impaired” increased most by 21 to 35 year old Virginians with nearly half (46%) believing that they would be stopped for driving after drinking;
- the number one (51%) “consequence of drinking and driving” feared most by Virginians is getting arrested and going to jail;
- and that 71% of Virginians believed that drunk-driving is a “serious danger” (a double-digit increase during the length of the campaign);

In addition, and as stated by the independent polling firm conducting both the 2003 Checkpoint Strikeforce campaign post-poll, “the results indicate that awareness of enhance enforcement efforts, checkpoints and the program itself has increased significantly compared with the start of the program. This increase in awareness appears to be prevalent in all groups including our target group.”



*Mock DUI arrest at the Virginia Checkpoint Strikeforce campaign news conference kick-off.*



*Virginia Secretary of Transportation Whitt Clement addressed the audience.*



*WRAP's Checkpoint Strikeforce team gather with Virginia Governor Mark Warner at the campaign's kick-off news conference. Pictured are (l to r): Vince Burgess, Jim and Mary McAndrew, Governor Warner, Chris Manzella, Emily DeTitta, Kurt Erickson, John Undeland, Cathy Gillen and Lon Anderson.*

The campaign was announced at a special event news conference on August 27, 2003 in Richmond, Virginia’s Henrico County Jail and featured Virginia Governor Mark R. Warner (D) who used the kick-off event to also unveil the findings of his year-long Task Force to Combat Driving Under the Influence of Drugs and Alcohol, which was appointed to assess current efforts in combating drunk driving and make recommendations for new strategies. Stepped-up deployment of sobriety checkpoints and enhanced public awareness/education campaigns are among the Task Force’s 33 recommendations.

For the second year in a row, drunk driving deaths are on the rise in Virginia, according to data from the Virginia Department of Motor Vehicles (whom, along with the Virginia State Police and the state’s local law enforcement agencies served as partners with WRAP on this statewide campaign). More people were killed in impaired driving crashes in Virginia in 2002 than in 2001 (375 deaths in 2002 vs. 358 in 2001). During the past 20 years, the number of deaths annually from drunk driving has ranged from 393 in 1981 to a high of 535 in 1990 and a low of 302 in 1997.

“With drunk driving fatalities rising again on Virginia highways, we must redouble our efforts,” said Governor Warner. “After more than two decades of fighting drunk driving, most of the low-hanging fruit has been picked. That’s why the findings of this uniquely-qualified task force are so vitally important. They build on what’s

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# WRAP REPORT CITES ALCOHOL-RELATED DEATHS & CRASHES HIGHEST IN SIX YEARS; DESPITE HIGHEST ARREST RATE IN DECADE

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Findings in the 2003 report included:

- **FATALS...**Local alcohol related traffic deaths increased slightly once again in 2002 marking the fourth consecutive year increase in such fatalities.
- **CRASHES...**Area traffic crashes attributed to alcohol increased by 29-percent between 1997 and 2002. 2002 marked the sixth consecutive year increase in such incidents.
- **ARRESTS...**Local arrests for either driving under the influence (DUI) or driving while intoxicated (DWI) are up for the first time in four years.

More recently, the 2003 "How Safe Are Our Roads?" report found that between 2001 and 2002:

- the number of lives lost in alcohol related traffic fatalities climbed from 106 in 2001 to 108 in 2002;
- traffic crashes attributable to alcohol increased by 1.2 percent from 4,784 in 2001 to 4,843 in 2002;
- and local DUI or DWI arrests increased significantly by 24-percent between 2001 (12,731) and 2002 (15,745).

Of the Washington-metropolitan area's 386 total traffic fatalities last year, 28-percent of these roadway deaths were alcohol related. 2002 national statistics (National Highway Traffic Safety Administration or NHTSA) cite that 41-percent of total U.S. vehicular fatalities were reported as alcohol/drug-related.

While WRAP and George Mason University officials found some mixed solace in that the Washington-metropolitan area remains below the national average in terms of the percentage of traffic crashes involving alcohol, the same officials said that such solace is off-set by the fact that the number of local lives lost to drunk driving in 2002 was the highest in six years.

The substantial increase in law enforcement efforts in 2002, evidenced by an upswing in arrest rates, might have one theorize that there should have been a decrease in the number of lives lost to drunk driving, as well as alcohol related crashes. Instead, however, there was a slight increase in both alcohol related traffic deaths and crashes proving that even more needs to be done in the form of education and prevention.

"These numbers and this report should serve as a wake-up call for the region to increase funding for education, prevention efforts such as sobriety checkpoints and increase sanctions for convicted, higher-risk drivers as well as stress the importance of the public's understanding that the fight against drunk driving is not yet won," said John Undeland, WRAP's Chairman.

The entire 2003 "How Safe are Our Roads?" report can be found as a pdf file at [http://www.wrap.org/highwaysafety\\_03.pdf](http://www.wrap.org/highwaysafety_03.pdf). ■

## How Safe Are Our Roads?



A Data Report on the Impact of Drunk and Drugged Driving on Highway Safety in the Washington, D.C. Metropolitan Region

NOVEMBER 2003

Prepared by  
George Mason University  
Center for the Advancement of Public Health

Prepared for  
Washington Regional Alcohol Program

The WRAP Reporter is the biannual newsletter of the Washington Regional Alcohol Program (WRAP), an award-winning, public-private coalition formed in 1982 to fight drunk driving, drugged driving and underage drinking in the Washington-metropolitan area.

Winter 2003-04 Issue  
John Undeland, Chairman  
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Kurt Gregory Erickson, President  
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# MD SECRETARY HELPS WRAP LAUD WASHINGTON-METRO LAW ENFORCEMENT FOR FIGHT AGAINST DRUNK DRIVING

GREATER WASHINGTON POLICE OFFICERS AWARDED FOR MAKING AREA ROADWAYS SAFER



*WRAP's 2003 Law Enforcement Award of Excellence for Impaired Driving Prevention awardees.*

Twelve Washington-metropolitan area police officers were cited for their “outstanding commitment in the fight against drunk driving in Greater Washington” in December 2003 and presented with the area’s annual “Law Enforcement Awards of Excellence for Impaired Driving Prevention.”

Presented on December 11, 2003 at a regional ceremony featuring Maryland Secretary of Public Safety & Correctional Services Mary Ann Saar in the place of the originally-scheduled First Lady Kendel Ehrlich (who was ill), WRAP presented its 2003 Law Enforcement Awards to:

- **City of Alexandria** Police Department’s [Officer Seth Weinstein](#)
- **Arlington County** Police Department’s [Sergeant Michael P. Watson](#)
- **Fairfax County** Police Department’s [Captain Jesse F. Bowman](#)
- **Loudoun County** Sheriff’s Office’s [Deputy First Class John McClintic](#)
- **Maryland State Police**’s [Trooper First Class Marlon E. Iglesias](#)
- **Metropolitan Police Department**’s [Officer Alexander Pope](#)
- **Metropolitan Police Department**’s [Officer Preston Proctor](#)
- **Montgomery County** Department of Police’s [Police Officer III John P. Romack](#)
- **Prince George’s County** Police Department’s [Corporal Scott Ainsworth](#)
- **Prince William County** Police Department’s [Officer Kenneth L. Hulsey](#)
- **United States Park Police**’s [Officer Anthony R. Giannino](#)
- **Virginia State Police**’s [Trooper John H. Wolford](#)

The annual awards, presented at a ceremony at the Greenbelt Marriott in Greenbelt, Maryland were presented 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 2003 Law Enforcement Awards were presented by Officer Simms’ widow, Lieutenant Pamela Simms, also with the Metropolitan Police Department, along with FOX 5 DC’s Melanie Alnwick and WUSA-TV’s Jan Fox, serving as the event’s Master of Ceremonies.

“Today, I am proud to join with the Washington Regional Alcohol Program’s leadership to recognize the Washington-metropolitan area’s law enforcement professionals,” said Mary Ann Sarr, Maryland’s Secretary of Public Safety & Correctional Services. “I am proud to stand with the people who are making a difference in the lives of Maryland’s families, and making our highways safer for all of us.” Local law enforcement officers made 15,745 DUI / DWI arrests throughout the Washington-metropolitan region in 2002.

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*Arlington County Police Department's award winner Sgt. Michael Watson with (l to r) Jan Fox, Melanie Alnwick, Lt. Pamela Simms, and Chief Melvin High.*

# 2003 LAW ENFORCEMENT AWARD OF EXCELLENCE FOR IMPAIRED DRIVING PREVENTION AWARDEES

- **Officer Seth Weinstein**  
City of Alexandria Police Department
- **Sergeant Michael P. Watson**  
Arlington County Police Department
- **Captain Jesse F. Bowman**  
Fairfax County Police Department
- **Deputy First Class John McClintic**  
Loudoun County Sheriff's Office
- **Trooper First Class Marlon E. Iglesias**  
Maryland State Police
- **Officer Alexander Pope**  
Metropolitan Police Department
- **Officer Preston Proctor**  
Metropolitan Police Department
- **Police Officer III John P. Romack**  
Montgomery County Department of Police
- **Corporal Scott Ainsworth**  
Prince George's County Police Department
- **Officer Kenneth L. Hulsey**  
Prince William County Police Department
- **Officer Anthony R. Giannino**  
United States Park Police
- **Trooper John H. Wolford**  
Virginia State Police

# MD SECRETARY HELPS WRAP LAUD WASHINGTON-METRO LAW ENFORCEMENT FOR FIGHT AGAINST DRUNK DRIVING

## GREATER WASHINGTON POLICE OFFICERS AWARDED FOR MAKING AREA ROADWAYS SAFER

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"Today's awardees represent the front lines in the fight against drunk driving in Greater Washington," said John Undeland, 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."

In addition to receiving the Law Enforcement Awards, each of the 2003 WRAP honorees also received two complementary Washington Wizards tickets (courtesy of the Washington Wizards) and a \$ 25 prepaid gas card (courtesy of Exxon Mobil). ■



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*The Honorable Mary Ann Sarr featured speaker at WRAP's annual Law Enforcement awards on December 11.*



*Loudoun County Sheriff's Office award winner Deputy John McClintic with (l to r) Jan Fox, Melanie Alnwick, Lt. Pamela Simms, and Chief Melvin High.*

# HOLIDAY SOBERRIDE PROGRAM PROVIDES LIFESAVING RIDE EVERY 46-SECONDS



Prince Georges County **Chief Melvin High** helps kick-off WRAP's 2003 Holiday SoberRide campaign by speaking of the role that law enforcement plays in the fight against drunk driving.

“Free taxi-ride plan a success,” declared *The Washington Times* (1-2-04) regarding WRAP’s efforts to remove 2,235 would-be drunk drivers from Greater Washington’s roadways during the recent winter holiday season.

For its hours of operation, this level of ridership for the SoberRide program which was offered from December 12, 2003 through January 1, 2004 translates into a potential drunk driver removed from our shared roadways every 46-seconds this winter.

“The program that provided free cab rides to New Year’s Eve revelers was a big success,” reported *The Washington Post* as on the 2003 New Year’s Eve, alone, 661 local revelers did the right thing and use WRAP’s Holiday SoberRide service.

WRAP’s annual winter holiday SoberRide effort — an anti-drunk driving initiative designed to reduce holiday-oriented alcohol-related traffic incidents in the Washington-metropolitan area — is designed to combat that time of year when more than nearly four-out-of-ten traffic deaths are alcohol-related.

The 2003-04 winter *SoberRide* program operated between 8:00 pm and 4:00 am each evening from Friday, December 12, 2003 through Thursday, January 1, 2004 as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period.

During the evening hours between December 12<sup>th</sup> and January 1<sup>st</sup>, 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 users could call #-TAXI for the same service.)

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. In these areas, local taxicab companies provided this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

“The sad facts are that drunk driving is on the rise in the Washington-metropolitan area,” said George Pakidis, WRAP’s Vice Chairman and SoberRide Committee Chair. “In its simplest terms, the region’s SoberRide program aims to reverse this trend by removing drunk drivers from our shared roadways.”

Since 1993 alone, WRAP’s SoberRide program has provided 25,404 free cab rides to would-be impaired drivers in the Greater Washington area.

Sponsors of the 2003 Holiday SoberRide campaign included America Online, AT&T Wireless, Anheuser-Busch, Enterprise Rent-A-Car, GEICO Direct, 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; Taxi Transportation Services; and Yellow Cab of Prince William County. ■

## AREA ROADWAYS MADE LESS FRIGHTENING VIA HALLOWEEN SOBERRIDE PROGRAM

"No matter which party you attend tonight take advantage of the Washington Regional Alcohol Program's SoberRide taxi service," advocated The Washington Post (10-31-03) regarding WRAP's 2003 Halloween SoberRide program which provided a record 502 free cab rides home to would-be drunk drivers during the fall holiday.

For its eight hours of operation this past Halloween, this unprecedented level of ridership translates into a would-be drunk driver being removed from the Washington-metropolitan area's roadways every single minute.

WRAP's 2003 Halloween SoberRide ridership also represents a more than doubling of ridership from just three years ago.

WRAP's 2003 Halloween SoberRide program was in operation from 8:00 pm on Friday, October 31, 2003 (Halloween) through 4:00 am the following day as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period.

During this eight-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 \$ 50 fare), safe way home. AT&T Wireless users could call #TAXI for the same service.

Local taxicab companies throughout the Washington-metropolitan area provide this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

"The scary fact is that nearly twice as many people are killed by drunk drivers in this region during Halloween than on New Year's Eve," said Kurt Gregory Erickson, WRAP's President. "Nationally, more than four-out-of-ten traffic deaths during Halloween are alcohol-related."

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 Halloween SoberRide offering included: AT&T Wireless, Anheuser-Busch, Enterprise Rent-A-Car, Red Top Cab of Arlington and the Washington Area New Automobile Dealers Association. ■

## ANHEUSER-BUSCH DONATES \$ 30,000 TO FIGHT DRUNK DRIVING IN WASHINGTON-METRO AREA

U.S. brewery giant Anheuser-Busch this winter made a giant investment of their own in the fight against drunk driving and underage drinking by donating \$30,000 to WRAP.

The St. Louis, Missouri-based Anheuser-Busch Companies, along with their Greater Washington distributors, presented a \$ 30,000 check on December 11, 2003 to WRAP at the nonprofit organization's launch of its holiday free cab ride service for would-be drunk drivers, SoberRide.

"Anheuser-Busch is proud of its long and rewarding partnership with WRAP," said Richard Hall with the Prince George's County, Maryland-based Bob Hall Distributing. "Today's investment in the fight against drunk driving recognizes that community-based alcohol awareness and education programs such as SoberRide work."

Anheuser-Busch's corporate contribution to WRAP will help underwrite the non-profit organization's popular SoberRide program which, since 1993 alone, has provided 25,404 no-cost taxi rides home to area residents who otherwise may have driven drunk.

"Anheuser-Busch has long been an integral partner in WRAP's winning efforts to fight impaired driving and underage drinking in the Washington-metropolitan area," said Kurt Gregory Erickson, WRAP's President. "We are delighted to have their support especially during a holiday period like we're currently in when nearly our out of every ten traffic deaths in this country are alcohol-related." ■



WRAP President Kurt Erickson, and WRAP Chairman John Undeland (l to r) accept a check from Anheuser-Busch local distributors Richard Hall and Brenda Hayman.

## "SURGICAL STRIKE" TO COMBAT DRUNK DRIVING



WRAP President Kurt Erickson (l) and Metropolitan Police Department Officer Preston Proctor check out just one of the Maryland State Police Department's tools to combat drunk driving at a NHTSA "Surgical Strike" news conference in Baltimore, Maryland in December.

# WRAP BECOMES DC AREA'S NEWEST 21-YEAR-OLD

In a packed ballroom in October 2003, Washington-metropolitan area residents, business leaders, elected officials and supporters gathered to celebrate (responsibly) with the D.C. area's newest 21-year-old as WRAP commemorated its 21<sup>st</sup> year at the organization's 2003 annual meeting. Held at Maggiano's Little Italy in northwest Washington, D.C. on October 23, 2003, WRAP's Annual Luncheon Meeting & WRAPPY Awards Ceremony proved the perfect setting to recognize area businesses and individuals leading the fight against drunk driving and teen drinking.



WRAP board member **Bill Tower** (l to r) with NHTSA Region III Administrator **Dr. Beth Baker** and WRAP Chairman **John Undeland**.

In addition, WRAP's Board of Directors unanimously elected new officers for fiscal year 2003-04 including: John Undeland (Strat@comm), Chairman; George Pakidis (Red Top Cab), Vice Chairman; Leisa Weir, Secretary; Fred Valentine (Clark Construction), Treasurer; and Nick Champeau (WANADA), Immediate Past Chairman.



**Debbie Jarvis** shares smiles with (l to r) WRAP Vice Chair **George Pakidis** and former chair **Nick Champeau**.

Also on October 23<sup>rd</sup>, WRAP elected the following individuals to its Board of Directors: Vernon Betkey, Jr.; Joan Corboy; Captain Blaine Corle; Bryan Fischer; Frank Iovino; Mary McAndrew; Nancy Rea; and Lieutenant William Tower (ret.).



Passing of the gavel from **Nick Champeau** (l) to newly elected chair, **John Undeland**.

Outgoing Chairman Nick Champeau, before being thanked by WRAP's voluntary leadership for his two years at WRAP's help, presided over that afternoon's annual WRAPPY Awards bestowing honors to:

- **2003 Public Partnership Award:** District of Columbia Department of Transportation; Maryland Highway Safety Office; and Virginia Department of Motor Vehicles
- **2003 Corporate Sponsorship Award:** AT&T Wireless; Enterprise Rent-A-Car; ExxonMobil; GEICO Direct; and the Washington Area New Automobile Dealers Association
- **2003 Corporate Partnership Award:** Anheuser-Busch Companies and their local distributors
- **2003 Law Enforcement Award:** Virginia State Police Superintendent, Colonel Gerald Massengill
- **2003 Community Partnership Award:** GEICO Direct; Red Top Cab; and Washington Sports & Entertainment
- **2003 Public Service Award:** Maryland State Senator Philip Jimeno (D-Anne Arundel County)
- **2003 Youth Leadership Award:** John Lingenfelter, James Madison High School, Vienna, Virginia
- **2003 Chairman's Award:** Vince Burgess, Assistant Commissioner, Virginia DMV

In addition, that day's special guest of Dr. Beth Baker, Regional Administrator, National Highway Traffic Safety Administration (NHTSA), made a special presentation of her own bestowing NHTSA's prestigious Public Service Award to WRAP Board member Sue Morris citing her as "a widely recognized pioneer in developing innovative approaches to achieve positive social change including on both the traffic and pedestrian safety fronts."

Sponsors of WRAP's 2003 Annual Luncheon Meeting & WRAPPY Awards Ceremony included AAA Mid-Atlantic, Century Council, Diageo, Strat@comm and PAS Systems International. ■



Outgoing WRAP Chairman **Nick Champeau** joins (l to r) fellow board member and honoree **Sue Morris** as well as NHTSA's Region III Administrator **Dr. Beth Baker** and **Sue Ryan**.



WRAP President **Kurt Erickson** welcomes NBC 4-TV's **Debbie Jarvis**.



# WRAP PLOTS FUTURE COURSE WITH COMMUNITY NEEDS ASSESSMENT

On September 9, 2003 and at, literally, the highest point in Fairfax County, Virginia, nearly 30 members of WRAP's voluntary leadership gathered to shape WRAP's future.

Specifically, and held at Tysons Corner's Tower Club, members of WRAP's Board of Directors gathered for a four-hour, facilitated community needs assessment designed to redefine WRAP's mission, develop long-term goals and provide WRAP's staff with strategic direction.

Facilitated by Greg Brittingham with Virginia Commonwealth University – and fresh off of his nearly year-long role as facilitator of Virginia Governor Mark Warner's DUI Task Force – WRAP's voluntary leadership collaborated to successfully craft a new organizational mission statement, identify priority goals for the organization and prioritize WRAP's future actions.

Newly identified as a “public-private partnership working to prevent drunk driving and underage drinking in the Washington, D.C. metropolitan region,” WRAP's new strategic plan – including strategic initiatives of reaching younger student audiences with WRAP's education and prevention programmatic outreach, better deploying technology to accomplish WRAP's mission and diversifying WRAP's revenue streams amongst others was approved by WRAP's entire Board of Directors in December 2003. ■



*WRAP board members (l to r) Leisa Weir, George Pakidis, and Butch Letteer brainstorm.*



*Great minds think alike. WRAP board members (l to r) Lucy Caldwell, Lon Anderson, and Carol Huebner.*



*WRAP board members (l to r) Robert Washington and John Moulden share ideas with WRAP's Director of Programs, Emily DeTitta.*

# WRAP NOTES:

- **Underage Drinking Grant...**In the summer of 2003, WRAP received a \$5,000 grant award from Prince George's County Police Department (with funds provided by the Maryland Highway Safety Office) to serve as Project Manager of that county's televised, anti-underage drinking campaign. With extremely limited funding providing for just a one-week advertising run, the broadcasting of professionally produced spots (which ran on ESPN, MTV, FX and 13 other cable channels via Comcast in Prince George's County) during the week of July 14, 2003 provided an apt message during that time of year when the majority of teen traffic crashes occur. In fact, and via the running of 92 paid television spots on the consequences of underage drinking in Prince George's County, 21-percent of the county's 18-to-34 year olds (predominantly male) were reached an average of 1.2 times.
- **COG DUI Task Force...**Throughout the summer and fall of 2003, WRAP continued its leadership role on the Metropolitan Washington Council of Government's DUI Task Force including presenting the group's 80-page report, "Regional Activities to Reduce Impaired Driving in the Metropolitan Washington Area," to COG's Board of Directors at its meeting on November 12, 2003.
- **Regional DUI Summit...**On October 27, 2003 in Norfolk, Virginia – and as a follow-up to WRAP's role on Virginia Governor Mark Warner's (D) Task Force on Driving Under the Influence of Drugs and Alcohol — WRAP served as an official advisor to the Chesapeake Alcohol Safety Action Program's (ASAP) "Regional Summit on Driving Under the Influence." The fall event, hosted by Virginia State Senators Kenneth Stolle (R) and Nick Rerras (R), served as a venue to gather responses to the 33 recommendations made by the Governor's Task Force.
- **Regional Transportation Safety Workshop...**On the campus of Washington, D.C.'s Gallaudet University on November 20, 2003, WRAP served as a featured speaker at the Metropolitan Washington Council of

Government's "Transportation Safety Workshop." The well-attended event included WRAP's presentation on regional efforts to deter impaired driving.

- **Holiday Kick-Off...**On November 18, 2003 and at Loudoun County, Virginia's Government Building in Leesburg, WRAP joined MADD's Loudoun Chapter in their annual "Tie One on for Safety / None for the Road" kick-off event. WRAP served as a featured speaker and talked about the need for safety during the upcoming holiday season. ■



*WRAP President Kurt Erickson (third from r) stands amongst the speakers at MADD-Loudoun's 2003 "Tie One on for Safety / None for the Road" campaign kick-off news conference in Leesburg, Virginia in November. Also pictured (l to r) are: Loudoun Sheriff Steve Simpson; Bob Obenshain, MADD; Cleo Converse, MADD; Bob Lazaro (for Loudoun Chairman Scott York); Sue Cleveland, MADD; Rick Froehlich, Dulles Greenway; and VA Delegate Bob Marshall (R). (Not pictured: VA Delegate Dick Black [R].)*

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worked best in the past with new strategies, providing a clear roadmap for targeting resources with maximum effectiveness. And because sobriety checkpoints and public education are among the most effective ways to combat drunk driving, I could not be a stronger supporter of the Checkpoint Strikeforce campaign."

Supported by a National Highway Traffic Safety Administration (NHTSA) grant through the Virginia Department of Motor Vehicles to the Washington Regional Alcohol Program, Checkpoint Strikeforce is a highly focused, zero tolerance law enforcement effort to catch and arrest drunk drivers via sobriety checkpoints. Studies show that sobriety checkpoints can reduce alcohol-related crashes by as much as 20 percent.

"As part of Checkpoint Strikeforce, members of Virginia's law enforcement community will be out in full force this holiday weekend and during the remainder of the year conducting sobriety checkpoints," said then State Police Superintendent Col. W. Gerald Massengill, III. State Police and local law enforcement agencies across the Commonwealth are conducting at least one checkpoint every week, everywhere, through New Year's Day."

At the Henrico County Jail event, Checkpoint Strikeforce launched a series of cre-

ative radio ads designed specifically to target 21- to 35-year-olds – a hard-to-reach audience that is statistically most at risk for drunk driving. Of all fatal crashes, drivers in this age group have the highest incidence of intoxication – approaching double the rate of teenagers and drivers 45 and older.

The first ad, titled "The Checkpoint Zone," used eerie music and a script that harkens to the famous "The Twilight Zone" TV series to set the mood and illustrate the nervous fear that arises when an impaired driver suddenly comes across a checkpoint. In the second ad, titled "Unhappy Hour," a young woman described to a girlfriend how a bad experience with her boyfriend being arrested at a checkpoint resulted in the demise of their relationship. The third ad, called "Add it All Up," parodied MasterCard's well-known "Priceless" ad to illustrate the enormous costs associated with a drunk driving arrest.

In addition to the 52 Virginia radio stations broadcasting over 22,000 of these 2003 Checkpoint Strikeforce ads, WRAP also served as project manager of nine Washington-metropolitan area radio stations broadcasting nearly 2,000 of the same ads (during the same period) with grant funds provided by both the Maryland Highway Safety Office and the Virginia Department of Motor Vehicles. ■

# WRAP OFFERS TIPS TO COMBAT DRUNK DRIVING DURING SUPER BOWL WEEKEND

“**Drunk Driver Alert on Super Bowl Sunday;**” read The Washington Post headline (1-30-04) regarding both WRAP’s call for safety and issuing of tips to combat drunk driving during the 2004 Super Bowl weekend.

In addition, numerous local and national media outlets urged the public to “be on the lookout for drunken drivers” (NBC4, 1-30-04) as WRAP advocated a game plan to prevent drunk driving during the upcoming Super Bowl weekend as, according to National Highway Traffic Safety Administration (NHTSA) figures, the National Football League’s (NFL) Super Bowl game ranks as the deadliest of all U.S. holidays regarding the proportion of traffic deaths that are alcohol-related.

While NHTSA reports that normally 41-percent of all U.S. highway fatalities are alcohol-related, this figure jumped to more than 58-percent (58.5%) during the 2002 NFL Super Bowl match-up. This compares to that same year’s New Year’s Day, Labor Day and Christmas holidays when 57%, 55.5% and 52.3% of U.S. traffic deaths were alcohol-related, respectively.

“Because ‘Super Bowl Sunday’ has been thrown in to the annals of deadly drunk driving periods, it’s equally important to have a game-plan off the field as well as

on to combat this too often deadly opposition,” said Kurt Gregory Erickson, WRAP’s President. “Whether it be a football opponent or a drunk driver, one’s best offense is a good defense.”

In advance of the “big game,” WRAP issued a number of “safe celebrating” tips to prevent drunk driving during the February 1, 2004 Super Bowl Sunday. These tips included:

- **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** (like high protein foods like meats and cheeses which stay in the stomach longer thereby slowing the body’s alcohol absorption rate).
  - ✓ **Using a non-carbonated base in alcoholic punches** (as 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 Erickson. “The bottom-line is that the routine wearing of seatbelts is the single most effective measure to reduce crash-related deaths and injuries.” ■

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## WRAP CONDUCTS LOCAL YOUTH SURVEY

Typically, when we hear about underage drinking we tend to picture youth in their late teens at a party or college kids tailgating. WRAP’s 2003 Youth survey, however, paints a different and even scarier picture of the underage drinking problem in the Washington-metropolitan area as youth as young as 15 and 16 were asked about their experience with alcohol.

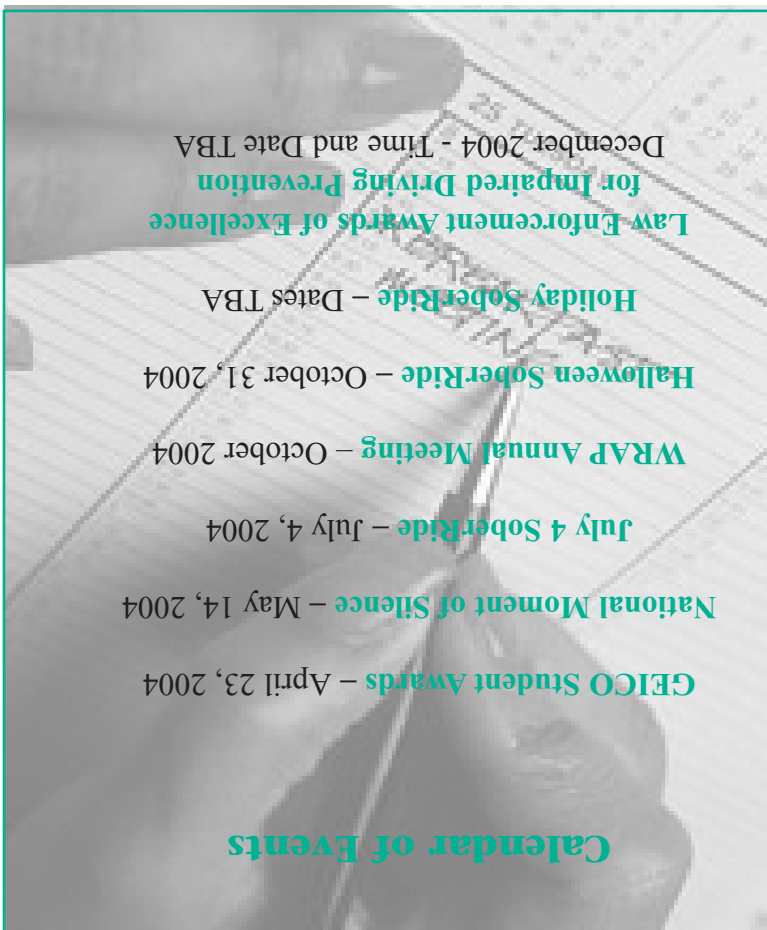
From August 26, 2003 to September 17, 2003, and through the polling efforts of Andres McKenna – secured by WRAP via shared grant funding from the District of Columbia Department of Transportation, Maryland Highway Safety Office and Virginia Department of Motor Vehicles, WRAP conducted a survey of 400, 15 and 16 year olds in the DC metro area. WRAP focused on fifteen and sixteen year olds because currently, WRAP’s high school-based Alcohol Awareness for Students program targets 10<sup>th</sup> graders.

WRAP’s findings included:

- **Four in ten have used alcohol – 24% within the last month.** That percentage is slightly larger among males (46%) and slightly smaller among females (35%). The percentages are consistent across the region, with about 44% of Maryland respondents and 40% of Northern Virginia respondents indicating they have used alcohol.

- **Two in ten – 20% of 15 and 16-year-olds — have been drunk, half of them within the last month.** These percentages are consistent within gender groups and across the region. More surprisingly, almost one in ten (8%) indicated that they have been drunk more than 3 times in the last year.
- **More respondents were willing to identify their peers rather than themselves as drinkers.** For example, almost half (48%) said that their peers had drunk alcohol in the last month, while only 24% said that they personally had had alcohol in the last month or so. Additionally, while 60% say that their peers use alcohol, just 40% indicated that they themselves had ever consumed. This problem is in part due to the carelessness of family and friends of these teen drinkers.
- **While about a third (32%) say that they take their alcohol from their parents or friends’ parents, half – 50% say they are given alcohol by brothers, sisters and parents.** This suggests to us that an education campaign needs to be pointed at least partially in the direction of relatives who think that provision of alcohol to young teens is harmless.
- **When asked why they or their peers drink, conformity was the reason offered most (41%), which is odd when you consider that 60% of respondents indicated that they had never used alcohol.** Other reasons include boredom (27%), rebellion (13%) and glamour (11%).
- **Just about all respondents who had been drunk acknowledged that they had engaged in reckless behavior when drunk.** More than a quarter of this group had ridden with a drunk driver; 16% had been a drunk driver. More than a quarter had gotten into a fight, while 18% had had unprotected sex.
- **On a final note, it seems that drinkers and non-drinkers tend to cluster into groups.** There are numerous examples, but two will suffice. First, among those who have never used alcohol, 54% said that their peers had never used it either (compared with just 40% of total respondents who said that). Among those whose peers have drunk 3-5 times in the past month, 71% have themselves used alcohol. This compares with 40% of total respondents who have consumed alcohol.

This survey was conducted to further tailor existing youth outreach programs. For more information on these programs, visit WRAP at [www.wrap.org](http://www.wrap.org). ■



**Calendar of Events**

**GEICO Student Awards** – April 23, 2004

**National Moment of Silence** – May 14, 2004

**July 4 SoberRide** – July 4, 2004

**WRAP Annual Meeting** – October 2004

**Halloween SoberRide** – October 31, 2004

**Holiday SoberRide** – Dates TBA

**Law Enforcement Awards of Excellence for Impaired Driving Prevention**  
December 2004 - Time and Date TBA

**Corporate Contributions**  
July 1, 2003 to December 31, 2003

**The Chairman's Club** (\$10,000 and over)  
Enterprise Rent-A-Car Foundation

**Corporate Platinum** (\$5,000 to \$9,999)  
America Online • AT&T Wireless

**Corporate Gold** (\$1,000 to \$4,999)  
Capital One • Century Council

GEICO • Interstate Worldwide Relocation  
Coors • DiaGeo  
United Way designations • Washington Wizards

**Corporate Silver** (\$500 to \$999)  
AAA Mid-Atlantic • ExxonMobil  
Pascal & Weiss • The Hartford  
The Washington Post

**Corporate Bronze** (\$100 to \$499)  
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