

MADD National Conference

New Orleans, Louisiana

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National Highway Traffic
Safety Administration

September 12, 2003

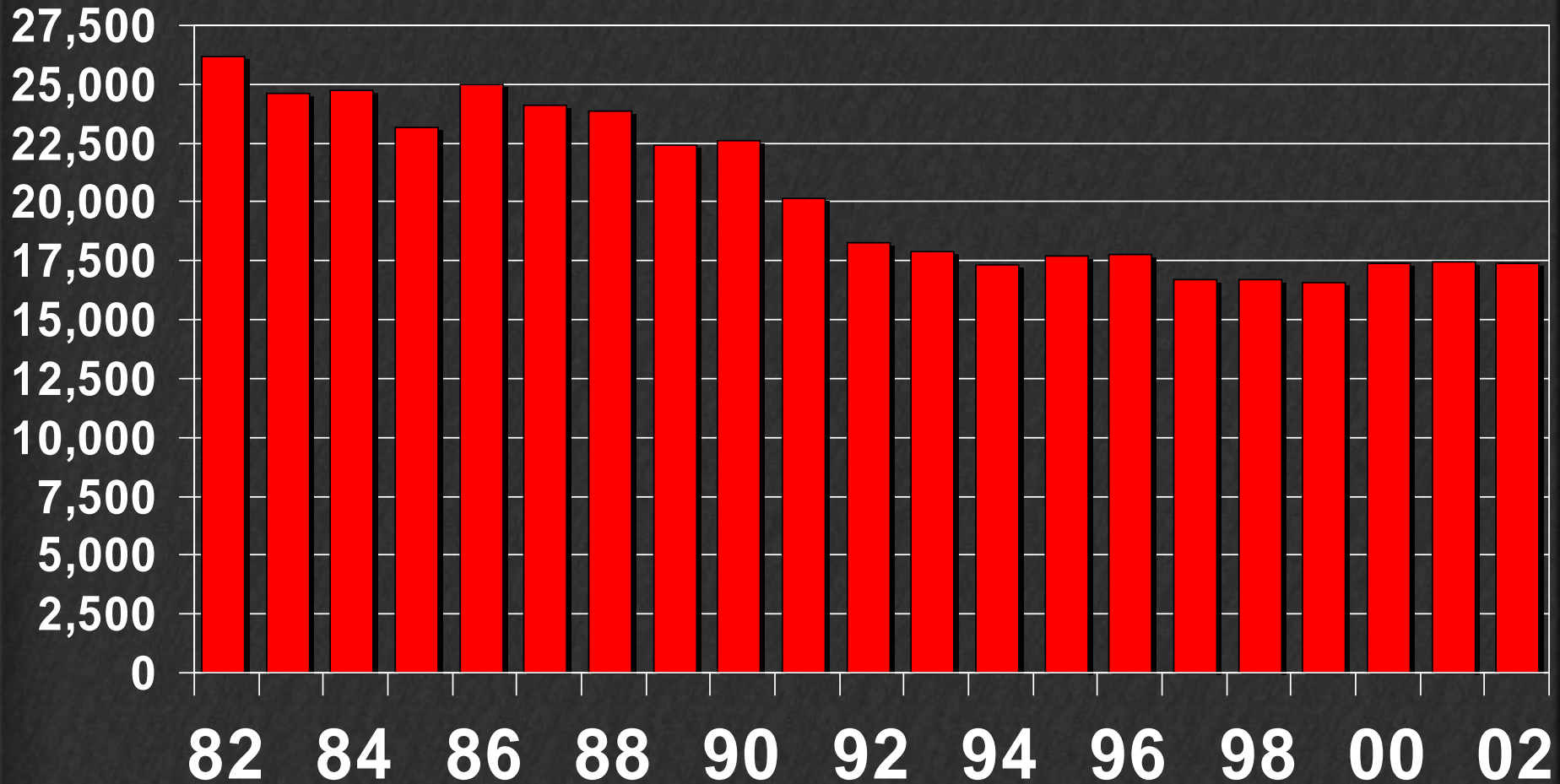


Shared Goals

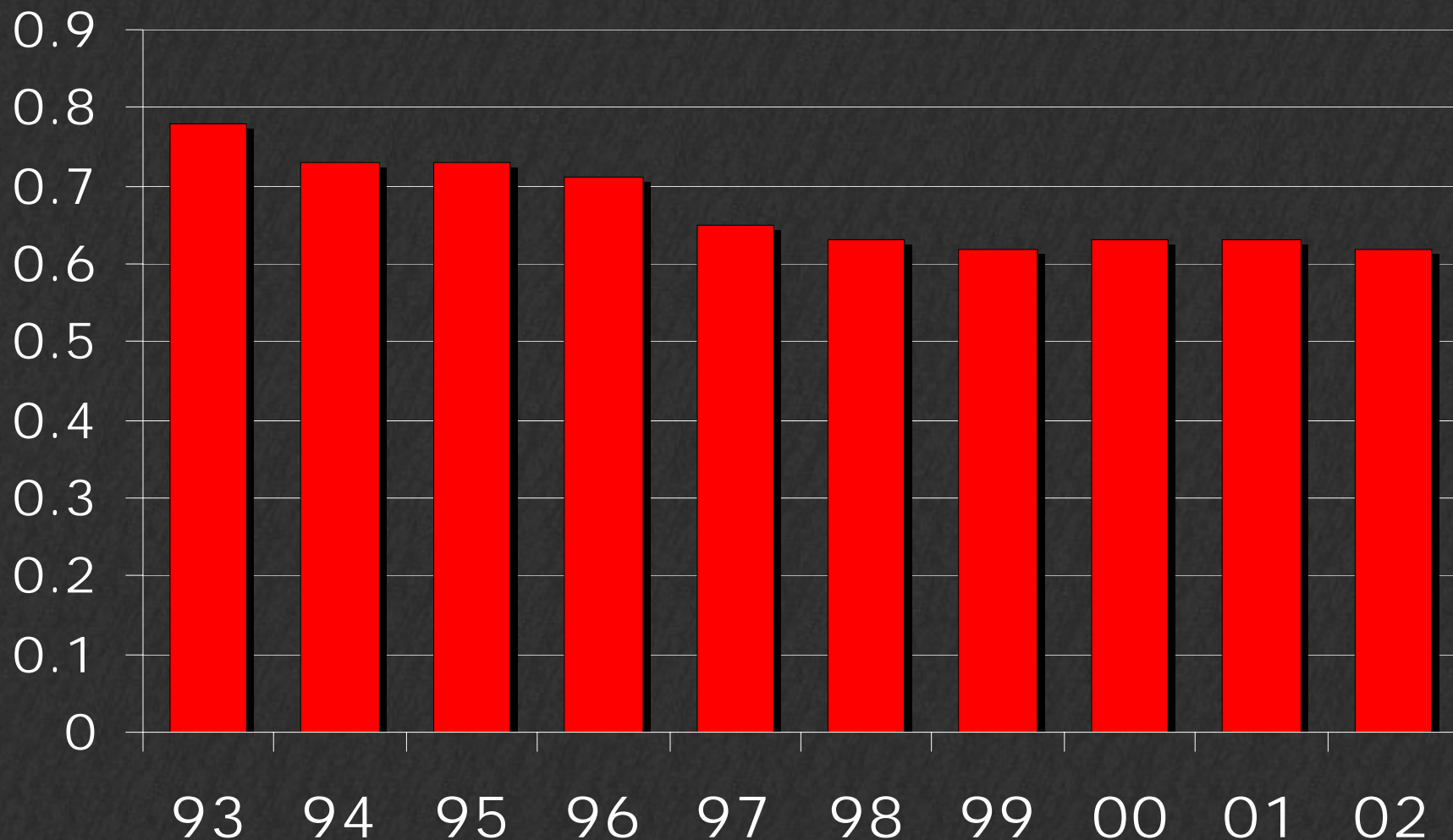


MADD
Activism | Victim Services | Education

Number of Alcohol-Related Fatalities



Alcohol-Related Fatality Rate



Impaired Driving Goal

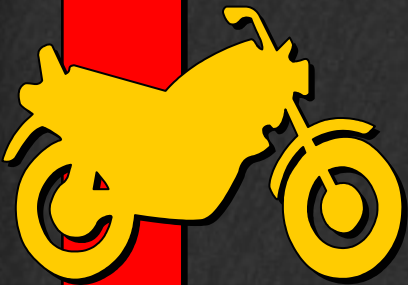
Not more than
.53 alcohol-related
fatalities
per 100M VMT
by end of 2004

Alcohol-Related Fatality Rates by Vehicle Type

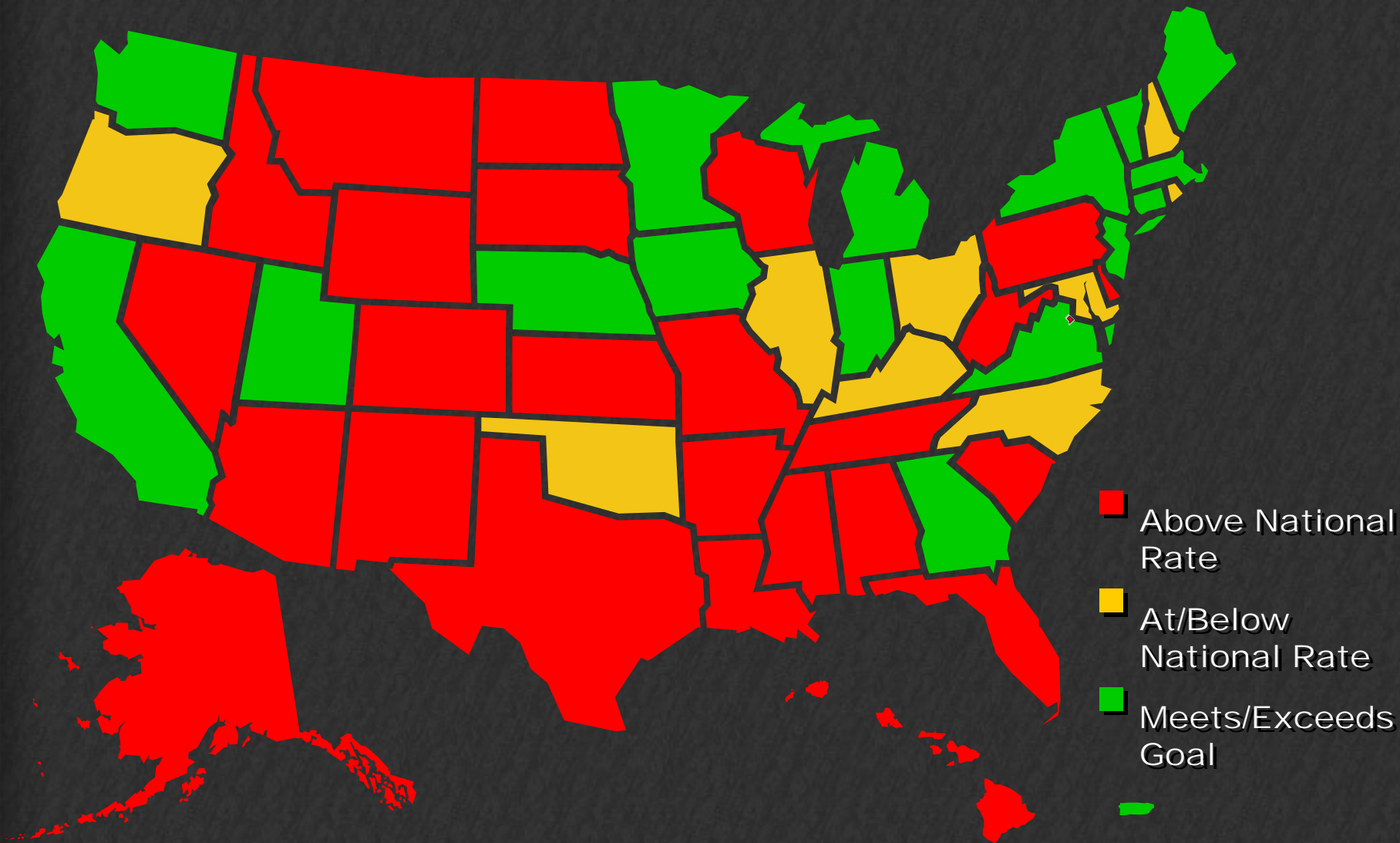
	Year				
	97	98	99	00	01
Passenger Car	0.56	0.51	0.49	0.53	0.51
Light Truck	0.53	0.54	0.54	0.52	0.52
Large Truck	0.03	0.04	0.04	0.04	0.03
Motorcycle	9.72	10.43	10.56	12.57	14.08

Motorcycle Fatalities Are Rising

- 3,244 deaths in 2002
- 44% alcohol-related
- 6% increase in alcohol deaths last year
- 50% increase in deaths over past five years



Alcohol Fatality Rates 2001



Reauthorization: SAFETEA

Safe

Accountable

Flexible

Efficient

Transportation

Equity

Act of 2003

Resources For Impaired Driving

TEA-21
(‘03 Actual)

SAFETEA
(‘04 Proposed)



\$350M Total

\$387M Total

Highway Safety Improvement Plan



\$1 Billion Annually

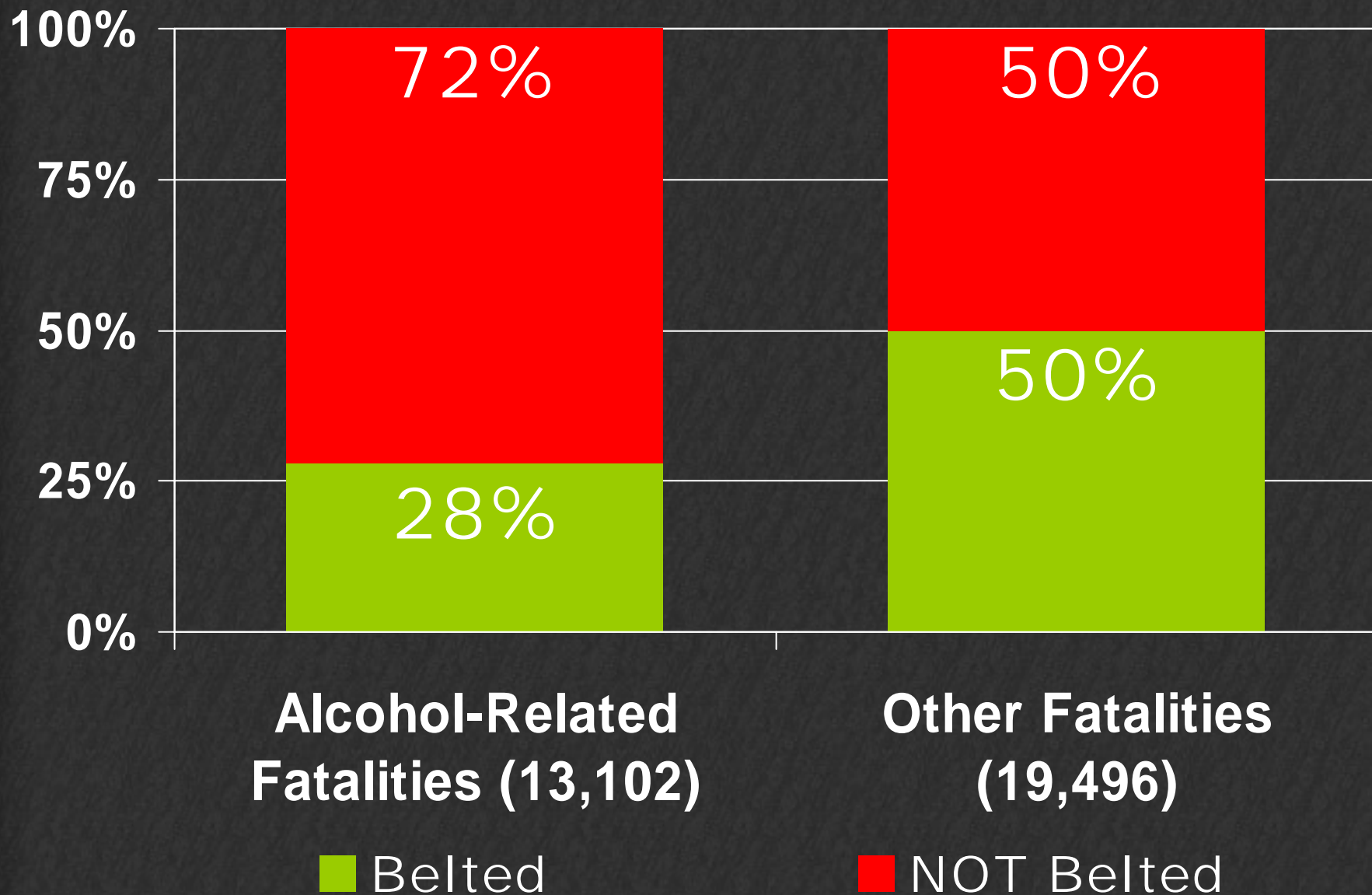
NOPUS - June 2003

79%

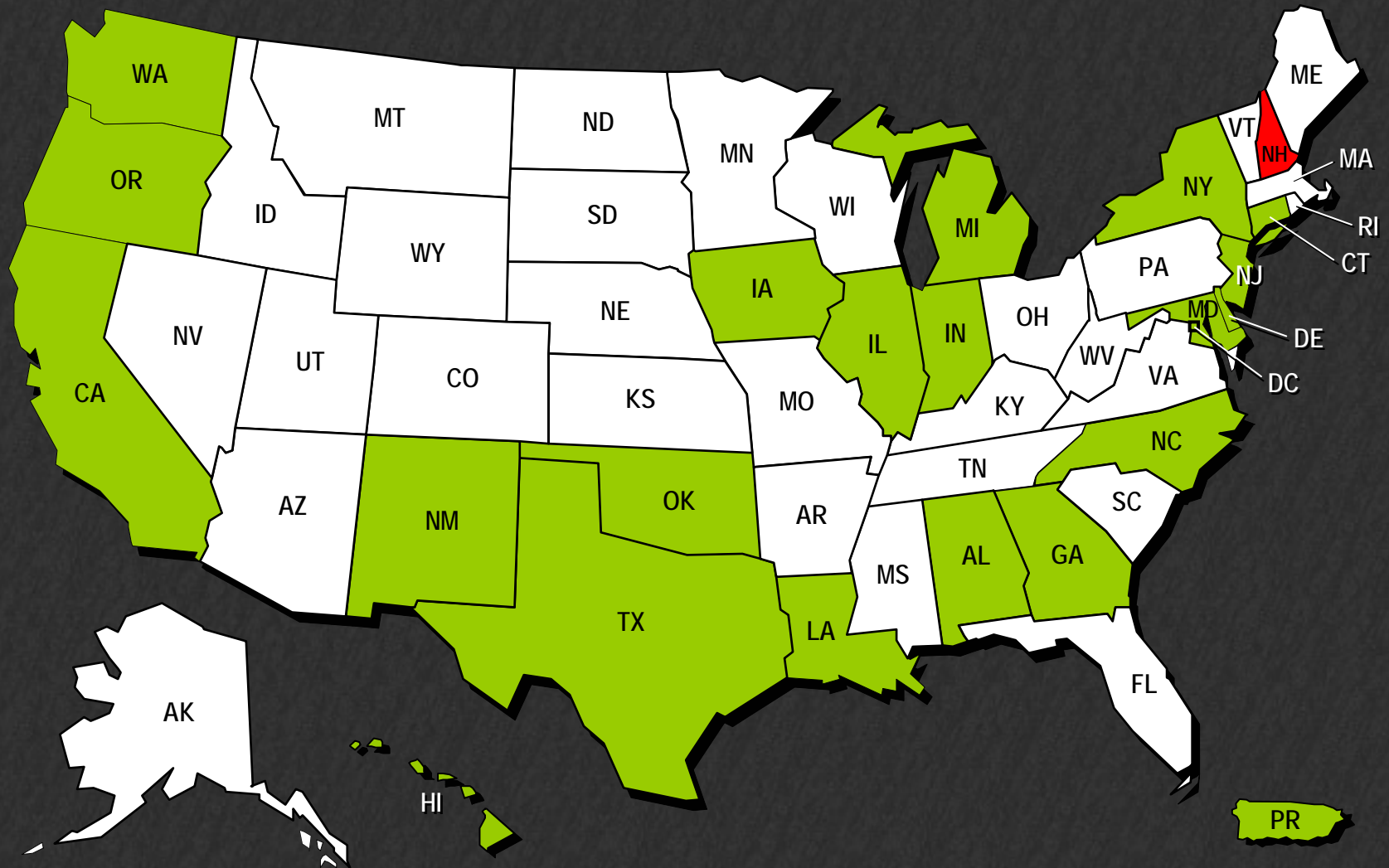


National Safety Belt Use

2002 Occupant Fatalities: 32,598



State *Safety Belt* Laws 2003



 Primary

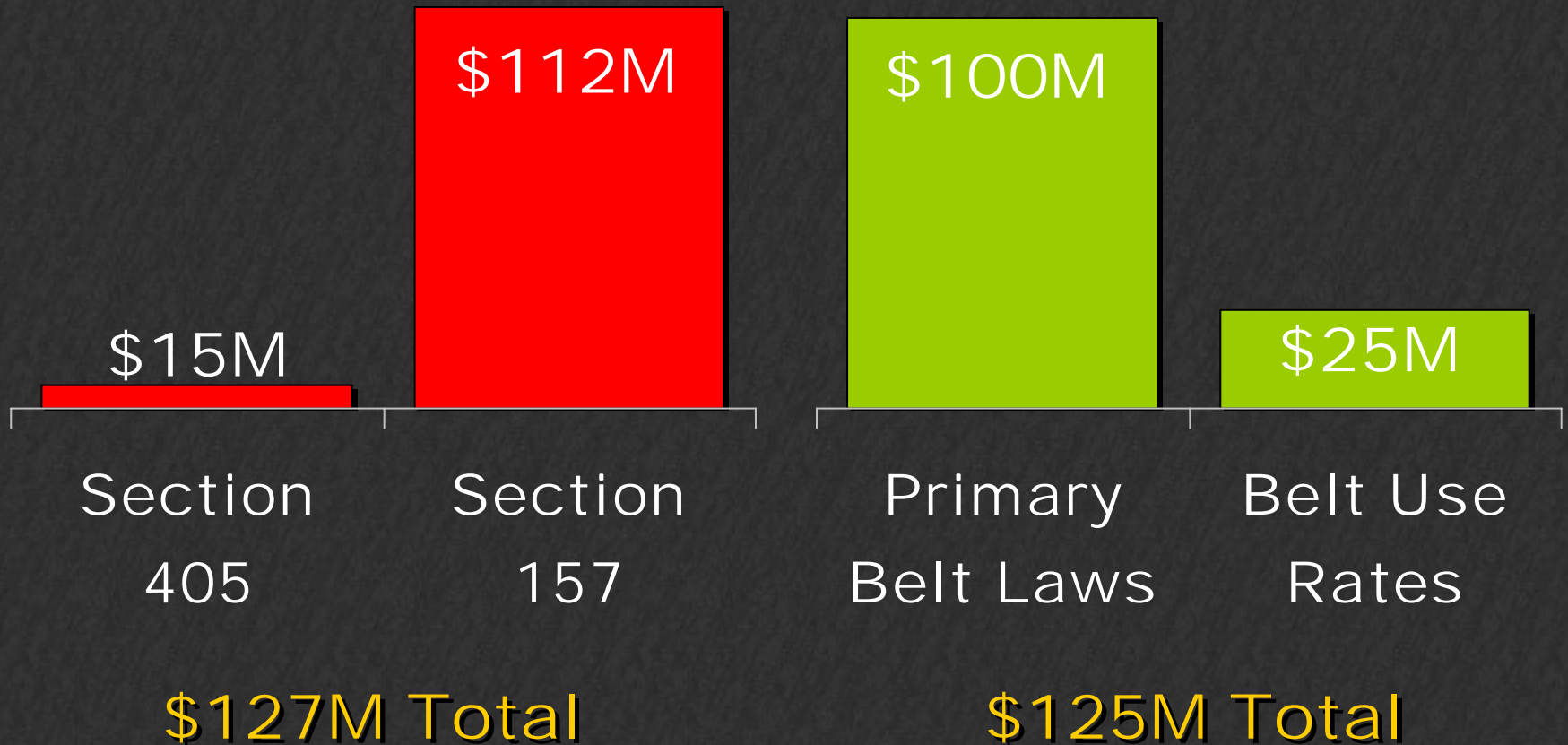
 Secondary

 No Adult Safety Belt Law

Awards For Safety Belt Performance

TEA-21
(‘03 Actual)

SAFETEA
(‘04 Proposed)



3 Priorities for Reducing Impaired Driving



1

High
Visibility
Enforcement



2

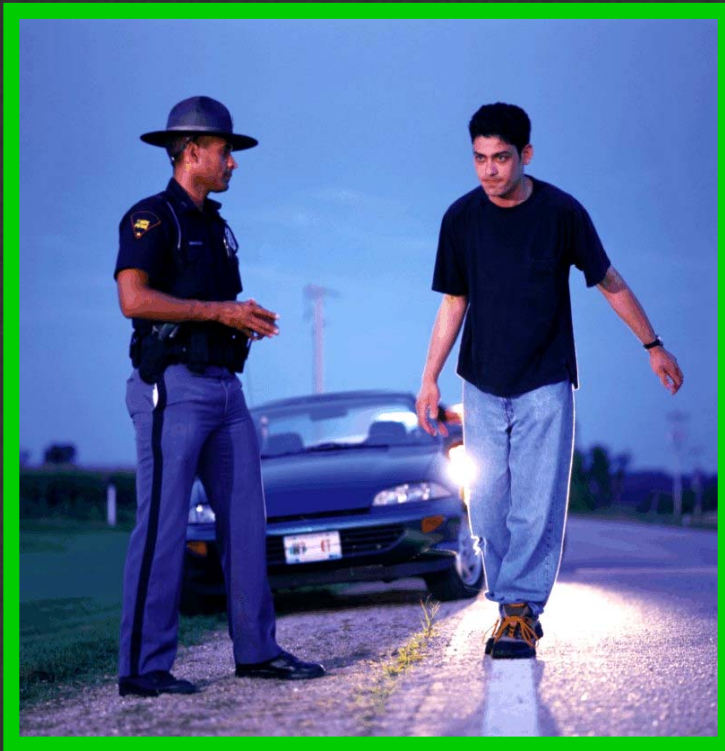
DWI Courts &
Special
Prosecutors



3

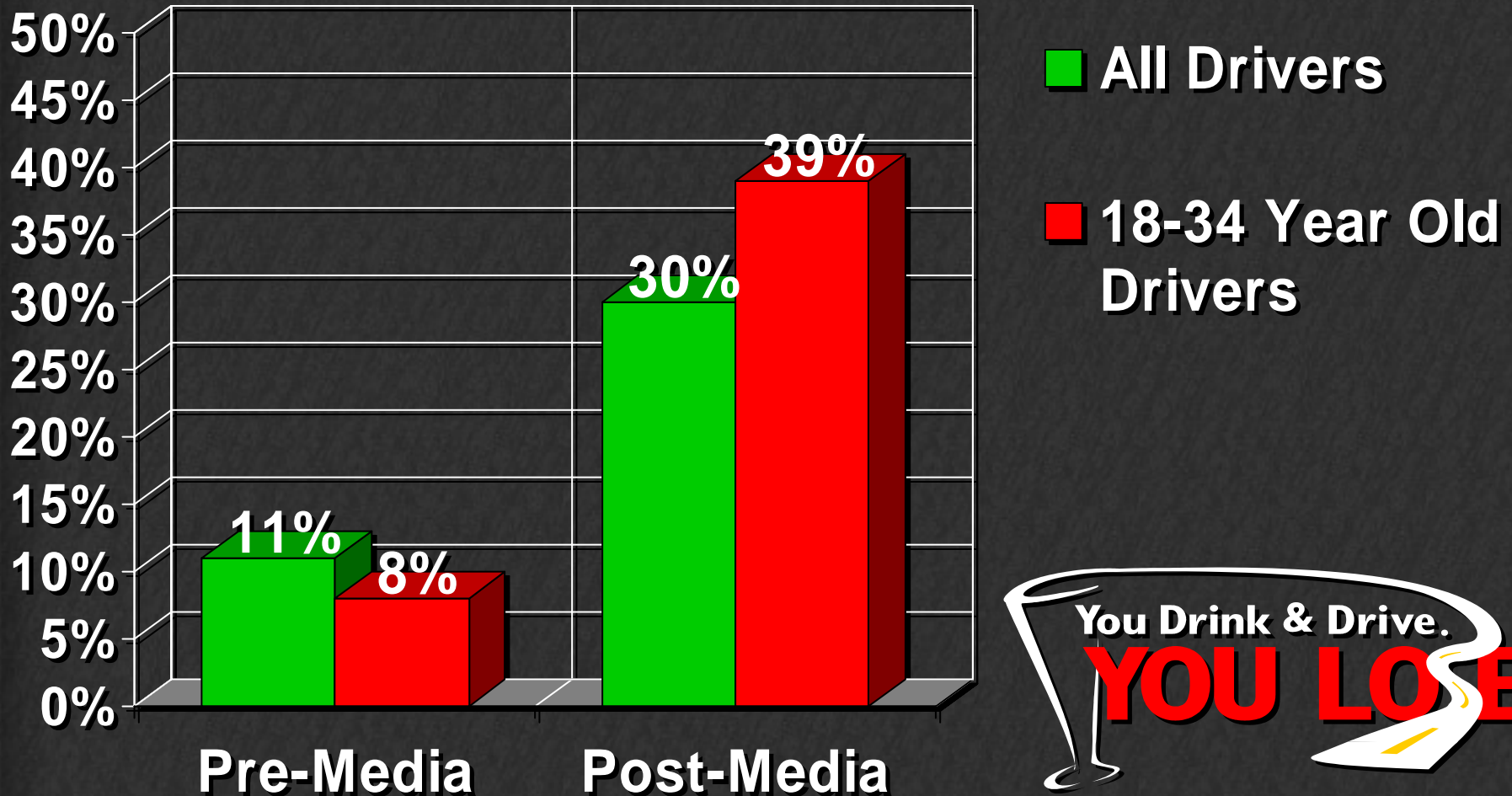
Screening &
Brief
Intervention

Priority 1

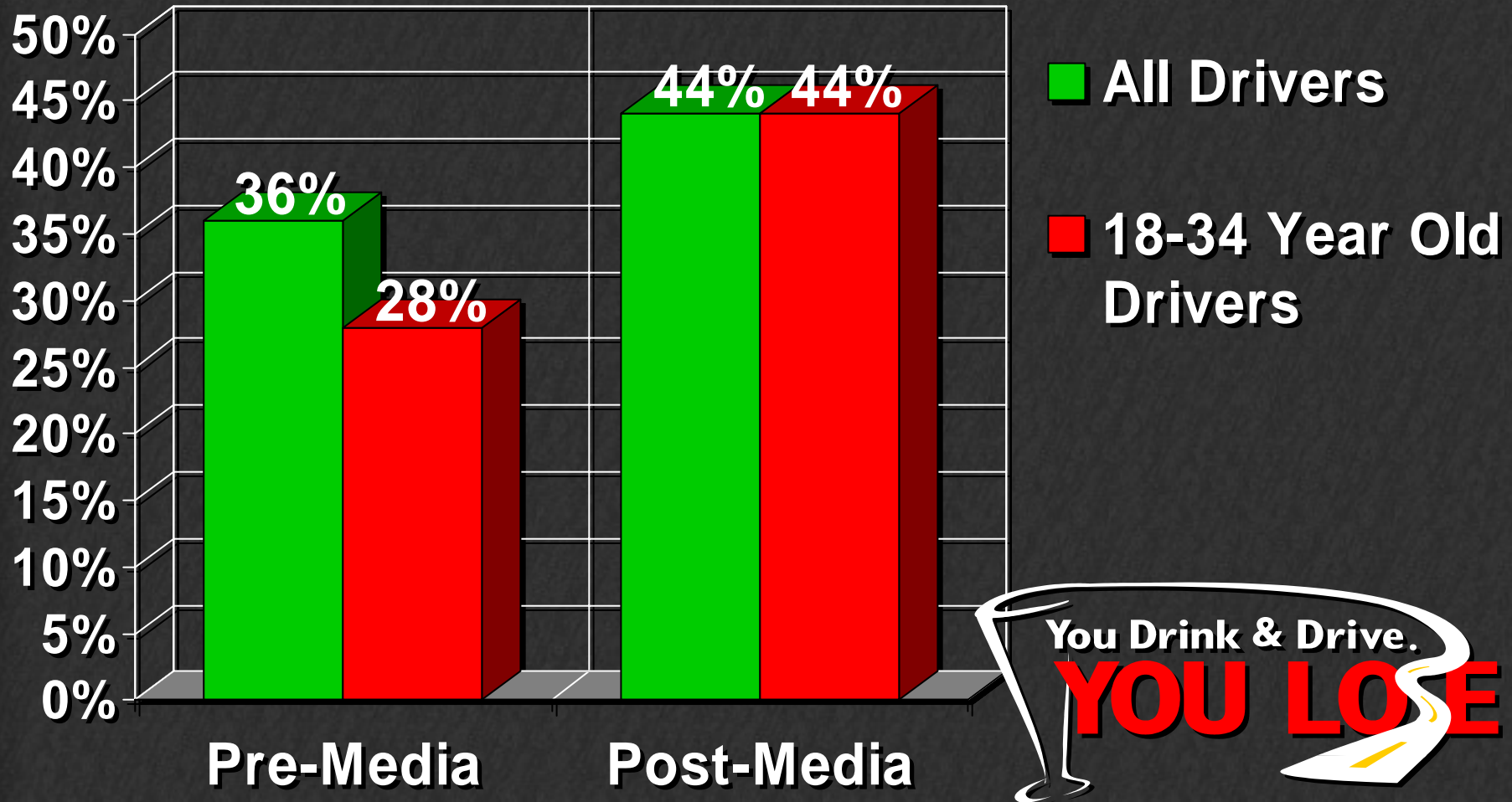


High Visibility
Enforcement

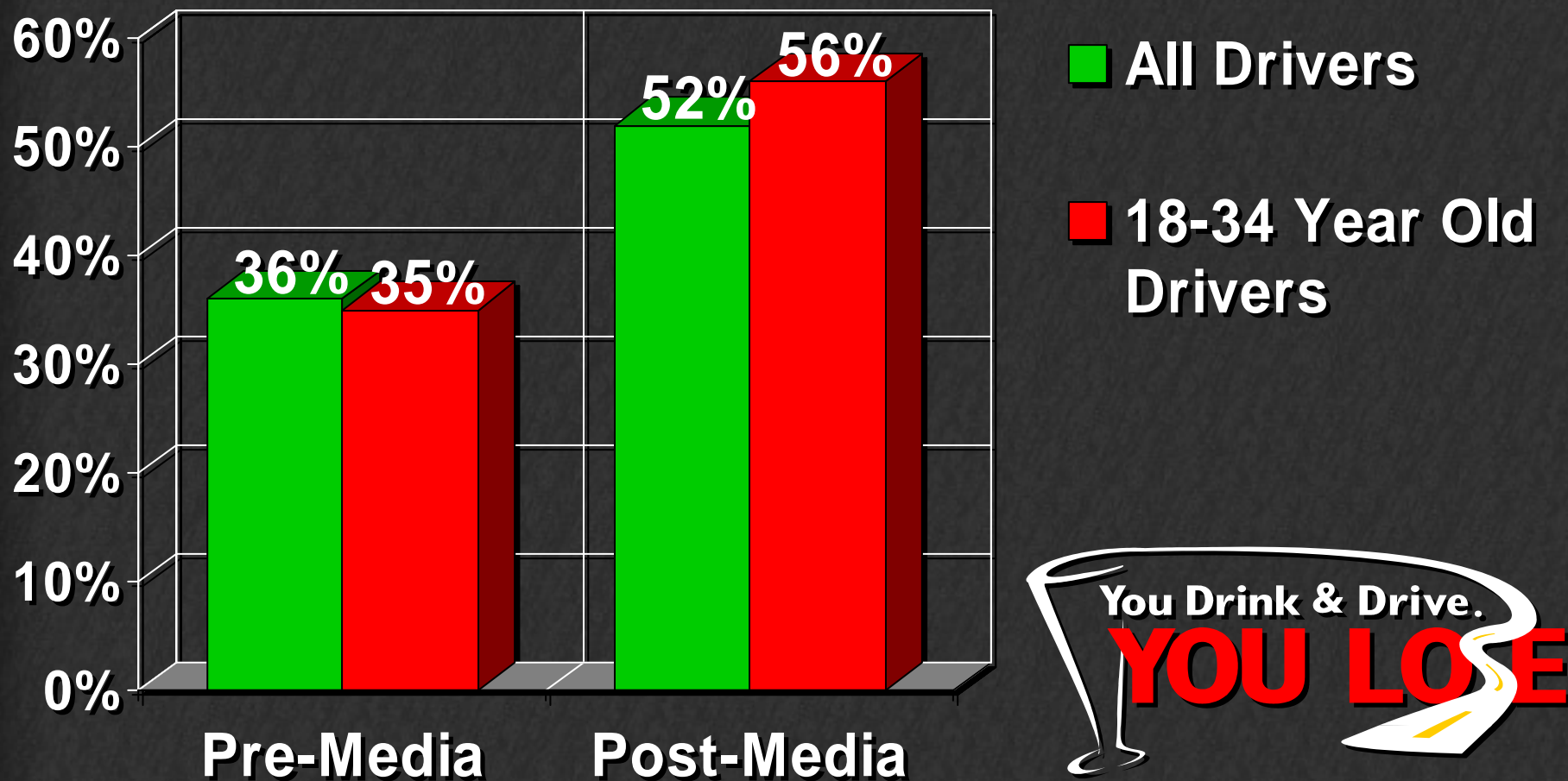
Percent of Drivers Who Report Seeing National TV Ad (Prompted Recall)



Percent of Drivers Aware of Stepped Up Enforcement



Percent of Drivers Who Remember You Drink & Drive. You Lose Slogan (Prompted Recall)



Priority 2



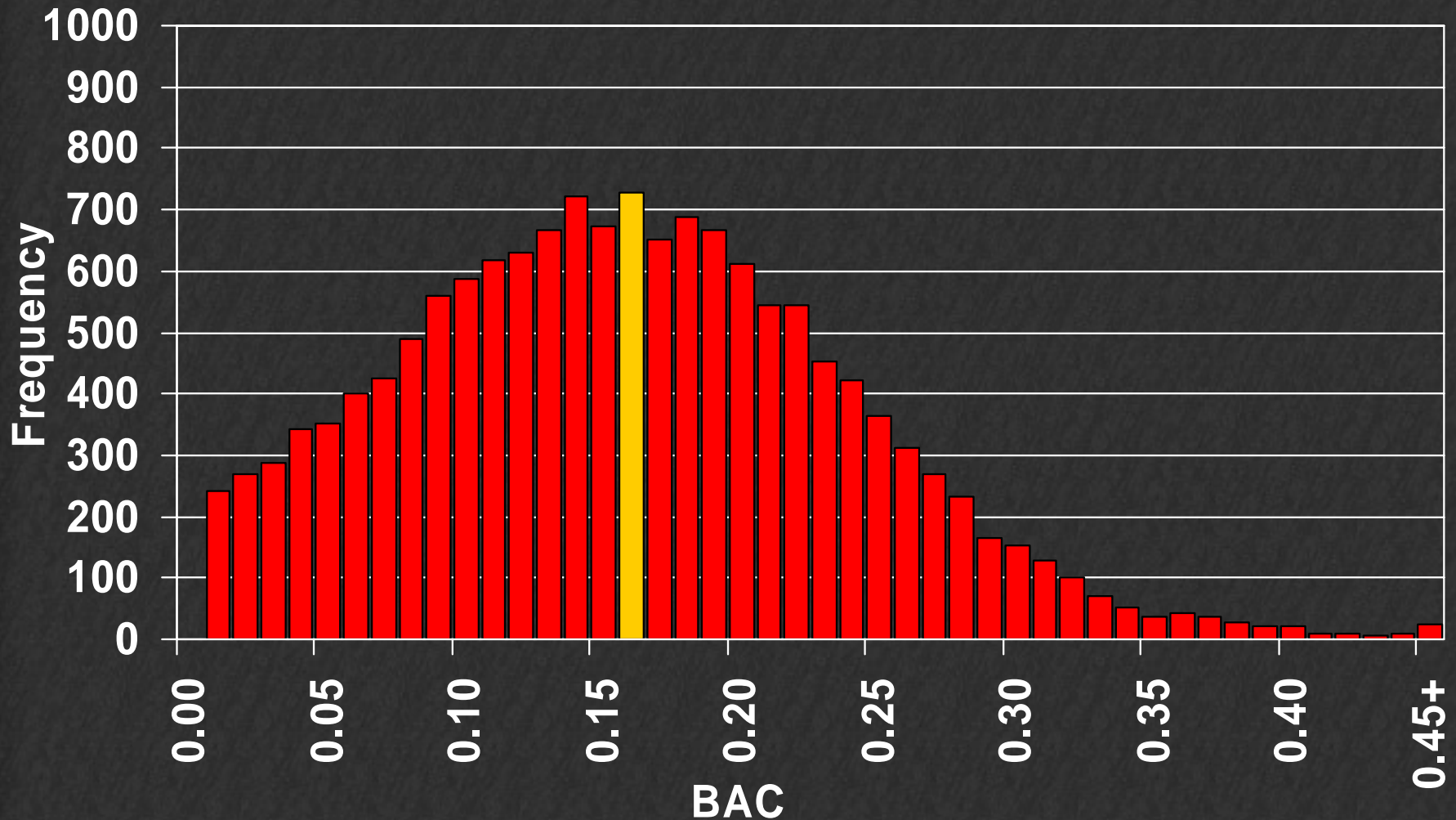
DWI Courts &
Special
Prosecutors

Priority 3



Screening &
Brief
Intervention

Distribution of BAC Levels for Drivers Involved in Fatal Crashes with BAC 0.01 or Higher



3 Priorities for Reducing Impaired Driving



1

High
Visibility
Enforcement



2

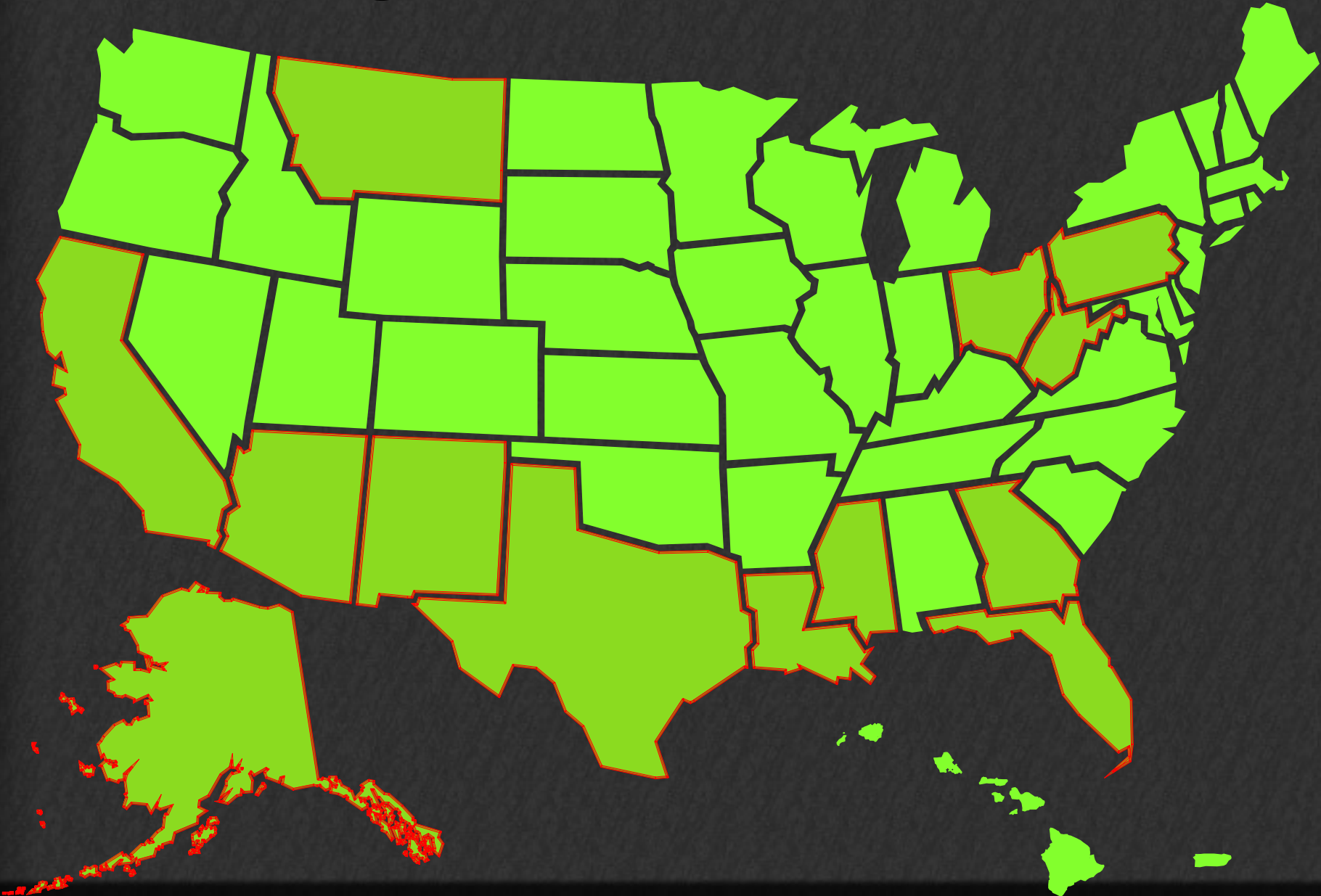
DWI Courts &
Special
Prosecutors



3

Screening &
Brief
Intervention

Strategic Evaluation States





The critical
role of



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Activism | Victim Services | Education