



SADD AND THE LAW

Introducing...The Useful Tools Packet

Includes templates for your SADD chapter to use while planning your events!

Important messages like those SADD promotes should attract as much exposure as possible. Your chapter can be instrumental in getting the word out about how law enforcement officials are working with your chapter to promote the **You Drink & Drive. You Lose.** campaign and to enforce the law and educate the public about the dangers of impaired driving.

This packet contains templates and suggestions for your SADD chapter to use. In most cases all you have to do is fill in the blanks and use your school's letterhead. You may retype the templates or download them from SADD's Web site, www.saddonline.com. To gain extra exposure, take a little time to add some information about your SADD chapter and its specific activities to the models in this packet.

Included are the following items:

- Core Campaign Messages and Talking Points
- Web Site Resources
- Tips for Working with the Media
- Sample Media Advisory
- Sample Press Release
- Sample Letter to the Editor
- Sample Op-Ed Article
- Sample Drop-In News Article
- Sample Radio Scripts
- Sample Event Log
- Sample Parental Consent Form

All of these templates are available online at www.saddonline.com. When you print on your school's letterhead, be sure to include relevant information, such as the date, time and location of your event and your advisor's contact information. Then send your news to your local TV stations and newspapers. Find out in advance to whom you should send this information; newsrooms are extremely busy and information is easily lost. If you are unable to find a specific person to receive your information, send it to the Assignment Desk.

Keep in mind that the media can be useful and friendly as long as you know how to work with them. Newspapers and television stations are always looking for good local stories to cover; many of them even have a special focus on youth and education. The more publicity your chapter and activities receive, the more likely you are to get donations and support from the community for future events!



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Template type: Campaign Messages and Talking Points

These points can be useful in many materials created by your SADD chapter. Adapt them for use in letters, fliers, presentations, etc. This template is available at www.saddonline.com.

Impaired Driving Talking Points

When addressing the general public, media, local businesses or civic organizations, it is crucial that your chapter impart certain information. Here are some critical points that should be communicated.

- Impaired driving is a serious crime that kills more than 17,000 people and injures nearly 260,000 people every year.
- Impaired driving is illegal in all 50 states, and people who drive while impaired are committing a crime.
- Impaired driving fatalities account for 41% of motor vehicle deaths.
- Every 30 minutes, an alcohol-related crash ends a life. Impaired drivers cause an injury every 2 minutes.
- One in three Americans will be affected by this violent crime in his/her lifetime.
- Purchase and possession of alcohol by young people under 21 is illegal in all 50 states.
- Based on the latest mortality data available, motor vehicle crashes are the leading cause of death for people ages 15 to 20.
- Saturation patrols, which are legal in all 50 states, are concentrated enforcement efforts that target impaired drivers through observations of moving violations.
- Sobriety checkpoints, which are legal in most states, are designated traffic stops by enforcement officials who evaluate drivers for signs of alcohol or drug impairments.
- According to NHTSA, last year more than 2,400 young people between the ages of 15 and 20 died in alcohol-related crashes.
- Sobriety checkpoints and saturation patrols help law enforcement officials detect and arrest impaired drivers. When properly publicized, they are also deterrents, by increasing the risk of arrest, to people who might otherwise choose to drive impaired.
- SADD chapters have been instrumental in reducing the number of impaired driving-related deaths among youth by 60% over the past 20 years.



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Web Site Resources

These Web sites offer valuable information (some specific to your state) about impaired driving:

Impaired Driving Costs

<http://www.nhtsa.dot.gov/people/injury/alcohol/page%202.htm>

Impaired Driving Youth

<http://www.ncadd.com/youth/statistics.cfm>

Impaired Driving Adult

http://www.ncadd.com/21_34/index.cfm

Seat Belts

<http://www-nrd.nhtsa.dot.gov/pdf/nrd-30/NCSA/Rpts/2003/safetybelt2003.pdf>

Traffic Safety Facts on Alcohol

<http://www-nrd.nhtsa.dot.gov/pdf/nrd-30/NCSA/TSF2001/2001alcohol.pdf>

Coalition Building

<http://www.cadca.org/SupportCADCA/SupportCADCA.htm#ImpactOfSubstanceAbuse>

Highway Safety — State-by-State

<http://www.nhtsa.dot.gov/STSI/index.cfm?Year=2001>

NHTSA Traffic Safety Fact Sheets 2002

<http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/AvailInf.html>

These Web sites provide general information about impaired driving:

General Research on Impaired Driving

<http://www.stopimpaireddriving.org/>

National Highway Traffic Safety Administration

<http://www.nhtsa.dot.gov>

National Commission Against Drunk Driving

<http://www.ncadd.com>

Mothers Against Drunk Driving

<http://www.madd.org>

Governors Highway Safety Association

<http://www.ghsa.org>

AAA Foundation for Traffic Safety

<http://www.aaafoundation.org>



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Tips for Effective Media Relations

- **Determine who will be the best reporters and media outlets to cover your event.** Spend some time tracking the various interests of your local media. If there is a particular newspaper reporter or a TV station in your area that devotes a significant amount of coverage to school events or community efforts to ensure youth safety, cultivate a relationship. It is always better to communicate with a specific person or department when looking for media attention; otherwise, your information is likely to get lost in the shuffle of busy newsrooms.
- **Keep a list of your media contacts.** Always record basic information about whom you have contacted. You may want to keep a simple database or written log of contacts. Be sure to record what materials you have sent, when they were sent, when follow-up calls were made, and what kind of coverage you received.
- **Make sure that your media contacts realize that your story is worthy of coverage!** Remember that you are competing with hundreds of other groups and organizations for media coverage. Before pitching your idea, be sure that the media will recognize how newsworthy your event is. Find an angle that will be appealing for media coverage. Here is a simple checklist to determine the newsworthiness of your event.
 1. Does your event reflect a current trend that is often reported in or covered by the media?
 2. Does the story give useful information?
 3. Does the story have a human interest aspect?
 4. Will your story/event affect many people in the community?

Media Contact Record

Media Outlet (TV or radio station, newspaper): _____

Reporter: _____

Mailing Address: _____

Telephone: _____ Fax: _____

Field of interest/Beat: _____

Materials Sent: _____ Date Sent: _____

Follow-up Call Made/Date: _____ Coverage Received? Yes No



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Template type: Media Advisory

Use this media advisory to alert the media about the events your chapter is planning. Type it on your letterhead. This template is available at www.saddonline.com.

FOR FURTHER INFORMATION, CONTACT [LOCAL CONTACT INFORMATION]

SADD CHAPTERS JOIN WITH [INSERT STATE/COMMUNITY] LAW ENFORCEMENT TO LAUNCH COMMUNITY EDUCATION EVENTS AIMED AT PREVENTING IMPAIRED DRIVING

Who: The **Students Against Destructive Decisions [SADD]** chapter at [NAME OF SCHOOL] will join local law enforcement officials, businesses, and organizations, including [NAME OF BUSINESS or ORGANIZATION] in an effort to prevent highway deaths and accidents caused by impaired driving due to drug or alcohol use. [SCHOOL] SADD supports the National Highway Traffic Safety Administration's **You Drink & Drive. You Lose.** campaign along with the goal to reduce injuries and save lives on our nation's roads.

What: [SCHOOL] SADD will join local law enforcement, businesses and organizations to alert the community about the planned enforcement efforts. [ADD DETAILS OF EVENT]

When: Activities will begin [DATE] and continue through [DATE].

Where: [SCHOOL] SADD will conduct various activities at several locations throughout this campaign. We encourage area media to take part in the enforcement period by sending camera crews and reporters to cover activities. In some cases, local authorities and alcohol enforcement specialists will be on hand to explain relevant procedures and to relay traffic safety information. For more information about specific locations and times, please contact [LOCAL CONTACT NAME] at [LOCAL CONTACT TELEPHONE NUMBER].

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Template type: Press Release

FOR IMMEDIATE RELEASE

CONTACT: [NAME]

[DATE]

[PHONE]

[STATE/COMMUNITY] AUTHORITIES TEAM UP WITH SADD TO GIVE IMPAIRED DRIVERS NOTICE: YOU DRINK & DRIVE. YOU LOSE.

SADD Chapter Partners with Local Law Enforcement Agencies to Increase Crackdown Efforts and Take Impaired Drivers Off [STATE /COMMUNITY] Roads

[NAME OF SCHOOL] SADD will join law enforcement agencies nationwide in intensifying the fight against impaired driving by assisting officials in launching the **SADD Mobilizes** campaign which supports the nationwide **You Drink & Drive. You Lose.** campaign.

Between [DATE] and [DATE], [CITY/STATE] authorities will be out in full force to stop impaired drivers. Authorities will conduct saturation patrols and set up sobriety checkpoints aimed at curbing impaired driving. Violators will be subject to immediate arrest.

In an effort to prevent impaired driving, [NAME OF SCHOOL] SADD will also join local traffic safety partners such as [NAME OF PARTNERS] to raise awareness about the deadly consequences of impaired driving.

“[NAME OF SCHOOL] SADD wants to get the word out that impaired driving is a dangerous, and too often deadly, crime that we cannot afford to overlook in our community,” said [NAME, TITLE OF CHAPTER SPOKESPERSON]. “It is imperative that we continue in our efforts to target impaired driving as a critical issue that costs our community millions of dollars each year in lost time, lost property and, most importantly, lost lives. The greatest tragedy is that deaths due to alcohol-related crashes are preventable: these are not accidents.”

By working with its national partner, the National Highway Traffic Safety Administration (NHTSA), and other traffic safety organizations, [NAME OF SCHOOL] SADD hopes to save lives in [CITY/STATE] and help reach the national goal to reduce injuries and save lives on our roads.

Though the number of deaths has decreased in recent years, alcohol remains a significant contributing factor in motor vehicle crashes. Last year, impaired drivers were responsible nationwide for nearly 17,000 fatalities, nearly 260,000 reported injuries, and an estimated 1.4 million arrests.

[INSERT LOCAL STATISTICS AND/OR LOCAL RELEVANT CRASH STORY]

This enforcement period is one of three special emphasis periods conducted by law enforcement under NHTSA's **You Drink & Drive. You Lose.** campaign. These enforcement periods serve as valuable opportunities to heighten [NAME OF SCHOOL] SADD's commitment and efforts to keep our roads safe and to save lives.

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Template type: Letter to the Editor

DATE

Dear Editor:

Residents of **[STATE/COMMUNITY]** who choose to drink and drive will find their journeys cut short as **[NAME OF SCHOOL]** SADD works with law enforcement officials to help take impaired drivers off the road and warn others: **You Drink & Drive. You Lose.**

[NAME OF SCHOOL] SADD will join with local law enforcement agencies to intensify the fight against impaired driving in partnership with the National Highway Traffic Safety Administration (NHTSA) in a campaign entitled **SADD Mobilizes**. This campaign is in support of the national initiative entitled **You Drink & Drive. You Lose**. SADD students are urging local adults to ensure their safety and the safety of their loved ones by promising not to drive while impaired and not to ride with an impaired driver.

Between **[DATE]** and **[DATE]**, **[NAME OF TOWN/CITY/STATE]** law enforcement officials will be out in full force to stop impaired drivers. SADD chapter members will assist authorities as they set up sobriety checkpoints and crackdowns and conduct saturation patrols. Violators will be subject to immediate arrest.

Alcohol remains a contributing factor in thousands of fatal motor vehicle crashes each year. Three out of every 10 Americans will be involved in an alcohol-related crash at some time in his/her lifetime. Every 30 minutes an alcohol-related crash causes a fatality, and every two minutes an injury occurs. Lack of public outrage and confusion over what constitutes impaired driving has contributed to the existing gap between public perception and reality. Enforcement periods, such as ones created by our campaign, reflect law enforcement's ongoing commitment to eliminating impaired driving with efforts continuing year-round.

By working with national partner NHTSA and other traffic safety organizations, **[NAME OF SCHOOL]** SADD hopes to save lives in **[STATE/COMMUNITY]** and help reach the national goal to reduce injuries and fatalities on our roads.

Adults in the community can do their part by making a simple choice: if they are going to drink this holiday season, they shouldn't drive. They should plan ahead and arrange for a designated driver or take a cab. Young people (under the age of 21) should not drink at all — it is illegal. Unfortunately, not everyone understands the deadly consequences of not making the right choice. That's why **[NAME OF SCHOOL]** SADD is encouraging area media to publicize the enforcement period to help us promote our lifesaving message and prevent impaired driving.

If drivers choose to drink and drive, they will lose. They may lose their license, their vehicle or their life, and worse — they might kill an innocent victim.

[CONTACT]



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Template type: Op-Ed Article

Use this article when sending information about your events to a publication. You may adapt it to reflect local data. Find out about and conform to the paper's policy regarding format and length. This template is available at www.saddonline.com.

LOCAL AUTHORITIES ISSUE WARNING: YOU DRINK & DRIVE. YOU LOSE.

As families and friends travel on **[CITY/STATE]** roads, **[NAME OF SCHOOL]** SADD wants drivers to know that if they choose to drink and drive, they will lose — most likely in more ways than one.

[NAME OF SCHOOL] SADD is collaborating with law enforcement agencies nationwide, taking a major step in intensifying the fight against impaired driving by supporting the National Highway Transportation Safety Administration (NHTSA) initiative entitled **You Drink & Drive. You Lose**. Though typically SADD's efforts are focused on youth education and prevention efforts, in this campaign students are asking adults in the community to act safely and responsibly.

Between **[DATE]** and **[DATE]**, local law enforcement officials will be out in full force to stop impaired drivers. Authorities will conduct saturation patrols and set up sobriety checkpoints aimed at curbing impaired driving. Violators will be subject to immediate arrest.

[NAME OF SCHOOL] SADD will join local traffic safety partners such as **[NAMES OF PARTNERS]** to raise awareness about the deadly consequences of impaired driving.

Alcohol remains a contributing factor in all too many fatal motor vehicle crashes. Three out of every 10 Americans will be involved in an alcohol-related crash at some point in his/her lifetime. Alcohol-related crashes cause a fatality every 30 minutes and an injury every two minutes.

Lack of public outrage and confusion over what constitutes impaired driving has contributed to the existing gap between public perception and reality. Participation in enforcement periods such as this reflects **[NAME OF SCHOOL]** SADD's ongoing commitment to eliminating impaired driving.

By working on the **You Drink & Drive. You Lose**. campaign, with national partner NHTSA and local organizations including **[OTHER LOCAL ORGANIZATIONS]**, we hope to save lives in **[CITY/STATE]** and help reach the national goal to reduce injuries and fatalities on our roads.

The public has typically been supportive of law enforcement efforts to remove impaired drivers from our roads and understands that the extra time spent at a sobriety checkpoint is time well spent ensuring everyone's safety. If **[CITY/STATE]** hopes for a safer community for today, tomorrow and the next century, we must act now. We must begin by supporting local law enforcement efforts and refusing to accept any more senseless, preventable deaths due to impaired driving.

Our message to adults is: Do your part — don't drink and drive. If you do plan to drink, think ahead and arrange for a designated driver or take a cab. Young people (under the age of 21) should not drink — it's the law. Please join **[NAME OF SCHOOL]** SADD in supporting your local law enforcement agencies in their efforts to make our roads safer for all.

[SPOKESPERSON, TITLE]

[SPONSORING ORGANIZATION]



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Template type: Drop-in News Article

Use this article when sending information about your events to the media. Adapt it to reflect local data and type it on your letterhead. This template is available at www.saddonline.com.

LOCAL AUTHORITIES AND STUDENTS WORK TO END IMPAIRED DRIVING

[SCHOOL] SADD and [CITY/STATE] law enforcement officials are alerting people that if they choose to drink and drive, they'll lose. Law enforcement agencies around the nation are mobilizing as part of the National Highway Traffic Safety Administration (NHTSA) campaign to reduce impaired driving. The campaign is entitled **You Drink & Drive. You Lose.** [SCHOOL] SADD's efforts support NHTSA's national campaign along with the goal to reduce injuries and save lives on our nation's roads.

Impaired driving costs [STATE/COMMUNITY] millions of dollars each year in lost time, lost property and, most important, lost lives.

[INSERT LOCAL STATISTICS AND/OR LOCAL RELEVANT IMPAIRED DRIVING CRASH STORY AND QUOTE FROM LOCAL SPONSOR/SPOKESPERSON.]

Between [DATE] and [DATE], local authorities will increase their enforcement activities throughout the community to target impaired drivers. Law enforcement officials will conduct saturation patrols and sobriety checkpoints that may result in strong sanctions for violators of the law.

To foster a greater understanding impaired of driving and how it affects all who share the road, [SCHOOL] SADD is asking the community's adults to continue supporting law enforcement efforts and to do their part in stopping friends or relatives from driving while impaired. Young people (under the age of 21) should not drink at all — it's the law. To rid [STATE/COMMUNITY]'s roads of impaired drivers, drivers must change their personal and professional behaviors.

The word is out: **You Drink & Drive. You Lose.**

What Adults in the Community Can Do:

- Endorse alcohol education programs in your community, schools and businesses.
- Support your local police in the enforcement period efforts.
- Remind your friends and family to always designate a driver, take a taxi, or use public transportation if they plan to drink.



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Template type: Radio Public Service Announcement Scripts

The following are announcer-read PSA scripts. Type them and print on your letterhead. This template is available at www.saddonline.com.

NOTE: Sobriety checkpoints are not legal in all states. Use references to sobriety checkpoints only in locations where they are actually scheduled.

:30 second General Station Read – Alcohol

Impaired driving is no accident. It's a serious crime that kills one person every 30 minutes. Students Against Destructive Decisions asks adults in the community to designate a driver or take a taxi or mass transit to get home safely; otherwise, local law enforcement will give you a free ride – to jail. **[INSERT STATION NAME/CALL LETTERS]** and SADD want you to know that law enforcement will be out conducting rolling saturation patrols to arrest impaired drivers and to make our streets and highways safer for us all. The choice is yours – designate a sober driver. Adults ... remember: **You Drink & Drive. You Lose.**

:15 second General Station Read – Alcohol

Not sure if you've had too much to drink? Then don't drive. The choice is yours – designate a sober driver or get a free ride ... straight to jail. Adults should remember impairment starts with the first drink, whether you feel it or not. Impaired driving is no accident. It's a deadly crime. **[INSERT STATION NAME/CALL LETTERS]** and Students Against Destructive Decisions remind adults throughout the community that law enforcement is mobilizing against impaired drivers. Remember: **You Drink & Drive. You Lose.**

(:30 seconds): General PSA/Station Read

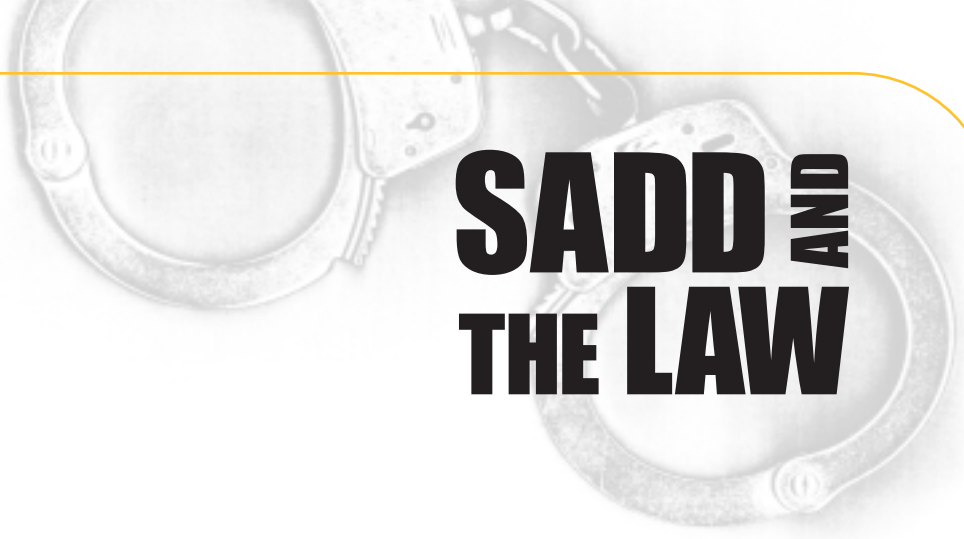
Every 30 minutes, someone is killed by a drunk driver. Every two minutes, someone is injured. You, your family or your friends could be next. **[INSERT STATION NAME/CALL LETTERS]** and Students Against Destructive Decisions want adults in the community to know that local law enforcement authorities are taking action. Sobriety checkpoints will be set up to arrest impaired drivers and to make our streets and highways safer for all of us. Adults: If you are going to drink alcohol, please make sure you don't get behind the wheel. The choice is yours: **You Drink & Drive. You Lose.**

(:15 seconds): PSA/Station Read

[INSERT STATION NAME/CALL LETTERS] and Students Against Destructive Decisions want you to know that local law enforcement authorities are taking action. Sobriety checkpoints will be set up to arrest impaired drivers and to make our roads safer for all of us. If you are an adult and you are going to drink alcohol, don't get behind the wheel. The choice is yours: **You Drink & Drive. You Lose.**

(:60 seconds): PSA/Station Read

[INSERT STATION NAME/CALL LETTERS] and Students Against Destructive Decisions want adults throughout the community to know that local law enforcement authorities are taking action. They will set up sobriety checkpoints to arrest impaired drivers and to make our roads safer for all of us. Adults, if you are going to drink alcohol, don't get behind the wheel. The choice is yours: **You Drink & Drive. You Lose.** Last year alone, 41 percent of fatal automobile crashes nationwide involved alcohol. That's 17,000 deaths, nearly 260,000 injuries and 1.5 million arrests. Every 30 minutes, an alcohol-related crash takes a life; every two minutes, an injury occurs. You, your family, or your friends could be next.



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SADD Event Log

For every activity that your SADD chapter does with this campaign, we ask that you fill out an event log and fax it to the SADD National Office at 508.481.5759.

If you participated in an activity with law enforcement, such as a sobriety checkpoint, saturation patrol, or crackdown, you can obtain a "night end report" from the law enforcement officials.

A "night end report" is a report created by the police department. It outlines the activity that took place during a certain period of time. For instance, if you assisted officials at a crackdown where several arrests were made or citations were given, these events would be listed on the night end report.

If you obtain a night end report, please fax it along with this form to the SADD National Office.

Event Log

SADD Chapter: _____

Advisor Name: _____

Activity: _____ Activity Date: _____

Brief Description: _____

Activity Type:

Crackdown/Sobriety Checkpoint Presentation Community Meeting Other

No. of Members Participating: _____ No. of Hours Spent Preparing for Activity: _____

No. of Hours Spent on Activity: _____ Estimated No. of People Reached by this Activity: _____

Night End Report Received: _____

Night End Report Faxed to SADD National: _____

Person Completing Log: _____

Signature: _____ Date: _____



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Sample Parental Consent Form

Permission slips are often required by schools for students to participate in events and activities, especially in something such as a crackdown sponsored by a law enforcement agency. We've created a template for your SADD chapter to use. This template is also available on the SADD Web site at www.saddonline.com. Make sure this template meets your law enforcement agency and school's needs. Feel free to adjust it accordingly.

As part of the **SADD Mobilizes** campaign, our SADD chapter will be participating in **[ENTER DESCRIPTION OF ACTIVITY]** on **[ENTER DATES/TIMES/SPECIFICS]**.

I give permission for my child, _____, to participate in the **SADD Mobilizes** campaign in conjunction with the _____ Police Department.

I also permit use of pictures, work samples, images, and the name of my child in local or national media, SADD newsletters, or on the SADD Web site.

Signature: _____

Parent/Guardian: _____ Date: _____

Telephone: _____

Emergency Contact Information: _____

Name: _____

Home Phone: _____ Cell/Pager: _____

Insurance Information: _____