Campaign to Eliminate Drunk Driving: Update

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Campaign to Eliminate Drunk Driving

Launched in 2006 as a response to stagnate DUI fatality numbers. Based on the Highly Successful Airbag and Seatbelt Campaign, MADD created a blueprint for the nation to Eliminate Drunk Driving in America consisting of three components:

- Support for Law Enforcement and High Visibility Law Enforcement Efforts
- Ignition Interlocks for all convicted drunk drivers
- Support for Advanced Alcohol Detection Technology
- Grassroots Support
High Visibility Law Enforcement

- Drive Sober or Get Pulled Over Campaign
- Combination of law enforcement working together with paid or earned media to deter potential drunk drivers
- Sobriety Checkpoints lead to a 20 percent decrease in DUI deaths.
MAP-21 & FAST Act (Highway Reauthorization Bill)

- Congress and the Administration have now fully endorsed the use of ignition interlocks for all convicted drunk drivers.
- Incentive grant program for states that pass all offender interlock laws. Pot is $17.3 million that DOT can divide up between states.
- Exemptions included in FAST Act for employers, medical, and rural.
- Ignition interlock programs are eligible for 405 funding.
- Section 164, federal repeat DUI offender program, was changed to allow states discretion in implementing their interlock program.
Support for New Technologies: DADSS & Autonomous Vehicles

- **DADSS**
- **Touch Based System: Takata-TruTouch**
  - Integrated into push button start of vehicle
  - Measure’s BAC through the fingertip
- **Breath Based System: Autoliv**
  - Draws breath in through a sniffer type device
  - Measures BAC from only drivers breath
- **Autonomous Vehicles**

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MADD commitment to DADSS

• Program began in 2008. Originally 5 years, $10 million.
• Federal legislation known as ROADS SAFE Act introduced to authorize the program.
• ROADS SAFE became federal law through MAP-21 and the FAST Act, providing $5 million per year for the program.
• In 2015, the global unveiling of the DADSS vehicle occurs at the U.S. DOT in conjunction with MADD’s 35 Anniversary National Conference.
• The House and Senate included appropriations language calling on the DOT to expedite the program.
• This year the Commonwealth of Virginia committed $5 million per year to the program.
• Total funding for the program through 2020 is over $70 million.
Grassroots Support

- Engaging the public and reminding them not to drink and drive
  - Designated Driver programs
- Advocacy in States
Questions?
Thank You

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