

# NATIONAL IMPAIRED DRIVING PREVENTION MONTH

# TOOLKIT



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# FROM THE DIRECTOR

Dear colleagues,

Impaired driving is one of the most serious threats to public safety in the United States. Increased travel coupled with the stress of the holidays makes December an especially dangerous time on America's roads. This is why we're asking your DWI court to help us recognize December as National Impaired Driving Prevention Month.

Prevention efforts are vital. Despite a decrease in alcohol-impaired driving fatalities in 2019, early indications are that fatalities increased in 2020 even though people were driving less due to the COVID-19 pandemic. DWI court programs like yours play an important role in prevention efforts and changing lives.

But anyone who works in a DWI court program knows the problem doesn't rest solely on alcohol. Polysubstance use is an ever-present and growing threat to roadway safety. DWI courts are on the front lines of addressing this issue, providing the accountability, substance use treatment, and stability participants need to ensure they're no longer a threat behind the wheel.

At the National Center for DWI Courts (NCDC), we understand that while prevention efforts, new technology, and increased public awareness can help reduce impaired driving, it is critical that we also address the root problem: addiction. That's why we're dedicated to helping communities implement, expand, and improve DWI court programs that provide treatment and accountability based on research-driven best practices.

We know DWI courts work, and Impaired Driving Prevention Month in December is an important opportunity to make sure our elected officials and the general public know as well. Throughout the month of December, we want to reintroduce our communities to the saved lives, reunited families, and safer streets made possible by your programs.

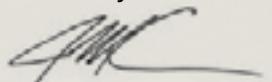
The COVID-19 pandemic still looms large as we near the end of 2021, but your programs are too critical and the threat is too great to let this important awareness month go unnoticed. This toolkit contains a wealth of resources to help you safely educate your community, elected officials, and the media.

In addition, for many people in recovery, the holidays can be an especially difficult time. This kit also includes tips on ensuring your court staff are prepared to give participants the support they need.

We look forward to highlighting the news and photos you send us all month long on our [Facebook](#) and [Twitter](#) pages, and we encourage you to use all the resources available to you via [Responsibility.org](#).

Thank you for the work you're doing every single day to make our communities safer.

Sincerely,



**Jim Eberspacher**

Director, National Center for DWI Courts

# EVENT IDEAS

## IMPAIRED DRIVING PREVENTION MONTH EVENT IDEAS

Here are a variety of event ideas for your DWI court to recognize Impaired Driving Prevention Month and foster community support for your program. Remember to invite elected officials and the media to these events!

*Note: All events should follow public health guidelines from the Centers for Disease Control and Prevention and your state.*

### 1. SOCIALLY DISTANT GRADUATION CEREMONY

Find creative ways to honor your graduates in December. Whether it's via video conference, a drive-through ceremony, or a carefully laid-out event space, there are plenty of ways you can honor your graduates and include your elected officials safely!

### 2. ENGAGE ELECTED OFFICIALS

Whether you are scheduling a virtual meeting or inviting them to an event, December is the ideal time to reach out to your elected officials.

### 3. COMMUNITY CLEAN-UP PROJECT

Invite your community to join your court in cleaning up a local park, street, highway, or school. Invite program alumni and their families to participate, and encourage all court staff, law enforcement, probation, etc. to join in. You can serve the community while keeping your distance!

### 4. 5K HOLIDAY RUN/WALK

This is a fun community event that can be turned into an annual tradition and a great fundraising opportunity, especially if program alumni and current participants run or walk and ask their friends and family to sponsor them. You can even encourage participants to dress up in the holiday spirit, like the [Ugly Sweater Run](#).

### 5. BIKE RIDE

Plan a cycling event to raise awareness about impaired driving, encourage alternative forms of transportation, promote exercise, and raise funds for your court program. [Here's a great example from Arkansas](#).

### 6. DONATION DRIVE

December is the perfect time to organize a holiday donation drive for a local food bank or charity. Or, hold a year-end fundraiser specifically for your court program to encourage local businesses and nonprofits to support your efforts through donated funds, services, or time.

# MEDIA

## GET MEDIA TO YOUR GRADUATION/EVENT

December is a great time to engage media and promote the success of your program. There's no better way to do this than with a graduation or special event. Here's how to get media to cover your program.

*Note: Even if your program is virtual, media can still be included.*

### DESIGNATE A MEDIA COORDINATOR AND SPOKESPERSON FOR YOUR COURT:

- The **media coordinator** is responsible for identifying and contacting media for your court.
- The **media spokesperson** is the individual providing quotes and interviews to the media. The spokesperson must be knowledgeable about your court and able to speak from a position of authority. This is often the judge but could be another key member of the team.
- Determine if any program graduates or participants are willing to speak with the media. Write a short paragraph outlining their story for use in media advisory. **Note:** Personal stories are critical. Ask successful graduates or participants nearing program completion if you can share their story. Include a short paragraph on each in your advisory. NADCP's publication **"Sharing Your Treatment Court Story"** is a great resource for helping participants and alumni. **If you choose**

to feature a success story from your court, remember that new participants are in a vulnerable stage and should not be profiled by the media.



# MEDIA

## FOLLOW THESE EASY STEPS TO GET MEDIA TO YOUR EVENT:

### 1. WRITE YOUR MEDIA ADVISORY

A media advisory is crucial to ensuring coverage of your event. It lets them know what the event is, where it is, and why it's important for them to cover it. We provide a sample on the next page.

### 2. IDENTIFY MEDIA OUTLETS TO CONTACT

Don't limit your list to local media; state and regional media may also be interested. If you've worked with reporters in the past, or know of reporters covering impaired driving or justice reform issues, reach out to them directly. Otherwise, contact the outlet and ask for the assignment desk.

### 3. SEND YOUR MEDIA ADVISORY

Email your advisory to each media outlet one week prior to the event. Include the advisory in the body of the email, not as an attachment.

### 4. FOLLOW UP

Media are unlikely to attend the event unless follow-up calls are made. Often, media won't make decisions about coverage until the last minute.

### 5. SEND POSITIVE MEDIA STORIES ABOUT YOUR DWI COURT TO YOUR ELECTED OFFICIALS

Include both your representatives and senators. You can look up contact information for your elected officials, including mayor and governor, [here](#).

For assistance with media outreach and interviews, contact [communications@allrise.org](mailto:communications@allrise.org).



## SAMPLE MEDIA ADVISORY

### **For Immediate Release**

Contact:

[Your name]

[Your title]

[Your phone number and email address]

### **Local Court Marks National Impaired Driving Prevention Month with [Event]**

#### **[Name] Slated to Deliver Keynote Address**

[[CITY, STATE, DATE]—December is National Impaired Driving Prevention Month, and [court name] will hold a [graduation ceremony/event] on [date] at [location]. [Name] will deliver the keynote address.

According to the National Center for DWI Courts (NCDC), [court name] is one of more than 700 DWI courts in the United States helping get high-risk impaired drivers off [city/county] roadways by providing them with the accountability and treatment needed to return to being productive members of society. Next week's inspiring [graduation ceremony/event] is evidence of the tremendous impact the [court name] has had on our community.

[If graduation: The graduation will recognize [number] graduates who have completed the program.] [List dignitaries who have confirmed attendance and indicate who will be the keynote speaker.]

Interviews will be available upon request. Please RSVP to [media contact].

What: [court name] [graduation ceremony/event]

When: [Date/time]

Where: [Location]

About the graduates: [If you have brief biographical information on graduates, and they are willing to share their stories with the media, include their names and a few sentences.]

About the [court name]: [Describe your court program, including when it was founded, its mission statement, etc. Provide any relevant statistics on your court.]

####

## SAMPLE INVITATION LETTER

Consider inviting elected officials to your event. [Click here](#) for contact information.

To: [Your elected official]  
Attn: [Scheduler]  
CC: [Assistant/staff member]  
From: [Your name, city, state]  
Subject: Visit with Constituents  
Date: [Current date]

Dear [Mayor/Governor/elected official] [name]:

It is my honor to invite you to provide the [commencement address/keynote address] at the [graduation ceremony/event] of the [court name] on [date] at [time], at [location].

This [graduation ceremony/event] will occur during December, which is National Impaired Driving Prevention Month. The event will honor the individuals who have completed the requirements of the court program and are graduating as productive members of society in recovery.

The [court name] represents a proven solution for [location] citizens. Our court is truly making a difference, addressing the root problem of repeat impaired drivers: addiction. By providing personalized treatment and strict accountability, we are saving lives. As our [Mayor/Governor/elected official] for [location], it would be an honor to have you address our [graduates/participants/alumni/families/etc.]. We have also invited [other invitees] and are working with local media to cover the event.

[Add basic information/statistics on your program.]

Thank you for your service to our community and for your consideration of this request. If you have any questions, or to confirm the event details, please feel free to contact me at [phone number] or [email address].

Sincerely,  
[Your name]

# MEDIA

## PRINT MEDIA: OP-ED

One way to enhance media attention for Impaired Driving Prevention Month to ensure your message gets out across your region and the country is to write an opinion editorial (op-ed).

With widespread interest in justice reform in the U.S., news outlets are usually interested in the subject of justice innovations like DWI courts. An op-ed is a great way to remind your legislators and the public that your programs save lives, save money, and increase public safety.

We've provided a sample op-ed for you to adapt and use as appropriate on the next page. Here are some general tips to help ensure that any op-ed you write gets published:

- **Find a news hook.** Your court's graduation ceremony or other event is newsworthy; give it an extra hook by relating it to the broader discussion of impaired driving, justice reform and finding proven solutions for your community. If your court is in jeopardy of losing funding, say so!
- **Know the word limit.** In general, 700-800 words is sufficient for an op-ed, but check your newspaper's op-ed page to find out their preferred length.
- **Humanize your piece.** Anecdotes and personal stories help illustrate and bring clarity to complicated issues. Think about personal experiences in your DWI court and use them as examples in the op-ed (but only use names with permission).

➤ **Stick to a single point.** Make a single, strong point clearly and persuasively. Your first paragraph should draw the reader in, but if you choose to open with an anecdote, make sure you get to the point quickly.

➤ **Make a specific recommendation.** This is an opinion piece: state your opinion on what's needed to ensure your court can continue to operate effectively or on what evidence-based steps can be taken to reduce impaired driving in your community (see our recommendations in the sample op-ed on the next page).

➤ **End with a bang.** Your final paragraph is as important as your opening paragraph. Be sure to summarize your argument in one strong final paragraph and include a poignant quote from a key stakeholder or participant, if you have one.

➤ **Follow up.** Most op-ed editors will respond to you or publish the piece within 1-2 weeks. If you haven't had a response in that timeframe, or if your piece is particularly time-sensitive, make a follow-up phone call to be sure it was received and ask about its status.

## SAMPLE OP-ED

### **Impaired Driving Is on the Rise Again; Here's What We Can Do About It**

In 1988, Larry Mahoney drove his pickup truck down the wrong side of Kentucky's I-71, hitting a church bus head on and killing 24 children and three adults. The incident, which became known as the [Carrollton Bus Crash](#), remains the deadliest impaired-driving incident in American history. The crash received national media attention and resulted in a crackdown on impaired driving.

Data from the National Highway Traffic Safety Administration show that despite a decrease in alcohol-impaired driving fatalities in 2019, early indications are that fatalities increased in 2020 even though people were driving less due to the COVID-19 pandemic. Impaired driving remains one of the single most serious threats to public safety—and it's one that is entirely preventable. Moreover, impaired driving often includes the presence of drugs or an even more dangerous combination of alcohol and drugs. Progress is being made, but more must be done.

December marks Impaired Driving Prevention Month, and there is no better time to explore solutions to this public safety issue. To immediately reduce impaired-driving deaths, the National Center for DWI Courts (NCDC) and the Foundation for Advancing Alcohol Responsibility (Responsibility.org) recommend:

#### **1. Screen and assess all arrested for impaired driving.**

More robust clinical screening and assessment for impaired drivers allows them to be matched to the appropriate level of supervision and treatment, and [research](#) shows that the earlier this occurs, the greater the likelihood of success.

For the majority, a DWI arrest is a huge wake-up call: many need only one arrest to never reoffend. They can change their behavior and do so out of fear of being rearrested. But others are not capable of changing without outside intervention. According to Responsibility.org, repeat impaired drivers commonly suffer from mental health and substance use disorders. Left untreated, repeat impaired drivers are statistically the most dangerous drivers on the road and overrepresented in fatal crashes. Better screening and assessment can identify drivers likely to become repeaters and ensure they receive more supervision, stricter accountability, and evidence-based treatment.

#### **2. Expand and improve DWI courts.**

For over two decades, drug treatment courts in the U.S. have proven that a combination of treatment and accountability can lead people into recovery, reduce crime, and save resources. DWI courts build on the success of the drug treatment court movement by focusing on high-risk impaired drivers with substance use disorders. DWI court participants are

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## SAMPLE OP-ED (CONT)

under strict supervision: they have mandated home visits, continuous alcohol monitoring, and frequent appearances in court. They undergo rigorous, evidence-based individual treatment and participate in group therapy. They must pass frequent and random drug tests. In addition to all of this, they're required to hold down a job, perform community service, or advance their education.

**Research** on this combination of accountability and treatment shows that DWI courts are the most successful way to reduce impaired driving, decreasing recidivism by as much as 60%, all while saving taxpayers money: an incredible \$3.19 is saved by society, for every \$1 invested in a DWI court. Learn more at [DWIcourts.org](http://DWIcourts.org).

### 3. Increase evidence-based supervision technology.

Used in conjunction with clinical assessment and appropriate treatment interventions that target individual needs, technology can play a vital role in getting impaired drivers the supervision and support they need. For example, many states have adopted ignition interlock programs for repeaters. Ignition interlock requires them to pass a breath test before their car will start and has been found to reduce repeat impaired driving by about two-thirds. Continuous alcohol monitoring (CAM) technology is another effective tool for ensuring compliance with supervision

requirements: it relays real-time alcohol consumption data to law enforcement. Research has found that the use of CAM improves enforcement of abstinence orders and is more effective than random drug testing.

Unfortunately, despite the passage of legislation supporting the use of such technologies, they remain underutilized by local communities in their efforts to reduce impaired driving.

Larry Mahoney was not a first-time offender on the night he took 27 lives. Several years before the crash, he was arrested and charged with a DWI. If we knew then what we know now, would the Carrollton bus tragedy have been avoided? We may never know the answer to that question, but we do know that we must do everything we can to prevent another tragedy like it. There is an urgent need to robustly implement and strengthen solutions that will protect public safety and save resources while holding impaired drivers accountable and getting them the evidence-based treatment and they need to achieve long-term recovery.

We've made tremendous progress on this issue since the 1980s, but we must act if we are to reverse this dangerous upward trend, and we must act now. Simply put, saving lives cannot wait.

# SOCIAL MEDIA

## SOCIAL MEDIA OVERVIEW

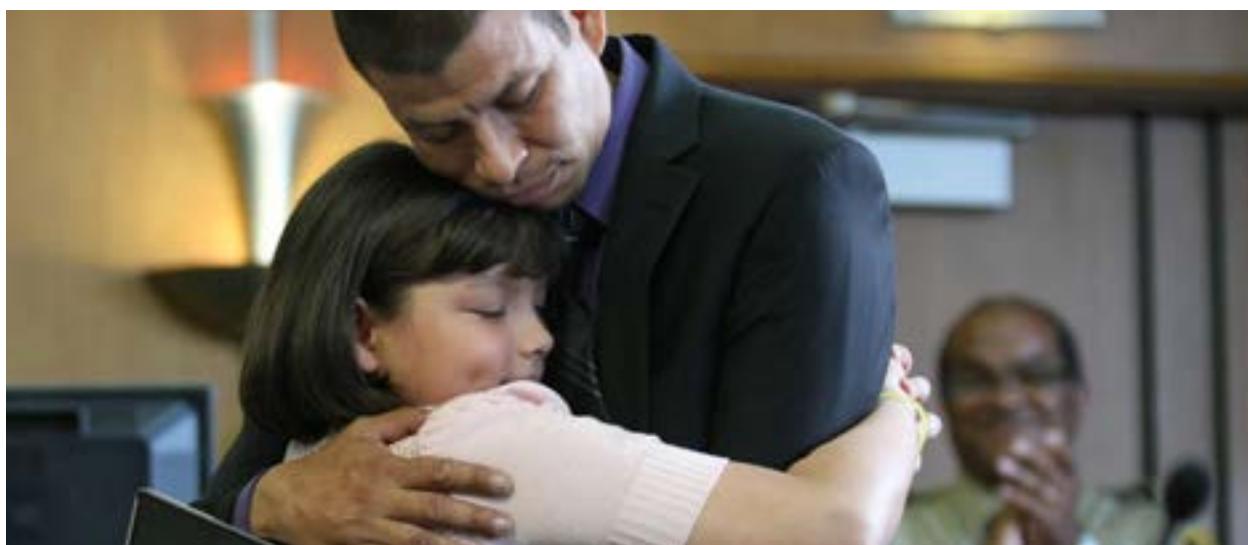
NCDC encourages DWI court programs to use social media to their advantage. Not only can social media help engage and educate your participants, graduates, and the community, it's proven to be **one of the most effective ways to get the attention of your elected officials**, even better than email.

**Remember that anything you post on social media (words, photos, videos, etc.) is considered public content.** As with any public content, it's critical a system be in place to ensure that content posted or shared on behalf of your court program is appropriate, factual, and in accordance with the principles and responsibilities of your court and the U.S. judicial system.

Like and follow our All Rise [Facebook](#) and [Twitter](#) accounts and share the inspiring stories, news, photos, and videos we'll be posting about the power of DWI courts all month long. In the following pages, we've provided sample

content that you can use during Impaired Driving Prevention Month.

If you would like to see your court highlighted on our social media accounts, send your stories, photos, and links to any news media and contact information to contact [communications@allrise.org](mailto:communications@allrise.org).



## SAMPLE FACEBOOK POSTS

Here are some sample posts you can adapt and share with followers on Facebook. Remember to include photos and videos whenever possible. You can also share relevant posts from our [All Rise Facebook page](#) or the [Responsibility.org Facebook page](#) to your own page.



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December is Impaired Driving Prevention Month! DWI courts all over the country are working to get impaired drivers off the road and into treatment. Through a combination of accountability and compassion, DWI courts are advancing justice by providing help and hope instead of a jail cell. [See for yourself.](#)

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Impaired driving is one of the biggest threats to public safety in America, and it's an even bigger threat during the holidays. December is Impaired Driving Prevention Month, and DWI courts across the nation are coming together to prove that these programs work. For someone like Patricia, whose family has struggled with alcohol addiction for generations, DWI court is much more effective at breaking the cycle than a prison cell. [Watch her tell her powerful story](#) in her own words.

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*This month is Impaired Driving Awareness month and we're recognizing those on the recovery path! The [court name] is committed to leading repeat impaired drivers, like Doreen, on a path to recovery through a combination of compassion, treatment, and accountability. [Listen to her story](#) of how DWI court saved her life and changed the future for her family.*

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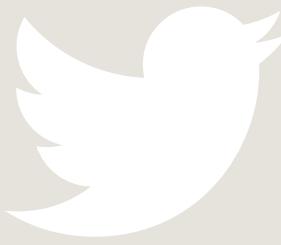
*We all have a responsibility to end impaired driving. During Impaired Driving Prevention Month, our [court name] is celebrating the many lives we've been privileged to help lead away from the justice system and into long-term recovery. Lives like Jose's. [Watch here.](#)*

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*The holiday season can be one of the most difficult times of the year for people in recovery. There are many strategies for enjoying the holidays while maintaining your sobriety. [Here are seven of them.](#) What are yours? Share with us in the comments!*

## SAMPLE TWEETS

Here are some sample tweets you can adapt and share with followers on Twitter. Remember to include photos and videos whenever possible. You can also retweet relevant posts from our [Twitter account](#) or the [Responsibility.org Twitter account](#).



NADCP @ALLRISE · 15h  
"The power of [#Recovery](#) is amazing...I love what you've become."  
Congrats to the 42 (!) graduates and the team in Atlantic County, NJ. (Note: photo taken pre-pandemic.)  
[#c4reform #AdvancingJustice](#)

Atlantic County Judiciary graduates 42 from recovery court, wins...  
MAYS LANDING — "I truly wouldn't have been able to do it without you guys," Ashley S. said Tuesday morning, starting to...  
[pressofatlanticcity.com](http://pressofatlanticcity.com)

*It's Impaired Driving Prevention Month! DWI courts provide treatment, not handcuffs, for people struggling with addiction. Together, we're [#AdvancingJustice](#) to help [#EndImpairedDriving](#). [Learn more](#).*

*During Impaired Driving Prevention Month, [learn how](#) DWI courts are saving lives, breaking the cycle for future generations, and making our communities safer.*

*December is Impaired Driving Prevention Month. [DWI court name] is [#AdvancingJustice](#) by working to [#EndImpairedDriving](#) every single day. [Learn how](#).*

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*Patricia's family struggled with alcohol addiction for generations. DWI courts give people like Patricia a chance to break that vicious cycle, all while making our roads and communities safer: <http://bit.ly/2k5WuIh>*

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*Over the holidays, be a hero. [Help us](#) save lives. [Help us](#) protect our communities. [Help us](#) [#EndImpairedDriving](#).*

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*December is Impaired Driving Prevention Month, and the holidays can be difficult for people in [#recovery](#). Tell us what helps you stay sober, and [watch Doreen's powerful story](#) of recovery through DWI court.*

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*The holidays can be a difficult time to maintain sobriety. This Impaired Driving Prevention Month, [here are seven tips](#) for those in [#recovery](#).*

# PREPARATION

## PREPARING YOUR TEAM AND PARTICIPANTS FOR THE HOLIDAYS

It's important to remember that for people in recovery, the holidays can be a particularly challenging time for their sobriety. As DWI court professionals, it's critical to recognize this fact and prepare your team to support participants throughout the holiday season.

### PREPARATION FOR YOUR DWI COURT TEAM

The efforts of your team to understand how most holiday events include and even focus on alcohol consumption, and the challenges this can present to your participants, will go a long way to help your participants feel supported during this season. During your court staffing meetings prior to each holiday, discuss the following with your team:

- Ensure each team member receives, reads, and understands this page of the toolkit, especially if they have never struggled with a substance use disorder.
- Discuss how the court team can demonstrate understanding, empathy, and support for those in recovery during the holiday season.
- Discuss how your team will interact with and prepare DWI court participants during the court sessions immediately before and after each holiday.



# PREPARATION

## PREPARATION FOR YOUR DWI COURT PARTICIPANTS

For your DWI court participants, be aware of the date closest to each holiday when they come before the judge, and address the following:

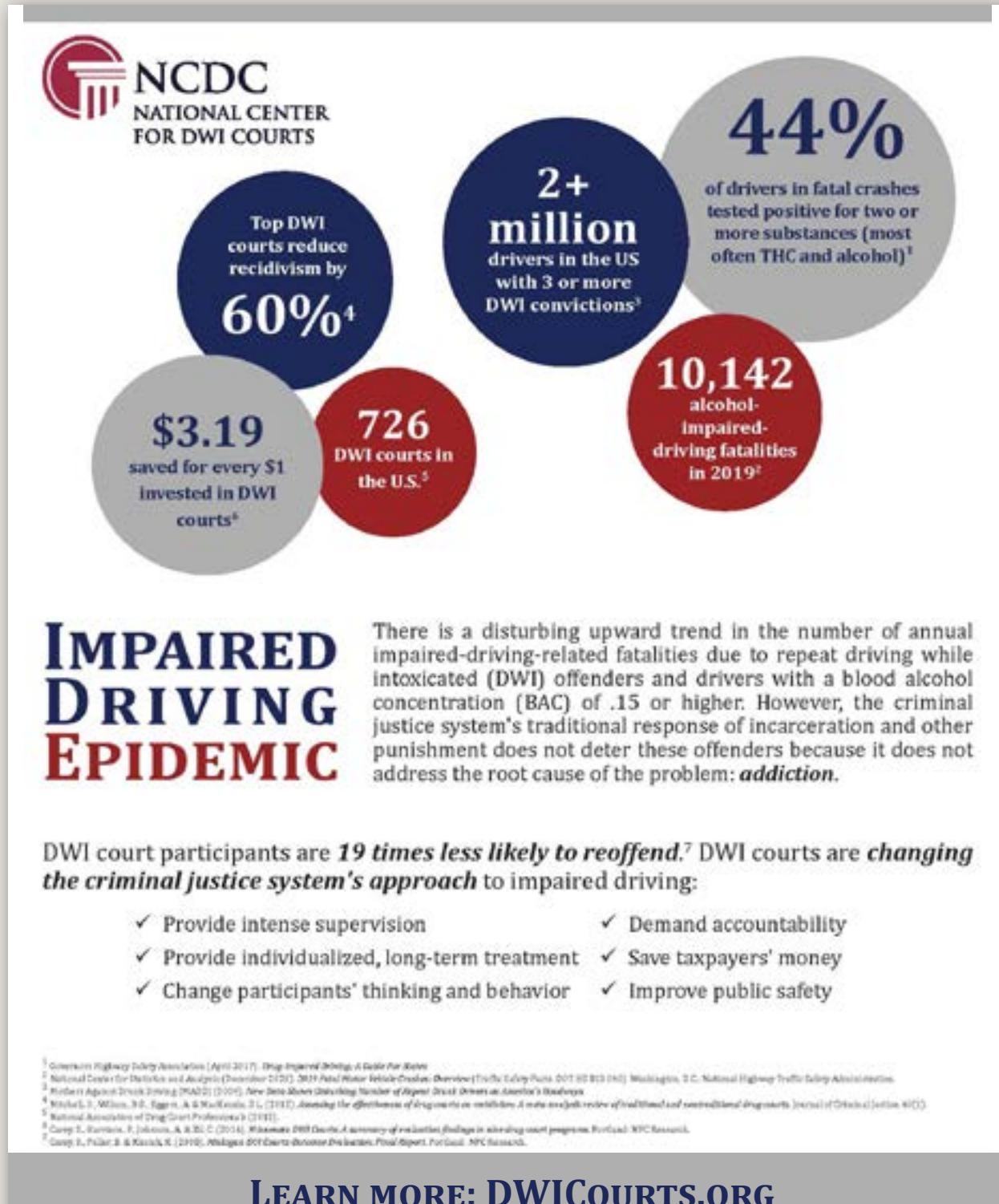
- Ask, "What are your plans for [Thanksgiving/Christmas/New Year's]?"
- Ask, "How do you plan to maintain your sobriety over the holiday?" You can also give them some specific **tips for staying sober** through the holiday season.
- Instruct them to plan ahead for the busy holiday season and to schedule and keep appointments with their therapist, counselor, and/or case manager around each holiday.

- If they have sponsors, remind them to check in and even meet up as necessary.
- If they participate in group therapy or community organizations, encourage them not to miss these group meetings around each holiday.
- Encourage them to choose their activities and company wisely.

In addition, Responsibility.org works collaboratively with experienced partners to develop **resources for DWI system practitioners**, from law enforcement to judges to treatment providers. These free, online publications and courses can help guide practice and improve outcomes for people in need.



## THE NATIONAL FACTS



<sup>1</sup> Governors Highway Safety Association (April 2017). *Drug-Impaired Driving: A Guide for States*.

<sup>2</sup> National Center for Statistics and Analysis (November 2012). *2011 Fatal Motor Vehicle Crashes: Overview* (Traffic Safety Pulse DOT HS 813 145). Washington, D.C.: National Highway Traffic Safety Administration.

<sup>3</sup> National Against Drunk Driving (NADD) (2014). *New Data Shows Disturbing Number of Impaired Drivers on America's Roads*.

<sup>4</sup> Michael T. Wilson, B.D., Egger, A. & MacKenzie, S.L. (2012). *Assessing the effectiveness of drug courts on recidivism: A meta-analysis* [Job review of traditional and nontraditional drug courts]. *Journal of Criminal Justice*, 40(2).

<sup>5</sup> National Association of Drug Court Professionals (2018).

<sup>6</sup> George E. Karraker, F. Johnson, A. B. B. C. (2014). *Measuring DWI Deaths: A summary of evaluation findings in sentencing court programs*. Portland: NPC Research.

<sup>7</sup> George E. Karraker, F. Johnson, A. B. B. C. (2014). *Measuring DWI Deaths: A summary of evaluation findings in sentencing court programs*. Portland: NPC Research.

**LEARN MORE: DWICOURTS.ORG**

# THANK YOU

We at NCDC would like to express our profound gratitude to you, the individuals doing the most difficult, important, rewarding work we can think of on a day-to-day basis. Without your belief in the effectiveness of DWI courts and your unwavering dedication to ensuring that your court provides real solutions to people in real need in your communities, there would not be more than 1.5 million Americans leading lives of recovery today. And the impact of your efforts doesn't stop there: it reaches every participant's family, friends, coworkers, and neighbors. Because of you, our roads and communities are safer. Because of you, many millions of lives have seen a level of restoration that would not have been possible otherwise.

## DWI courts are justice reform in action.

You're transforming the U.S. justice system for the better every day. You're taking a bold stance by declaring that impaired driving can be reduced, substance use and mental health disorders can be treated, and lives can be saved, all while saving money and making communities safer and more productive. We could not be prouder to stand with you.



### National Association of Drug Court Professionals

625 N. Washington Street Suite 212      703.575.9400 phone  
Alexandria, VA 22314      703.575.9402 fax