



# Mothers Against Drunk Driving

James Bryant – National Program Manager

Jennifer Fox – National Program Manager

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## MADD's Mission

The mission of MADD is to stop drunk driving, support victims of this violent crime, and to prevention underage drinking.

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# History

- Candice Lightner in 1980
- 21 Minimum Drinking Age Law (1984)
- Zero Tolerance Law (1995)
- Blood Alcohol Content 0.08 (2000)



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# Campaign to Eliminate Drunk Driving

1. High - Visibility Law Enforcement
2. Ignition Interlock
3. Advance Vehicle Technologies
4. Public Support



# Where we have been in prevention...

- Power Camps
- Youth Summits
- Shattered Dreams
- Poster / Essay Contests
- Public Speaking
- Mock Crash Cars

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## Where we are...

- Evidenced – based strategies
- Environmental prevention
- Community partnerships

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# Evidence-based Strategies

- Enforcing underage drinking age laws
- Ensuring retailers are upholding laws
- Addressing alcohol policies
- Community based programs

1. Holder, H., et al. Effect of community-based interventions on high-risk drinking and alcohol-related injuries. *Journal of the American Medical Association* 284: 2341-2347, 2000.
2. Wagenaar, A., et. al. Communities Mobilizing for Change on Alcohol (CMCA): Lessons and results from a 15-community trial. *Journal of Studies on Alcohol* 61: 85-94, 2000.
3. Wagenaar, A., Murray, D., & Toomey, T. Communities Mobilizing fro Change on Alcohol (CMCA): Effects of a randomized trial on arrests and traffic crashes. *Addiction* 95: 209-217, 2000.



# Environmental Prevention to Prevent Underage Drinking

- Focus on youth access to alcohol:
  1. Alcohol retailers
  2. Social access
  3. Enforcement of underage drinking laws

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# Community Partnerships

- MADD
- Coalitions
- Prevention partners
- Community leaders
- Law enforcement
- Parents

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# MADD's Underage Drinking Prevention Strategy

- Defend and support the 21 minimum drinking age law (MDAL)
- Engage parents
- Reduce social and retail access to alcohol

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# Defending & Supporting 21

- Enforce current laws
- Defend 21 MDAL in states where the law is challenged.
- Strengthen law and close loopholes to prevent underage drinking

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# Defending 21 Research

- From 1975 to 2006, the 21 drinking age law has saved over 25,000 young lives. (NHTSA 2005)
- Research shows that the brain continues to develop until a person is at least in their early 20's. (Giedd et al, 1999, 2004)(White, 2001)
- Visit [why21.org](http://why21.org) for more facts or [www.madd.org/Media-Center.aspx](http://www.madd.org/Media-Center.aspx)

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# Engaging Parents

- Provide and development materials for parents
- Social Host ordinances and materials

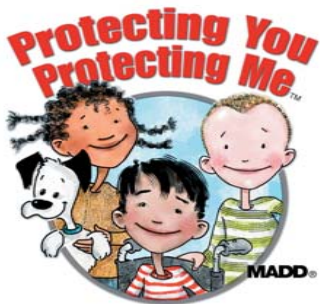
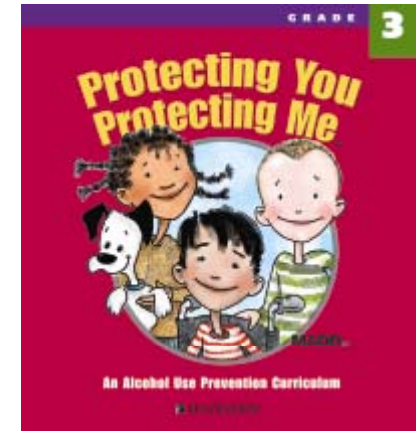
[www.madd.org/socialhost](http://www.madd.org/socialhost)



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# Supplemental Programs: Protecting You/Protecting Me

- Classroom-based curriculum for Grades 1-5
- Two versions
  - Adult-led version
  - Youth-led version
- Emphasis on risks of underage alcohol use, adolescent brain development and vehicle safety
- Designated Model Program by SAMHSA
- Translated into Spanish and tailored for Native Americans



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# Supplemental Programs: AlcoholEdu for High School

- Web-based program
- Aimed at first-year students but appropriate for all high school
- Science-based, alcohol prevention delivered in non-judgmental format
- Tracks pre- and post- course responses on behavior and attitude shifts regarding underage alcohol use



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# Youth In Action: Mission

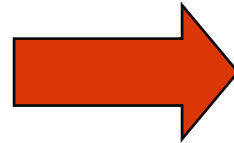
To reduce the social and retail availability of alcohol to those under 21 and support the enforcement of underage drinking laws.



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● ● ● | Youth In Action: Projects

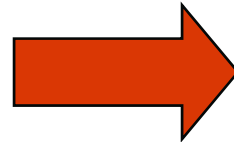
**Alcohol Purchase Survey**



**Retail**

**Compliance Checks**

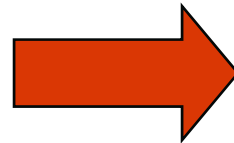
**Shoulder Tap Surveys**



**Social**

**Sticker Shock**

**Roll Call Briefings**



**Law Enforcement**

**Law Enforcement Recognition**

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# Youth In Action: Benefits

- Minimal cost to implement
- Few youth needed to implement
- Few supplies needed
- Free media
- Advance Strategies
- Working without youth



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# MADD's College Initiatives

- Prevent underage drinking
- Reduce and eliminate high-risk drinking behaviors
- Activate students to partner with campus and community leaders (UMADD student groups)
- Provide resources to campus and community law enforcement, community members, faculty and staff, and parents

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# UMADD Mini-Grants

Apply online at [www.umadd.org](http://www.umadd.org)



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# Underage Drinking Prevention Resources

- Institute of Medicine Report
- Surgeon General's Report
- RAND Corporation: Preventing Underage Drinking
- Monitoring the Future
- National Household Survey

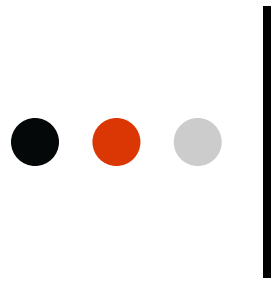
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# College Resources

- Higher Education Center
- NIAAA Report (National Institute on Alcohol Abuse and Alcoholism)
- MADD

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# Contact Information

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