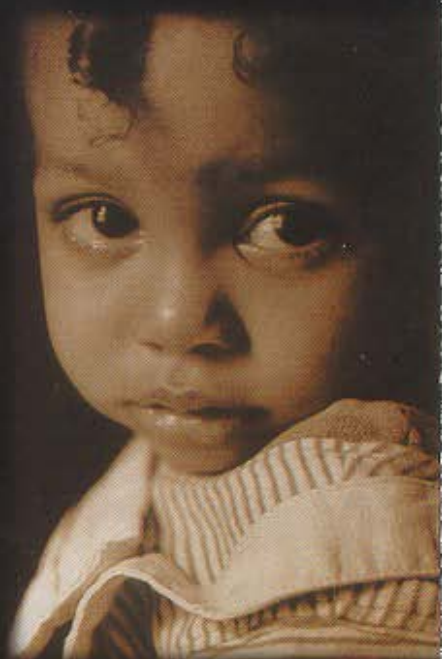


Drinking & Driving

Puts Kids at Risk

Unbuckled Children & Impaired Drivers...
A DEADLY MIXTURE



Support the
Operation ABC Mobilization:
America Buckles Up Children

November 20 – 26, 2000



NHTSA
People Saving People
www.nhtsa.dot.gov

Making sure kids are properly buckled in. Protecting them from impaired drivers.

A new twist on the *Operation ABC Mobilization*, *America Buckles Up Children*.

Contrary to popular belief, the majority of children who die in alcohol-related vehicle crashes are killed not by an impaired driver who crashes into them but by the impaired driver who is transporting them.

A study reported in the May 2000 issue of the *Journal of the American Medical Association* shows that nearly two out of three children who are killed in alcohol-related crashes are passengers riding with an impaired driver. And in the majority of these cases, the children were riding with a drinking adult—a parent, guardian or temporary caregiver—who did not have the presence of mind to buckle them up. According to the study, *the more alcohol the driver consumed, the less likely the child was to be buckled up.* This deadly mixture puts kids at risk.

This Thanksgiving week (November 20-26, 2000) – as part of the **Buckle Up America** campaign and the *Operation ABC Mobilization: America Buckles Up Children* – over 8,000 law enforcement agencies across America are mobilizing to protect children from two of the leading risks they face: being unbuckled in a car crash and being involved in a crash with drinking drivers, inside or outside their vehicle.

Mothers Against Drunk Driving (MADD) is teaming up with the Air Bag & Seat Belt Safety Campaign, the National Highway Traffic Safety Administration (NHTSA) and the National Transportation Safety Board to support the *Mobilization* this November.

During the week of the *Mobilization*, police agencies nationwide will step up enforcement through a range of activities designed to protect kids such as intensive enforcement, checkpoints, increased patrols and saturation patrols.

Help spread the word that this intensive enforcement effort is happening.

As a safety advocate, you can assist local law enforcement in their efforts to keep kids safe by using this action kit to communicate with the public, your members or employees to make sure they are aware that this stepped-up enforcement effort is taking place.

And the surprising findings from the research that link impaired drivers with unbuckled kids gives you a compelling new angle to interest your local media.

Spread the word...

You can play a vital role in the **Buckle Up America** campaign and the *Operation ABC Mobilization* by making sure your members and the public are aware that during Thanksgiving week, law enforcement will be placing special emphasis on keeping kids safe from impaired drivers and those who don't properly restrain kids in motor vehicles. And you can support your local law enforcement agencies in their work by giving them your organization's public "**Endorsement for Enforcement.**"

...in five easy steps!

This planner is designed to give you the messages and the tools to easily get the word out:

- 1.** Use the template media release to inform your local media about the upcoming enforcement effort and to give your *Endorsement for Enforcement*. *Issue the release and follow-up with your local media outlets November 16-17 or November 20.*
- 2.** Adapt and insert the drop-in article in your member publications or submit it to your local community newspapers. *Submit these articles and follow-up to make sure the articles appear in your newsletter or community newspapers the week before the Mobilization (November 13-19).*
- 3.** Copy and post the bulletin board poster and submit the "live-announcer" radio copy to radio stations in your area. *Encourage these media outlets to read them throughout the week prior to, and all during, the Mobilization.*
- 4.** *Clip any articles your efforts generate.*
- 5.** *Please fill out the attached fax-back form and send NHTSA your release, article and news clips.*

These and other supporting materials can be reproduced without permission and are available on the NHTSA Web site: **www.nhtsa.dot.gov** by clicking on the **Buckle Up America** icon. *Operation ABC Mobilization* law enforcement action kit materials are available via the web at **www.nsc.org/airbag.htm**.