

The 2009 *Drunk Driving. Over the Limit. Under Arrest.* Crackdown New Products for Law Enforcement Action Kit

Make the Crackdown Count — August 21 – September 7, 2009

Why **YOUR** Efforts Are Critical

National advertising. Press conferences. Speeches. Each year the national crackdown on impaired driving launches with high-profile events. And this year will be no exception. But to make the 2009 *Drunk Driving. Over the Limit. Under Arrest.* crackdown a success, we need **YOU**. Your high-visibility frontline enforcement efforts will help to get more impaired drivers off the street, save more lives — and make the 2009 crackdown count.

Maximize Crackdown Success

Research shows high-visibility enforcement has reduced alcohol-related fatalities by as much as 20 percent. But to be effective, enforcement must be well implemented. A well-implemented enforcement campaign is (1) intense, (2) frequent, (3) visible, and (4) targeted.

The National Highway Traffic Safety Administration has developed new resources to help you meet these four enforcement performance measures. You'll find your enclosed 2009 Products for Enforcement Action Kit (PEAK) jam-packed with tools and information to help you maximize your crackdown success. Your electronic PEAK arsenal of resources includes:

- **State-Specific Data and Graphics** — Leverage local data to make targeted decisions about allocation of enforcement resources.
- **Time-of-Day Graphic and Narrative** — Plan crackdown frequency strategy based on the latest available time-of-day data for crashes involving impaired drivers.
- **Crimes and Crash Graphics** — Allocate significant resources and be prepared to justify resource allocation with graphics that compare impaired driving with other crimes.
- **Earned Media** — Increase visibility and get the word out about your crackdown efforts with sample press releases (announcement, progress, and post-crackdown versions), an “op-ed” piece, a 2009 fact sheet, and separate media talking points.
- **Crackdown Contact Info** — Share knowledge and collaborate with highway safety officials and partners in a click with State-specific contact lists.
- **2009 Impaired-Driving Quick Facts** — Find out what you can do to save lives and make the crackdown count with this brief rundown on the crime of impaired driving.

Commit Today

To make the 2009 crackdown on impaired driving count, we're counting on you. Use the resources in this kit to help you plan an enforcement strategy to meet the specific needs of your community. Together we can make the 2009 crackdown add up to more lives saved.

**For additional impaired-driving information and resources,
visit the High-Visibility Enforcement Campaign Headquarters
at www.StopImpairedDriving.org.**

