

DUI Council *of Lancaster County*



ANNUAL REPORT

July 1, 2003-June 30, 2004



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Message from the President

This annual report is an overview of the activities and efforts of the DUI Council of Lancaster County for the past year (July 1, 2003 to June 30, 2004). I have had the privilege of working with its dedicated membership for more than ten years, and it has been my experience, having worked with a number of advocacy groups, that this Council is comprised of some of the most dedicated and knowledgeable individuals available countywide. I am proud to report that its membership is more determined than ever to continue its battle against the ongoing problems associated with impaired driving, underage drinking, and substance use/abuse.

The Council has several approaches that it has found effective and so these efforts are conducted annually, and will be addressed later in this report. In addition, the Council is always researching fresh ideas to strengthen its impact and broaden its audience base. Each and every year I hear reports from event attendees that our programs get better every year. I believe that is a direct result of the vision and tenacity of our membership.

One of the Council's strengths is the consortium of resolute individuals that comprise its membership. I cannot say enough about those who are actively involved, whether it be by co-sponsoring events, attending monthly meetings,

offering sound advice, or staffing Council activities.

As PennDOT's comprehensive coordinator for Lancaster County, I am in contact with coordinators statewide, and I can report, without prejudice, that the Council's activities are a benchmark for the state, often serving as a model for other counties. I am frequently approached by my coordinates to share program development plans and strategies. As a result, many of our programs have been duplicated through the Commonwealth.

I would be remiss if I did not take this opportunity to extend my deepest appreciation to those agencies that have faithfully supported the Council's interests: the Lancaster County Drug and Alcohol Commission, AAA Central Penn, the Lancaster County Impaired Driver Program, the Pennsylvania DUI Association, Lancaster General Hospital, Lancaster County Office of Community Resources, Boscov's Department Store, East Lampeter Township Police Department, Lancaster County Victim Witness Program, Manheim Township Police Department, Millersville University, Elizabethtown College, Pennsylvania State Police Troop J, MADD South Central PA, Center for Traffic Safety, and the Pennsylvania Department of Transportation's Bureau of Highway Safety & Traffic Engineering.

Respectfully Submitted,

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President

Executive Board

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Council Synopsis

HISTORY

The Driving Under the Influence (DUI) Council of Lancaster County was established in 1987 with grant funding provided by the Pennsylvania Department of Transportation's Center for Traffic Safety. Those "seed" funds were initially made available by the National Highway Traffic Safety Administration (NHTSA) to establish a "Model County Program."

Its general purpose was to inspire, organize and fund grass roots efforts to reduce the incidence of crashes, injuries and deaths caused by drunk drivers. It was believed that concerned citizens who care about their community best accomplished DUI prevention efforts.

At present, the Council relies heavily upon the Lancaster County Drug and Alcohol Commission for grant funding to operate. Additional funding sources include fundraising events, monies collected from event registration fees for Council sponsored events, and solicitation of sponsorships from business and industry.

All funds are administered by AAA Central Penn's Lancaster County office.

MISSION

The Council is fixed upon establishing and sustaining the following key points:

- To develop and implement DUI prevention/education activities and programs.
- To create a sense of community responsibility and ownership for DUI Council initiatives.
- To develop partnerships within and beyond Lancaster County.
- To structure a public relations and education campaign to educate the citizenry of Lancaster County

MEMBERSHIP

Program development became the focus of a steering committee that chose the title still being used today, more than 17 years later.

Its membership is comprised of a consortium of individuals who share the common concern for prevention efforts. Represented on the Council are treatment agencies, law enforcement agencies, drug and alcohol treatment, probation, business leaders, educators, and traffic safety advocates. Monthly meetings are held the second Wednesday of each month at 8:15 a.m. at AAA Central Penn, 804 Estelle Drive, Lancaster.

A complete membership list is included at the end of this report.

Overview of the Problem

One of the first steps in addressing the problem is to recognize that impaired driving is a public health issue for the Nation, the Commonwealth, and Lancaster County.

In determining what specific population to focus upon, the Council considers many conditions. Below is information compiled through the CRN Statewide Statistical Report. Every individual arrested for DUI in Pennsylvania has received an evaluation, which was then cross-referenced with driving history and criminal history to identify the “typical” DUI offender in Pennsylvania.

GENDER	
Males	80.1%
Females	19.9%

AGE BREAKDOWN	
18 & Under	.3%
18-20	8.8%
21-24	17.2%
25-29	14.1%
30-34	11.9%
35-44	26.0%
45-54	15.5%
55+	6.2%
AVERAGE AGE	34

MARITAL STATUS	
Single	49.8%
Married	21.0%
Divorced	14.2%
Separated	6.4%
Live-In Relationship	7.3%
Widowed	1.3%

EDUCATION	
Graduate Degree	3.0%
Undergraduate Degree	10.1%
Partial College/Technical Training	26.7%
High School Graduate	44.7%
Partial High School	10.7%
Junior High School	3.9%
6 th Grade and Below	0.9%

EMPLOYMENT STATUS	
Employed	75.0%
Unemployed	25.0%
AVERAGE ANNUAL INCOME	\$23,897.00

Statistics provided by www.padui.org

Overview (continued)

Underage drinking is our number one drug problem.

Young people who use drugs/alcohol appear to be negatively influenced by many factors, but these same negative influences can be overcome if parents, schools, and governments work in concert to educate young people regarding the dangers of drug/alcohol use and abuse.

Attitudes drive behavior, and national, state, and local campaigns over the years may have had an effect on the attitudes of youth toward drug and alcohol use. This fact alone is the impetus for the Council to spend much of its time and energy in programming targeting teens and young adults.

COLLEGIATE LIFE:

- 44 percent of college students admit they engaged in binge drinking (defined as consuming five or more drinks in a row for males or four or more drinks in a row for females) during the last two weeks.
- Over 1,400 students age 18 to 24 died from alcohol-related unintentional injuries including motor vehicle crashes.
- More than 70,000 students ages 18 to 24 are victims of a sexual assault or date rape in which alcohol is involved.
- 400,000 students ages 18 to 24 have unprotected sex and more than 100,000 report having been too intoxicated to know if they even consented to having sex.
- About 25% of college students report academic consequences of their drinking including missing class, falling behind, doing poorly on exams and papers, and receiving lower grades overall.
- More than 150,000 students develop an alcohol-related health problem and between 1.2 and 1.5 percent of students indicate that they tried to commit suicide within the past year due to drinking or drug use.
- 2.1 million students age 18 to 24 admitted to driving under the influence of alcohol last year.
- Thirty-one percent of college students met criteria for a diagnosis of alcohol abuse and 6 percent for a diagnosis of alcohol dependence in the past 12 months.

600,000 college students are assaulted by another student who has been drinking.

TEENS:

- The mean age at first use of alcohol is 16.3; inhalants, 16.4; and marijuana, 17.0.
- The consequences of early drug use are shown in the numbers of young people requiring drug/alcohol-related treatment and emergency health care.
- Over 11 million Americans under the age of 21 drink alcohol.
- Nearly half of them drink to excess, consuming five or more drinks in a row, one or more times in a two-week period.
- Alcohol is the most frequently used drug by high school seniors, and its use is increasing.
- Boys usually try alcohol for the first time at just 11 years old, while the average age for girls is 13.
- Based on recent survey, about one-third of ninth graders drank some sort of alcohol at least once a month.
- Underage drinking is a factor in nearly half of all teen motor vehicle crashes—the leading cause of death among teens.

Young boys and girls try alcohol for the first time at ages 11 & 13, respectively.

Statistical Information provided by: National Institute on Alcohol Abuse and Alcoholism, National Institutes of Health, U.S. Department of Health and Human Services, National Household Survey on Drug Abuse, Pennsylvania Biennial Youth-Risk Survey, College Alcohol Study at Harvard School of Public Health

Activities, Events & Promotions

14th ANNUAL DUI AWARENESS CONFERENCE (250+ attendees)

It is the goal of the conference to keep participants up to date on current legal issues, newly released legislation, new treatment programs, and law enforcement programs.

This year's conference was held on December 2, 2003, at Willow Valley Resort and Conference Center. It was attended by more than 250 adults that share an interest in drug/alcohol prevention and intervention measures. Attendees included educators, health care providers, judges, probation and parole officers, law enforcement officers, and drug and alcohol treatment program providers, certified addiction counselors, business and community leaders.

The Council was an original co-founder and co-sponsor, along with Lancaster General Hospital. The Pennsylvania DUI Association has become a major sponsor, enabling this event to continue to provide an extensive array of high-quality workshops and speakers.

8th ANNUAL FORUM AGAINST UNDERAGE DRINKING (325 attendees)

The forum is a spring event targeting "at-risk" teens – those that have been identified by their school system to be already involved or at-risk for drug/alcohol use and abuse. This year's event was conducted on March 9, 2004, at Millersville University.

Most of the youth in attendance were already enrolled in student assistance programs at their schools, while others were involved in peer leadership roles, such as S.A.D.D.

Ten exhibitors from state and local organizations had booths to distribute reading materials and incentive items.

The student and adult evaluations that were returned at the end of the day spoke volumes about the impact that the six-hour event had on its audience. (Evaluation results available upon request.)

A community-based program aimed at increasing the awareness of students to the risks and consequences of underage drinking and other destructive decisions. The forum will empower all participants to take an active role in underage drinking education and prevention.

7th ANNUAL RESIDENT ASSISTANTS' ALCOHOL SYMPOSIUM (119 attendees)

*Mission Statement:
1) to provide the fundamental education tools necessary to recognize the warning signs of drug/alcohol use and abuse, including techniques on how to approach the subject and effectively manage the situation, 2) to empower resident assistants to deal resourcefully with problems when approached by fellow students, enabling them to handle each challenge with confidence, and 3) to create a new spirit of positive peer influence in collegiate living.*

The theme for this year's event, held at Elizabethtown College on September 13, 2004, was "Beer Pressure." The slogan was intended to emphasize the evident peer pressure to drink. All five workshops centered on the ramifications of alcohol use and abuse.

The symposium draws a great amount of support from the community. There were 21 prize and conference sponsors that again united with the Council to produce another fruitful symposium. In addition, 11 exhibitors were in attendance to disseminate reading materials, posters, and incentive items.

Participant evaluations reported very strong opinions further endorsing the value of the symposium to empower and educate dormitory resident assistants. (Evaluation results available upon request.)

Activity (continued)

HIGH SCHOOL POST PROM & HOMECOMING

The Council is very aware of the need to increase programming in area high schools during both the homecoming and prom season. While these are traditionally times to celebrate, they are also times of increased drug and alcohol use. Nearly one in three fatal crashes in Pennsylvania involving teens age 16 to 20 is alcohol-related.

While various programs have been developed and implemented over the years, the Council is still in the process of producing something that will be far-reaching and effective. In 2003-2004, mini-grants were again offered to encourage school-based organizations, such as S.A.D.D., to conduct drug-free celebrations and awareness campaigns.

Boscov's co-sponsored and hosted the "Homecoming Scavenger Hunt" on September 16, 2004. Although attendance was higher than last year, the Council feels that improvements could be made.

MISCELLANEOUS ACADEMIC ACTIVITIES

Campus administrators to assist with programming in various formats frequently call upon the Council. Over the past year, we have participated in three college-sponsored health fairs at Millersville University and Elizabethtown College. It is estimated that over 8,000 students visited the Council's informational and interactive booth during this grant period.

Council members are also contacted to conduct speaking presentations, generally at the request of campus peer health educators or wellness centers.

On the high school level, driver education instructors repeatedly make contact requesting videos, reading materials, posters, and guest speakers.

Continuing down the education ladder to elementary school – the Council is not often contacted by elementary administrators since many have D.A.R.E. officers who adequately cover the topic. However, this year, for the first time, the Council was approached to provide a guest speaker for D.A.R.E. graduation ceremonies at Park Elementary in Columbia Borough. There were 125 third through fifth-graders giving their full attention to the slate of speakers which included the mayor, school principal, and our Council president. It was a rare experience and one that we look forward to repeating next year.

STUDENTS AGAINST DESTRUCTIVE DECISIONS

Formerly known as Students Against Drunk Driving, these school-affiliated clubs are instrumental in promoting ongoing awareness activities for middle and high school students. The DUI Council continues to serve as a resource to existing programs.

MOTHERS AGAINST DRUNK DRIVING

The Council is proud to be an active supporter of MADD South Central Pennsylvania. This alliance has been very beneficial for the Council as MADD continues to participate in, and support, our events year after year.

BUSINESS & INDUSTRY

There are several local businesses that continually rely upon the Council for services, i.e. health fairs, presentations, printed materials. Specifically those are: Kellogg's, Turkey Hill Dairy, Pennfield Farms, and Burle Industries.

Activity (continued)

THE COMMUNITY AT LARGE

The DUI Council offers itself as a **resource** to the community; including, but not limited to, schools, health care providers, law enforcement agencies, business and industry, and civic/volunteer organizations.

Many of the Council's members are trained professionals that are well equipped to adapt to any audience. The Council is often called upon to conduct programming involving the Fatal Vision goggles, which are used to simulate a .18 BAC – the BAC of the average drunk driver.

Various members on behalf of the DUI Council have conducted **classroom presentations** for several high school driver education classes. High schools that have requested and received the program during this grant period are:

- | | | |
|--------------------|---------------------|-------------|
| Ephrata | Lancaster Mennonite | Garden Spot |
| Lampeter-Strasburg | Manheim Township | |
| Lancaster Catholic | Cocalico | |

All together, more than 1,800 high school driver education students received the Council's message on underage drinking, the Zero Tolerance Law, and impaired driving.

Each presentation includes the distribution of reading material and incentive items bearing the message of "Zero Tolerance."

The Council set-up an **exhibit table** for the following events during this year:

- Millersville University's Annual Wellness Fair
- Elizabethtown College's Health & Wellness Fair
- Turkey Hill Dairy's Employee Weekend
- Kellogg's Employee Health Fair
- DUI Awareness Conference
- Lanco Fieldhouse Family Festival

Collectively, nearly 10,000 people visited the DUI Council's informational booths during this grant year.

The Council's **video library** (available through the Impaired Driver Program and Center for Traffic Safety) is in constant use. All videos are accompanied by a supply of printed materials for distribution. During this year, more than 65 videos where the subject matter addressed DUI and underage drinking issues were loaned to 28 different Lancaster County organizations including schools, businesses, and law enforcement agencies.

Each November and December, the DUI Council actively participates in two national programs sponsored by the National Highway Traffic Safety Administration and PennDOT's Bureau of Alcohol Program Services: "**National Red-Out Day**" (Tuesday before Thanksgiving) and "**National Lights On For Life**" (Friday before Christmas). Both events are designed to enhance awareness to the devastating effects of drunk driving. "National Red-Out Day" encourages everyone to wear red apparel in support of ending the bloodshed, while "National Lights On For Life" encourages motorists to drive with their headlights on to honor DUI victims.

The Council participated by distributing envelope stuffers to area businesses, public service announcements in high schools, and news releases. On November 22nd, the Council set up a booth on the downtown square to distribute reading material and incentive items.

Activity (continued)

DUI VICTIMS MEMORIAL PARK

In 2004, the Pennsylvania DUI Association christened the park as a reverent landmark to those who have lost their lives due to an impaired driver, and to those who are the survivors. The main feature of the park is a courtyard of 3,000 bricks. Each brick is intended to be dedicated to the victims as a permanent reminder of the consequences of impaired driving. The Council proudly sponsored one of those bricks.

SOBRIETY CHECKPOINTS

Retired Lancaster City police lieutenant and Council member Ross Deck still administers the checkpoint program in Lancaster County. In addition, two Council members remain active on-site volunteers, Mel & Carol Jacoby. I have expressed the Council's desire to assist the program in any way and am looking forward to the Council again becoming an asset to such a valuable program.

ALCOHOL INDUSTRY

The Council supports and encourages the training of servers/bartenders to learn techniques that can be used to identify intoxicated patrons and how to deal with them once they are identified. There are two programs that the Council endorses. First, the Pennsylvania Liquor Control Board's Responsible Alcohol Management Program (R.A.M.P.), and secondly, the Training of Intervention Procedures for Servers (T.I.P.S.). Both programs teach servers how to best offer non-alcoholic beverages, encourage patrons to eat or engage them in conversation so as to reduce the amount of alcohol they consume. After learning to monitor their customers, the servers are taught how to suggest alternative transportation to those unable to drive safely.

Council member Crystal Hartz of Wilsbach Distributors, Inc. is a certified T.I.P.S. trainer for Lancaster County.

The Council has always, and will continue to, support each of these programs in any way that the administrators might request; i.e. printed materials, handouts, and videos.

ALERT CAB

In previous years, the Council was more heavily involved in the administration of this program designed to offer a free taxi ride to any patron who becomes too intoxicated to drive. Several years ago, Hauck and Sons, Inc. (a subsidiary of Anheuser Busch) assumed all financial and administrative responsibility. When Hauck and Sons was sold to Wilsbach Distributors, Inc. out of Harrisburg, the responsibility again changed hands. Council member Crystal Hartz also administers the Alert Cab Program in Lancaster County.

Although the Council has relinquished financial and administrative responsibility, it continues to support the program, again, at the request of its administrator.

Overall Annual Activity Report

MONTH	EVENT	DESCRIPTION	# REACHED
July 2003	Family Festival at Lanco Fieldhouse	Information Booth; Fatal Vision goggles	2000
September 2003	5 th Annual Resident Assistants' Alcohol Symposium	Conference	120
	Homecoming Scavenger Hunt		80
	Millersville University Wellness Fair	Information Booth; Fatal Vision goggles	1000
October 2003	Turkey Hill Employee Day	Information Booth; Fatal Vision goggles	500
November 2003	National Red Out Day	On Lancaster City square handing out bookmarks	500+
		Paycheck stuffers sent to various businesses	4000
		Mailing, posters, etc. to all Lancaster County High Schools	18,000
December 2003	14 th Annual DUI Awareness Conference	Conference	250+
	National Drunk & Drugged Driving Awareness Month	Flyers and brochures sent to major industry and schools	23,000 +
February 2004	Wyeth Laboratories Employee Health Fair	Information Booth; Fatal Vision goggles	1200
	Update on DUI Laws given to all High School Driver Ed Instructors		62
March 2004	7 th Annual Forum Against Underage Drinking	Conference	325
	Millersville Annual Wellness Fair	Information Booth; Fatal Vision goggles	2000
	Boscov's Fashion Show	Information Booth; Fatal Vision goggles	1000
April 2004	Elizabethtown College Health Fair	Information Booth; Fatal Vision goggles	800
May 2004	Traffic Safety Jeopardy at Lancaster Catholic High School & Manheim Township High School	Interactive Game	213
	D.A.R.E. Graduation Ceremony	Guest Speaker	125
June 2004	Kellogg's Employee Health Week	Information Booth; Fatal Vision goggles	1200
YEAR LONG	Miscellaneous Requests from: E-town 55 Alive Class, Lancaster Catholic High School, Elizabethtown College, Lebanon Valley College, Penn Township Police Dept., Manheim Township High School, Ephrata High School, Cocalico High School, Penn Manor High School, Garden Spot High School, and Lititz Kiwanis	VIDEOS BORROWED: 28 BROCHURES MAILED: 12,000 FATAL VISION GOGGLE RESERVATIONS: 13	

Conclusion

The assignment that the DUI Council of Lancaster County chose to undertake 17 years ago, is a continuing task that often appears bleak and without reward. Nothing could be further from the truth. The impact that our efforts have on the citizenry of Lancaster County is often impossible to calculate, yet be secure in knowing that we are reaching people with our message.

Success is not always measurable, and often our satisfaction is reached only in knowing that we have made the effort

To our sponsoring agencies, I wish to extend the same message. The Council is very well aware of the fact that there are not enough hours in the day, or dollars in the bank, to accomplish everything that we have on our endless "to do" lists. Yet, we simply ask for your continued support of the Council and its efforts, and your allegiance to the issue of impaired driving, underage drinking, and drug/alcohol use and abuse. The DUI Council cannot sufficiently express its sincere gratitude for your alliance.

**Together we can, and will,
make a difference in Lancaster County.**