

DUI Council *of Lancaster County*



ANNUAL REPORT

July 1, 2004-June 30, 2005



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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, 2004 to June 30, 2005).

The Council has several approaches that it has found effective and so these efforts are conducted annually, and they will be addressed later in this report. In addition, the Council is always researching fresh ideas to augment its impact and interests.

In order to serve the county more effectively over the coming year, the Council will be relying more heavily upon local data than it has in the past. Consequently, by developing and implementing data collection strategies and conducting statistical studies we will be better equipped to concentrate our time, energy, and funding more judiciously. Yet, a lot of exciting things are already on the horizon!

During this grant period, we have joined the South Central Regional DUI Task Force, which will lead to an increased involvement with the Lancaster County sobriety checkpoint program. My office, the Center for Traffic Safety, will be administering the checkpoint grant for Lancaster County and we have contracted Lt. Steve Zerbe with the East Lampeter Township Police Department to coordinate the program. I am looking forward to the Council assisting by whatever means possible to make this invaluable program flourish and yield the results it inevitable can and will.

Several months ago, I participated in a statewide focus group led by the PLCB that was designed as a means of uniting high school and collegiate administrations to address the issue of underage drinking. The Council intends to use this technique to gather information and open a dialogue on a local level over the coming year.

I often 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 and sponsors, and a concerted effort to prevail.

I want to take this opportunity to extend my sincere appreciation to those that have faithfully supported the Council's interests and played an integral role in its accomplishments:

Lancaster County Drug and Alcohol Commission
AAA Central Penn
Center for Traffic Safety
East Lampeter Township Police Department
Elizabethtown College
Lancaster County Impaired Driver Program
Lancaster County Office of Community Resources
Lancaster County Victim Witness Program
Lancaster General Hospital
MADD Pennsylvania
Manheim Township Police Department
Millersville University
Pennsylvania Department of Transportation's
Bureau of Highway Safety & Traffic Engineering
Pennsylvania DUI Association
Pennsylvania State Police Troop J

In conclusion, I want to thank the dedicated group of determined individuals that comprise our membership. Our achievements are the direct result of your readiness, hard work, and persistence. Thank you for making my job as president and coordinator all the more easy, pleasant and fulfilling.

Respectfully Submitted,

Barbara L. Zortman
President

Executive Board

Barbara Zortman, President

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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 can best accomplish 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 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 18 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 prevent/intervention agencies, probation, business leaders, educators, and traffic safety advocates. Monthly meetings are held the second Wednesday of each month at 8:30 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 by the Pennsylvania Department of Transportation's Crash Information System and Analysis Division via police reports provided to them by every law enforcement agency in Lancaster County.

Alcohol-Related Crashes							
1997	1998	1999	2000	2001	2002	2003	2004
510	507	480	482	487		506	

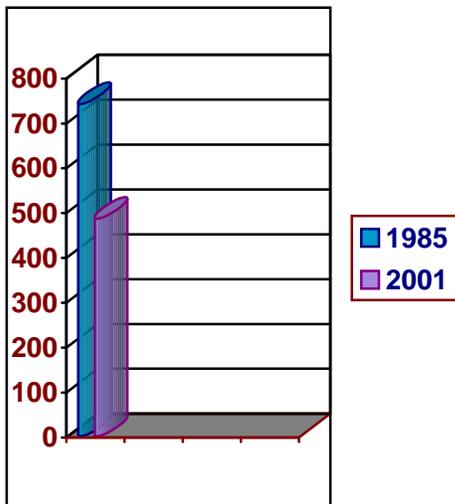
Every 24 minutes, 42 seconds someone in Pennsylvania is arrested and charged with "drunkenness."

Alcohol-Related Fatalities							
1997	1998	1999	2000	2001	2002	2003	2004
20	11	10	17	18	19	22	14

Every 12 minutes, 38 seconds a DUI arrest is made in the state of Pennsylvania

Drinking Driver Crashes							
1997	1998	1999	2000	2001	2002	2003	2004
496	503	476	475	476		497	

Drinking Driver Fatalities							
1997	1998	1999	2000	2001	2002	2003	2004
18	11	9	15	17	19	21	14



In 1985, there were 741 alcohol-related crashes on Lancaster County roadways.

In 2003 (that last year statistics were available), that number was down to 506.

In 1987, the DUI Council of Lancaster County was organized to eradicate impaired driving and society's acceptance of it.

We'd like to think that our efforts, combined with those on a state and national level, have made an effective mark on the figures shown on the left.

Still, with even one life still in jeopardy, the Council's work is far from finished.

Statistics provided by Pennsylvania Department of Transportation and the 2003 Pennsylvania Uniform Crime Reporting Program

Overview (continued)

In determining what specific population to focus upon, the Council considers many conditions. Below is 2004 data 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%
Females	20%
AGE BREAKDOWN	
18 & Under	.4%
18-20	8.3%
21-24	17.8%
25-29	14.6%
30-34	11.4%
35-44	24.7%
45-54	16.3%
55+	6.5%
AVERAGE AGE	34
MARITAL STATUS	
Single	49.5%
Married	20.6%
Divorced	14.0%
Separated	6.6%
Live-In Relationship	7.8%
Widowed	1.5%
EDUCATION	
Graduate Degree	2.8%
Undergraduate Degree	10.8%
Partial College/Technical Training	27.3%
High School Graduate	44.6%
Partial High School	9.9%
Junior High School	3.6%
6 th Grade and Below	1.0%
EMPLOYMENT STATUS	
Employed	76%
Unemployed	24%
AVERAGE ANNUAL INCOME	\$24,615.00

AVERAGE B.A.C. = .16% (twice the legal limit)

Statistics provided by Pennsylvania DUI Association, 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

15th 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 initiatives.

This year's conference was held on December 14, 2004, 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.

Sponsors of this event, along with the Council, are Lancaster General Hospital and the Pennsylvania DUI Association.

9th ANNUAL FORUM AGAINST UNDERAGE DRINKING (180 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 April 18, 2005, at the Lancaster Host Resort & Conference Center. 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.

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.

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.)

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 11, 2004, was "Going Against the Grain." The slogan was intended to emphasize being a leader not a follower. All five workshops centered on the ramifications of alcohol use and abuse, how to identify a problem, how to manage situations, etc.

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 the 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, GRADUATION & HOMECOMING

The Council is very aware of the need to increase programming in area high schools during both the graduation, prom and homecoming 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 2004-2005, mini-grants were again offered to encourage school-based organizations, such as S.A.D.D., to conduct drug-free celebrations and awareness campaigns.

Public service announcements are distributed to every high school prior to prom, graduation and homecoming. The list is intended to be used during regular announcements in school at any/all school sporting events.

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 five college-sponsored health fairs at Millersville University Franklin & Marshall College, Lancaster Bible College, 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 for 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.

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, and encourages the establishment of new chapters. The Council intends to become more actively involved with the chapters through its relationship with the PA DUI Association, the state administrator. In addition, we will be sponsoring students to attend the state's annual SADD conference in the fall.

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 well equipped to adapt to any audience, and are often called upon to conduct programming involving the Fatal Vision goggles, which are used to simulate a .18 BAC.

Various members, on behalf of the DUI Council, have conducted **classroom presentations** for several high school driver education classes. All together, more than 2,500 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 50 videos where the subject matter addressed DUI and underage drinking issues were loaned to 33 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 23rd, Council members donned the "Vince" and "Larry" crash test dummy costumes to distribute bookmarks with the "Safe and Sober" message. Over 500 bookmarks were distributed to pedestrian and market vendors.

Activity (continued)

DUI VICTIM MEMORIAL GARDEN

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, and intends to research additional benefactions.

SOBRIETY CHECKPOINT PROGRAM

After the resignation of retired Lancaster City police lieutenant Ross Deck from the sobriety checkpoint program, the Pennsylvania Department of Transportation's Alcohol Education Services, which administers the grant statewide, contacted the Center for Traffic Safety to administer the grant in Lancaster County. The Center consulted with the Council's president for the recommendation of a new coordinator. Council member Lt. Steve Zerbe of the East Lampeter Township Police Department was recommended, and he readily accepted the position. Lt. Zerbe will remain in his full time position at East Lampeter, while working part time to coordinate sobriety checkpoints in Lancaster County. The DUI Council fully expects to support the program in whatever way is possible and necessary.

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 2004	Family Festival at Lanco Fieldhouse	Information Booth; Fatal Vision goggles	2,000
September 2004	6 th Annual Resident Assistants' Alcohol Symposium	Conference	120
	Powerpoint presentation to Drug & Alcohol Commission's Executive Board	Guest Speaker	20
	Millersville University Wellness Fair	Information Booth; Fatal Vision goggles	1,000
October 2004	Turkey Hill Employee Day	Information Booth; Fatal Vision goggles	500
	Career Day at Millersville University	Powerpoint presentation regarding the consequences of a DUI or underage drinking conviction	55
November 2004	National Red Out Day	On Lancaster City square disbrutiting bookmarks	500+
		Paycheck stuffers sent to various businesses	4,000
		Mailing, posters, etc. to all Lancaster County High Schools	11,500
	PA DUI Association Annual Meeting	Training opportunity for Council members	
December 2004	15 th Annual DUI Awareness Conference	Conference	250+
	National Drunk & Drugged Driving Awareness Month	Flyers and brochures sent to major industry and schools	17,500+
	Live radio DJ Sobriety Test	WOXA 105.7 radio DJ consumed alcohol throughout his broadcast and consented to BAC testing on air	10,000
January 2005	Treatment Court Symposium	Training opportunity for Council members	
February 2005	Annual Driver Education Instructors' Workshop	Update on DUI laws given to all High School Driver Ed Instructors	62
March 2005	9 th Annual Forum Against Underage Drinking	Conference	180
	Millersville Spring Fling	Information Booth; Fatal Vision goggles	2,000
April 2005	Elizabethtown College Health Fair	Information Booth; Fatal Vision goggles	800
	Pennsylvanian's Against Underage Drinking (PAUD) Underage Drinking Conference	Training opportunity for Council members	
	Franklin & Marshall College Faculty	Information Booth; Fatal Vision goggles	100
May 2005	Traffic Safety Jeopardy at Lancaster Catholic High School & Manheim Township High School	Interactive Game/Lecture	213
	Statewide Sobriety Checkpoint Conf.	Training opportunity for Council members	
June 2005	Kellogg's Employee Health Week	Information Booth; Fatal Vision goggles	1,200
APPROXIMATE # OF PEOPLE REACHED			51,445
MISCELLANEOUS REQUESTS VIA PHONE	E-town 55 Alive Class, Lancaster Catholic HS, Elizabethtown College, Lancaster Bible College, Lititz Borough Police Dept., Manheim Township HS, Ephrata HS, Cocalico HS, Penn Manor HS, Elizabethtown HS, Warwick HS, Garden Spot HS, Solanco HS, Burle Industries, Ephrata Community Hospital	VIDEOS BORROWED: 47 BROCHURES MAILED: 6,000 FATAL VISION GOGGLE RESERVATIONS: 18	

Conclusion

The assignment that the DUI Council of Lancaster County chose to undertake 18 years ago is a continuing task that can be rather daunting, and seemingly without reward. Nonetheless, it has remained determined to make a difference in Lancaster County. The impact that our efforts have on the citizenry of Lancaster County is often impossible to calculate, yet we are secure in the knowledge that the message is reaching the people.

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

To our sponsoring agencies and membership, 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 incessant "to do" lists. We simply appeal for your continued support and your allegiance to the issues of impaired driving, underage drinking, and drug/alcohol use and abuse. The DUI Council cannot sufficiently express its sincere gratitude for your alliances.

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