

DUI Council *of Lancaster County*



ANNUAL REPORT

July 1, 2005-June 30, 2006



Prepared & Submitted By:
Barbara Zortman, President

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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 July 1, 2005 through June 30, 2006.

The Council has several approaches that it has found effective. These efforts are conducted annually and are highlighted later in this report. In addition, we continue researching new, innovative approaches to enhance our impact on DUI, underage drinking, and related interests.

In order to serve the county more effectively, the Council has altered its strategies to concentrate on specific areas of interest, better equipping us to concentrate our time, energy, and funding more judiciously. This change should be evident in the report contained in the following pages.

Last year, we partnered with the South Central Regional DUI Task Force, which has led to our increased involvement with the Lancaster County sobriety checkpoint program. My office, the Center for Traffic Safety, will continue to administer the checkpoint grant for Lancaster County and we have hired retired Lancaster City detective Ross Deck to coordinate the program. The Council has been, and will continue to, supplement the program through volunteer time and funding.

Each of our annual events (DUI Awareness Conference, Forum Against Underage Drinking, RA Symposium) yielded spectacular evaluations from respective attendees. This feedback is the fuel that feeds our ambition, encouraging us to continue with our mission even when it feels like an uphill battle at times. Because, quite frankly, in this field we are very aware that our work most likely will never be done!

The Council has always endeavored to establish and sustain local, state, and national alliances in our relentless pursuit to realize our goals.

I want to extend my genuine appreciation to those that have conscientiously supported the Council's interests and who have 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 remarkable group of individuals that comprise our membership. The Council's achievements are the direct result of your proficiency, hard work, and resolve. Thank you for making my job as president and coordinator much easier, especially pleasant, and always fulfilling.

Respectfully Submitted,

Barbara L. Zortman
President



Election of our Executive Board will take place this fall. Anyone interested in any of the following positions should submit a nomination via phone or written by November 2006 to the Council's Chief Administrator, Dorie Weik (see membership list for contact info): President, Vice-President, Secretary. Term to be served from Jan. 1, 2007 through Dec. 31, 2008.

Executive Board

Barbara Zortman, President

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Chief Grant Administrator

AAA Central Penn

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	

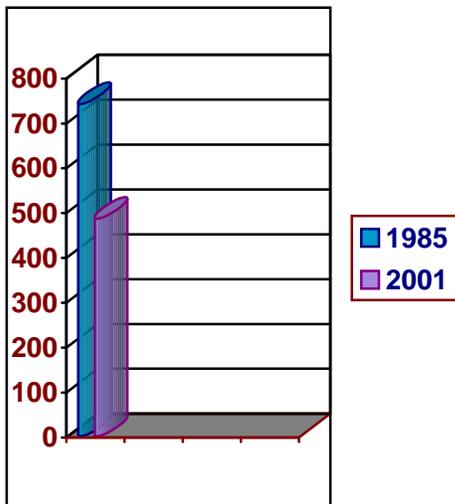
Every 24 minutes, 42 seconds someone in Pennsylvania is arrested and charged with "drunkenness."

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

16th 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 7, 2005, 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.

10th ANNUAL FORUM AGAINST UNDERAGE DRINKING (280 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 10, 2006, 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.)

8th ANNUAL RESIDENT ASSISTANTS' ALCOHOL SYMPOSIUM (120 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.*

This year's event was held at Millersville University on September 17, 2005. The day-long event featured five workshops that 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 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 2005-2006, 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.

TOWN HALL MEETING

The Council received additional funding to join a national movement to unite communities in a concerted effort to address issues pertaining to underage drinking. The necessary players included middle/high school administrators, collegiate administrators, prevention/intervention specialists, local law enforcement, judicial members, parents, and youth.

The Lancaster Town Hall Meeting was held at Millersville University on Monday, March 20, 2006. Emceed by WGAL TV-8's Lori Burkholder, the round-table discussion centered on what the problem is, what can be done, and what resources are available.

An issue long considered by the Council to be paramount, the town hall meeting program is expected to extend beyond this grant period and into the upcoming school year.

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
- Franklin & Marshall College's Faculty Wellness Fair
- Turkey Hill Dairy's Employee & Family Festival
- Kellogg's Employee Health Fair
- DUI Awareness Conference

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, 52 videos where the subject matter addressed DUI and underage drinking issues were loaned to 30 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, 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.

SOUTH CENTRAL DUI TASK FORCE

With the return of retired Lancaster City police detective Ross Deck to the sobriety checkpoint program, activity has moved into full-swing ahead mode. In 2005, the Pennsylvania Department of Transportation's Alcohol Education Services, which administers the grants statewide, contacted the Center for Traffic Safety to administer the grant in Lancaster County. The DUI Council will continue to support the program in whatever way is possible and necessary.

The Council funded the production and printing of 23,000 "Sobriety Checkpoint Cards," which will be distributed to every motorist that passes through a checkpoint in the seven-county region covered by the task force (Adams, Cumberland, Dauphin, Franklin, Lancaster, Lebanon, and York).

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.

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.

On The Horizon

WEB SITE

Several years ago, the Council had a link on the Lancaster County official website, but that seemed to have disappeared into cyberspace some time ago. The Council recently formed a committee to begin the design strategy to produce its own site, and has hired a web-master to pull it all together.

THEATRE ADVERTISEMENTS

The Council was approached by Troop J of the Lancaster County Pennsylvania State Police to assist in bringing to fruition the development of theatre advertisements. The still ads will consist of the picture of a local state police trooper overlaid with wording to warn against drinking and driving. An accompanying voice-over is also being produced. The ad will show during previews in all Regal Cinema theatres in Lancaster County over the holidays: Labor Day, Thanksgiving, Christmas/New Year, and Memorial Day. (A portion of the cost of this project is being underwritten by AAA Central Penn.)

POSTER PRODUCTION

Did you know that it takes nearly 14 days for the alcohol from one night of binge drinking to be fully purged from your internal organs? The vast majority of college (any) students don't know this fact, along with a lot of other pertinent details that result from alcohol use/abuse. In an effort to address the issue, the RA Symposium Planning Committee is in the process of developing a professional poster that will deliver facts such as the one mentioned above. Distribution of the poster will include middle, high school and collegiate campuses.

REGIONAL LAW ENFORCEMENT SEMINAR

As part of its involvement in the South Central DUI Task Force, the Council will be co-sponsoring the annual conference designed to educate and empower local law enforcement.

STANDARDIZED FIELD SOBRIETY TEST TRAINING

In conjunction with the sobriety checkpoint program and in compliance with the Pennsylvania Department of Transportation's requirements, the Council will be assisting the local checkpoint coordinator in setting up these trainings to better enable officers to operate more efficiently and effectively.

Overall Annual Activity Report

MONTH	EVENT	DESCRIPTION	# REACHED
September 2005	8 th Annual Resident Assistants' Alcohol Symposium	Conference	120
December 2005		Mailing, posters, etc. to all Lancaster County High Schools	11,500
	Millersville University Wellness Fair	Information Booth; Fatal Vision goggles	1,000
October 2005	Turkey Hill Employee Day	Information Booth; Fatal Vision goggles	500
November 2005	National Red Out Day	On Lancaster City square disbrituting bookmarks	500+
December 2005		Paycheck stuffers sent to various businesses	4,000
December 2005	PA DUI Association Annual Meeting	Training opportunity for Council members	
December 2005	16 th Annual DUI Awareness Conference	Conference	250+
December 2005	National Drunk & Drugged Driving Awareness Month	Flyers and brochures sent to major industry and schools	17,500+
December 2005	Live radio DJ Sobriety Test	WQXA 105.7 radio DJ consumed alcohol throughout his broadcast and consented to BAC testing on air	10,000
February 2006	Annual Driver Education Instructors' Workshop	Update on DUI laws given to all High School Driver Ed Instructors	70
March 2006	Town Hall Meeting	Discussion & Information Session (30 in attendance; media coverage)	30
April 2006	Radio interview with JAZZ 92.7	30-minute interview aired on two consecutive Sundays (est. listeners, 5,000); broadcasts in a four-county region	5,000+
April 2006	10 th Annual Forum Against Underage Drinking	Conference	280
April 2006	Millersville Spring Fling	Information Booth; Fatal Vision goggles	2,000
April 2006	Elizabethtown College Health Fair	Information Booth; Fatal Vision goggles	800
April 2006	Franklin & Marshall College Faculty	Information Booth; Fatal Vision goggles	100
May 2006	Lancaster Catholic High School Underage Drinking Prevention Symposium	Council sponsored Bryn Mawr Rehab as speakers for the assembly	500
May 2006	Traffic Safety Jeopardy at Lancaster Catholic High School & Manheim Township High School	Interactive Game/Lecture	200
	Statewide Sobriety Checkpoint Conf.	Training opportunity for Council members	
June 2006	Kellogg's Employee Health Week	Information Booth; Fatal Vision goggles	1,200
Year Long	Brochures mailed	High schools, business/industry, police departments	7,200
Year Long	Fatal Vision goggle reservations	14 High school driver education, police departments	1,120
Year Long	Videos Borrowed	52 High School driver education instructors	6,500
APPROXIMATE # OF PEOPLE REACHED			70,370

Conclusion

The assignment that the DUI Council of Lancaster County chose to undertake 19 years ago is a continuing task that can be somewhat daunting, and seemingly without reward. Nonetheless, it has remained firm in its commitment 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 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 perpetual "to do" lists. We simply make an 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.**