

# DUI Council *of Lancaster County*



## ANNUAL REPORT

July 1, 2007-June 30, 2008

**Prepared & Submitted By:**  
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# Message From the President

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The DUI Council has changed dramatically since its inception in 1987. Additional initiatives, a fresh outlook, and a willingness to think (and work) outside the box have yielded much needed growth.

In previous annual reports my message has revolved around the Council's aspirations to expand upon its earliest fundamental mission to eradicate driving under the influence on Lancaster County roadways to include any and all relevant issues. As you read through this year's report, you will indeed notice that we are making headway on those fronts.

We conduct several valuable single-service programs in Lancaster County through annual conferences and trainings, speaking engagements, etc. These are all very worthwhile activities. While we have no intention of eliminating them, it is imperative that we move forward with our thinking and actions in order to have any substantial impact in the community.

The Council has been extremely successful in educating the general population for two decades, but now it is time for us to roll up

our sleeves and enter the trenches. We recognize the need to make changes within the community that are quite overdue – changes in the environment and in cultural acceptance. To accomplish this, much of our future efforts will be data driven and evidence based.

As you read this report, meant to be a reflection of a year gone by, keep in mind that it is also a glimpse into our future. As always, your input is not only encouraged but it is essential if we are going to meet both current and future objectives.

I find myself indebted to the remarkable group of people that I have the good fortune to work with year in and year out. The Council's achievements are unquestionably the direct result of their expertise, hard work, and resolve. Thank you for making my job as president and coordinator much less demanding, especially pleasant, and always rewarding.

Respectfully Submitted,

*Barbara L. Zortman*

Barbara L. Zortman  
President



## Executive Board

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# Council Synopsis

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## 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 20 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 available upon request.



# The Problem: Under 21

● **NATIONAL OUTLOOK...** Underage drinking is a significant but often overlooked problem. Young people between the ages of 12 and 20 are more likely to use alcohol than use tobacco or illicit drugs, including marijuana. Although adolescents tend to drink less frequently than adults, they drink considerably more per occasion—5 drinks on average.<sup>1</sup>

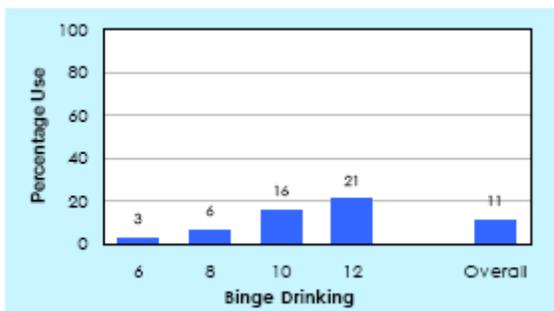
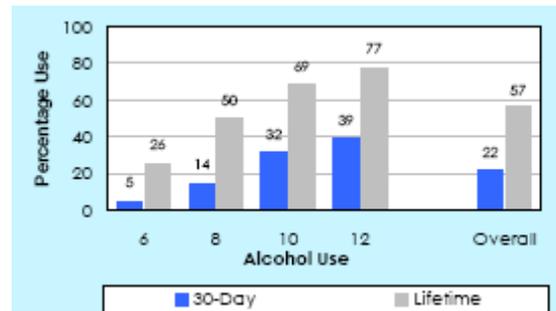
Despite the high prevalence of and the problems associated with underage drinking, many adults do not realize the extent of the problem, or do not view underage drinking as harmful. Many see alcohol use by teens as a “rite of passage” and may even facilitate it. Challenging this culture of acceptance is the key to preventing and reducing underage drinking.

● **STATEWIDE OUTLOOK...** Underage drinking is widespread in Pennsylvania. Nearly 534,000 underage youth drink each year. In 2005, according to self-reports by Pennsylvania students<sup>2</sup>:

- 84% of 12th graders and 76% of 10th graders reported having used alcohol at some time in their lifetimes.
  - 32% had their first drink of alcohol, other than a few sips, before age 13.
  - 49% of 12th graders and 38% of 10th graders reported the use of alcohol in the past 30 days.
- In 2005, underage drinkers consumed 12.1% of all alcohol sold in Pennsylvania, totaling \$690 million in sales. These sales provided profits of \$334 million to the alcohol industry.<sup>c</sup>

● **LOCAL OUTLOOK...** Given national trends, it is not surprising that alcohol is the drug of choice for Lancaster County youth.

Overall, 56.6% of Lancaster County high school students have used alcohol at least once in their lifetimes.<sup>4</sup>



Binge drinking (five or more drinks in a row) is extremely dangerous. Several studies show that binge drinking is related to higher probabilities of drinking and driving. As with alcohol use in general, binge drinking tends to become more pervasive as students grow older.<sup>4</sup>

<sup>1</sup>Substance Abuse and Mental Health Services Administration (SAMHSA). *Results From the 2005 National Survey on Drug Use and Health: National Findings*. NSDUH Series H-30, DHHS Pub. No. SMA 06-4194. Rockville, MD: SAMHSA, Office of Applied Studies, 2006.

<sup>2</sup>Pennsylvania Youth Survey Report (2003). Pennsylvania Commission on Crime and Delinquency. Available [On-line]: [http://www.pccd.state.pa.us/pccd/lib/pccd/stats/payouthsurvey/2003\\_pa\\_youth\\_survey\\_report.pdf](http://www.pccd.state.pa.us/pccd/lib/pccd/stats/payouthsurvey/2003_pa_youth_survey_report.pdf)

<sup>3</sup>Miller, TR, Levy, DT, Spicer, RS, & Taylor, DM. (2006) Societal costs of underage drinking *Journal of Studies on Alcohol*, 67(4) 519-528

<sup>4</sup>2005 Pennsylvania Youth Survey. Pennsylvania Commission on Crime and Delinquency. Available on-line: <http://www.tesd.k12.pa.us/youthsurvey/2005PAYS.pdf>



# The Problem: Collegiate Life

The consequences of excessive and underage drinking affect virtually all college campuses, college communities, and college students, whether they choose to drink or not.

## ◆ NATIONAL OUTLOOK...

- **Death:** 1,700 college students between the ages of 18 and 24 die each year from alcohol-related unintentional injuries, including motor vehicle crashes<sup>1</sup>
- **Injury:** 599,000 students between the ages of 18 and 24 are unintentionally injured under the influence of alcohol<sup>1</sup>
- **Assault:** More than 696,000 students between the ages of 18 and 24 are assaulted by another student who has been drinking<sup>1</sup>
- **Academic Problems:** About 25 percent of college students report academic consequences of their drinking including missing class, falling behind, doing poorly on exams or papers, and receiving lower grades overall<sup>2</sup>
- **Drunk Driving:** 2.1 million students between the ages of 18 and 24 drove under the influence of alcohol last year<sup>3</sup>
- **Police Involvement:** About 5 percent of 4-year college students are involved with the police or campus security as a result of their drinking and an estimated 110,000 students between the ages of 18 and 24 are arrested for an alcohol-related violation such as public drunkenness or driving under the influence<sup>3</sup>
- **Alcohol Abuse and Dependence:** 31 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, according to questionnaire-based self-reports about their drinking<sup>4</sup>

## ◆ LOCAL OUTLOOK...

Through the DUI Council's event evaluation submitted by attendees of the 9<sup>th</sup> Annual Resident Assistant's Alcohol Symposium, we uncovered some startling facts. (It is notable that these participants are Resident Assistants – naturally considered to be the “good” students.) Nearly 90% of the college students that completed the evaluation admitted to consuming an alcoholic beverage before the age of 21. Of that group, several reported having had their first drink as young as age five. It was most striking to learn that most of those who had drunk alcohol before the age of 15 were given that alcohol by a family member. Further examination revealed that in 62% of those cases, that family member is an alcoholic -- revealed by answering the question regarding whether or not there is alcoholism in the family, and if so, who that family member(s) is.

<sup>1</sup> Hingson, R. et al. Magnitude of Alcohol-Related Mortality and Morbidity Among U.S. College Students Ages 18-24: Changes from 1998 to 2001. *Annual Review of Public Health*, vol. 26, 259-79; 2005

<sup>2</sup> Engs RC, Diebold BA, Hansen DJ. The drinking patterns and problems of a national sample of college students, 1994. *Journal of Alcohol and Drug Education* 41(3):13-33, 1996.

<sup>3</sup> Hingson RW, Heeren T, Zakoec RC, Kopstein A, Wechsler H. Magnitude of alcohol-related mortality and morbidity among U.S. college students ages 18-24. *Journal of Studies on Alcohol* 63(2):136-144, 2002.

<sup>4</sup> Knight JR, Wechsler H, Kuo M, Seibring M, Weitzman ER, Schuckit M. Alcohol abuse and dependence among U.S. college students. *Journal of Studies on Alcohol*, 2002, in press.



# The Problem: Drinking & Driving - Locally

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The following 2007 information was provided by the Lancaster County Impaired Driver Program:

- DUI arrests processed through the County Court system approached 1,303 cases for the year 2007.
- The majority of offenders are male, (75.3%), and nearly 50% are under the age of 29.

**The average blood alcohol level (BAC) at the time of arrest is .17% up from .16% in 2006 -- (more than twice the legal limit of .08%)**

**35 percent of DUI's in Lancaster County are discovered, investigated and prosecuted as a result of a vehicle crash.**

## **Analysis:**

Although most Lancaster County DUI statistics remain similar if not unchanged from statistics for the years 1998 through 2000, there are several exceptions.

- The percentage of female offenders has risen nearly 60% in the last 8 years, growing from 14% in 1998 to nearly 22% in 2006, taking a significant slice of this heretofore male dominated crime.
- DUI offenders are getting younger. In the last 8 years the group ranging from age 18 to 24 has risen from a rate of 21.2% to 35.8%. Correspondingly the group ranging from age 25 to 34 has dropped from 38.8% to 23%.
- The average blood alcohol level at the time of arrest is dropping. In 1998 the category of .15% and above held 60 percent of the cases. In 2006 this number has dropped to 45.5 percent. The overall BAC countywide average has dropped from .18 to .16%
- The number of DUI arrests in Lancaster County climbs steadily and consistently each and every year. Although the county population increased 4.2% since 2000, the DUI arrests rose 13 percent.

## **Summation:**

The incidence of DUI continues to rise in Lancaster County. Some of that may be due to increased vehicle miles driven, population growth, and the like. Furthermore, the increase in arrests could be a result of greater and more sophisticated levels of enforcement. In the last decade, police officers have been exposed to higher levels of training in detection and field testing. Grants have been made available for many jurisdictions to conduct roving patrols and sobriety checkpoints, snaring many DUI offenders that may have otherwise gone undetected.

**THE FACTS ARE CLEAR  
DUI remains a serious problem in Lancaster County.**



# The Problem: Drinking & Driving - Statewide

The following 2006 data was provided by the Pennsylvania DUI Association. Further details can be found on its website at [www.padui.org](http://www.padui.org)

## IN PENNSYLVANIA, DRINKING AND DRIVING REMAINS A TOP SAFETY ISSUE.

Alcohol related crashes = 13,616 (*up from 13,179 in 2005*)

Alcohol related deaths = 545 (*down from 580 in 2005*)

Alcohol-related deaths accounted for 36% of the total traffic deaths (*same as 2005*)

<b>PENNSYLVANIA PERCENTAGE OF DRIVER DEATHS THAT WERE DRINKING DRIVERS</b>		
<b>AGE GROUP</b>	<b>2006</b>	<b>2005</b>
16-20	24%	22%
21-25	49%	51%
26-30	43%	52%
41-45	57%	41%
78% of the drinking drivers in traffic crashes were male		

## ON AVERAGE EACH DAY IN PENNSYLVANIA

**37** ALCOHOL-RELATED TRAFFIC CRASHES OCCURRED

**1.5** PERSONS WERE KILLED IN ALCOHOL-RELATED TRAFFIC CRASHES

**29** PERSONS WERE INJURED IN ALCOHOL-RELATED TRAFFIC CRASHES

# The Problem: Cultural Acceptance

**Drinking culture** is the notable customs shared by groups of people involved in drinking alcoholic beverages. Alcohol and its effects have been present wherever people have lived throughout history. Drinking is documented in the Hebrew and Christian Bibles, Greek literature as old as Homer, and Confucius' Analects. Given its continuing popularity and the failure of alcohol prohibitions, drinking may remain a part of human life interminably.<sup>1</sup>

**There is a false perception that if a drug is legal it must cause fewer problems.** In many countries and cultures, the use of alcohol is so deeply woven into the cultural fabric that alcohol is neither acknowledged as a drug nor even as a problem.<sup>2</sup>

“While hard drug use is decreasing amongst teens and young adults, binge drinking remains a steady weekend routine. In addition to easy access to alcohol and its cultural acceptance in North America, the ‘entertainment value’ of drinking has now become a reason itself to get drunk,” says Dr. David Wolfe, RBC Chair in Children's Mental Health (CAMH) and Professor of Psychiatry, University of Toronto (referencing videos on YouTube).

**Alcohol is a pervasive influence...permeating almost every aspect of social life. At the same time, personal mobility is a prerequisite to social interaction. Driving after drinking thus becomes a natural phenomenon.<sup>3</sup>**

**Below are just a couple of comments from average citizens, who no doubt are not alone in their opinions...**

Well, let's see....

by the time that your 18, you have all your rights. voting, being able to die for our country, smoke, pierce or tattoo your body, drive a car, have sex, and pay your own bills live on your own and order crap off the t.v. but somehow, we have to wait 4 more years until we can consume or buy alcohol. i mean yeah minors will get caught and get an m.i.p but it does get erased off your record when you turn 18. they can try all they want to stop minors from gettin alcohol but still we will do it anyways. i dont see what the big deal is to change the legal age 18.

*Anonymous post on a chat room linked to The Badger Herald, Thursday, April 24, 2008.  
In response to article “Want to lower drinking age? Stop driving drunk!” authored by Tim Williams.*

Let's not forget the ridiculously low threshold you have to meet in order to be considered over the "legal" limit - .08. Personally, I always thought lowering the legal limit was more about creating new opportunities for revenue than actually limiting the number of drunk drivers on the road.

*Anonymous post on a chat room linked to The Badger Herald, Thursday, April 24, 2008.  
In response to article “Want to lower drinking age? Stop driving drunk!” authored by Tim Williams.*

<sup>1</sup>[http://en.wikipedia.org/wiki/Drinking\\_culture](http://en.wikipedia.org/wiki/Drinking_culture)

<sup>2</sup>Comprehensive National Analysis Between "Gateway" Drug Use and Other Illicit Drug Use, Center on Addiction and Substance Abuse, Columbia University. October 27, 1994

<sup>3</sup><http://www.officeofroadsafety.wa.gov.au/uhtml/thisSite/roadsafetyconference/paper1.html>

## ***9<sup>th</sup> 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.*

The Symposium is mandatory training for resident assistants at both Elizabethtown College and Millersville University.

The event was held at Elizabethtown College on September 22<sup>nd</sup>. The day-long event featured three workshops and two general sessions. The opening presentation was delivered by Karen Vadino, a nationally recognized speaker, working in the field of human services for more than 20 years. Breakout sessions featured information about truth in advertising, a drunk-driving simulator, and conflict resolution. The closing session covered the latest information on the insidious drug category of methamphetamines.

The symposium drew a great amount of support from the community; 19 sponsors and 10 exhibitors.

## ***19<sup>th</sup> Annual Lancaster County DUI Awareness Conference (250 attendees)***

The goal of this conference is to educate participants on a variety of levels, including, but not limited to: current legal issues, newly released legislation, new treatment programs, law enforcement initiatives, unique prevention/intervention techniques, and treatment strategies.

The conference was held on December 12<sup>th</sup> at Willow Valley Resort and Conference Center. It was attended by more than 250 adults. 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.

Co-sponsors of this event (Lancaster General Hospital and PA DUI Association) take great pride each year in recognizing those law enforcement officers that have gone above and beyond to make Lancaster County roadways safer by making extraordinary numbers of DUI arrests. Pictured at right are this year's winners of Top Gun awards.



## ***12<sup>th</sup> Annual Lancaster County Forum Against Underage Drinking (163 attendees)***

The forum is community based program aimed at increasing the awareness of students to the risks and consequences of underage drinking and other destructive decisions. The forum is designed to empower all participants to take an active role in underage drinking education and prevention, and to alter current risk-taking behaviors.

The forum was held on April 22<sup>nd</sup> 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.

Featured speaker Matt Bellace has a Ph.D. in clinical neuropsychology from Drexel University, and a MS in biology from Bucknell. Matt delivered both the opening and closing sessions that were high-energy, thought provoking, and extremely informative. Additional workshops offered were: "Adventures in Badvertising," "Survival 101," and "DUI From a Coroner's Viewpoint."



The highlight of the day was an appearance by Senator Michael Brubaker (PA District 36). Senator Brubaker (pictured left) conveyed a rather unique presentation connecting the inner workings of legislation, current bills related to underage drinking that are due for vote soon, and the power of each voter's voice.

Eight exhibitors from state and local organizations had booths to distribute educational materials and incentive items.

### ***Town Hall Meeting/News Conference on Underage Drinking***

The DUI Council was approached by the Council on Alcoholism and Drug Abuse (CADA) to assist with coordinating a town hall meeting in conjunction with the national movement set forth by the Substance Abuse and Mental Health Services Administration (SAMSHA) to bring communities together during the last week of March to discuss the problem of underage drinking. The CADA received a \$500 grant to conduct the event, and knowing that the DUI Council had organized a town hall meeting in 2006, it was seeking guidance on duplicating such an event. Armed with the knowledge that locally and statewide town hall meetings often fail to draw the necessary crowd of concerned entities, the group chose to instead conduct a news conference.

Attracting media to attend is the key to getting word out to the community about the issue. Taking this one step further, it was decided to invite all the high school newspaper staffers and/or journalism classes to attend. Not only would/did this lend the opportunity for students interested in the field of communications to have the unique opportunity to actually participate in a news conference, but we also offered a training session. For one hour prior to the news conference, students attended a workshop given by Jeff Hawkes, staff writer and columnist for the Lancaster Intelligencer Journal. Twelve journalism/writers from four area high schools attended the workshop and news conference.

Each student then took the information back to their respective schools to write an article that would then be judged and eligible for up to \$300 in prize money for the best and most comprehensive writing/coverage of the issues discussed at the news conference.

Aside from the topic of underage drinking, much emphasis was placed on educating the over 21 population (parents in particular) to the consequences of providing alcohol to minors.

The theme of the event was "Raising Community Awareness About Underage Drinking." The coordinators designed a unique logo to further illuminate the message: "E.Y.E.S. Embracing Youth, Educating Society."

Slated to speak were Senator Mike Brubaker (District 36), Magisterial District Justice William Reuter, and Representative Katie True.

### ***12<sup>th</sup> Annual Lancaster/Lebanon Safe Driving Competition for Youth***

We proudly sponsor this event, coordinated by the Lancaster Highway Safety Council. The competition is based on two premises: 1) To recognize those young drivers that exhibit safe driving characteristics, and 2) To encourage them to continue on this path, thereby setting positive examples for their peers. The LHSC emphasizes the Zero Tolerance (underage drinking law) message through the event program and questions asked on the written test phase of the competition.

### ***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, often called upon to conduct speaking engagements, provide funding for activities, or to provide materials. The Council intends to become more actively involved with the chapters through its relationship with the PA DUI Association, the state administrator.

### ***Manheim Central High School Post Prom Party***

Manheim Central received a \$250 mini-grant to offset the cost of producing a post prom event. In our effort to be more fiscally responsible when it comes to mini-grant disbursement, Council Vice-President Dana Pyne chose a more pro-active approach. He manned a table at the event to distribute educational materials, served mocktails (non-alcoholic drinks) and utilized the Fatal Vision Goggles to further convey the message of sobriety and zero tolerance.



## **Activities** *(continued)*

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### ***High School Homecoming, Post Prom & Graduation***

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 2007-2008, mini-grants were again offered to encourage school-based organizations to conduct drug-free celebrations and awareness campaigns.

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

### ***Miscellaneous Academic Activities***

Campus administrators frequently call upon the Council. Over the past year, we have participated in four college-sponsored health fairs at Millersville University, Franklin & Marshall College, and Elizabethtown College. It is estimated that over 3,900 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.

### ***Business & Industry***

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

### ***National "Red Out" Day (Tuesday before Thanksgiving)***

### ***National Drunk & Drugged Driving Awareness Month (3-D Month: December)***

The National Highway Traffic Safety Administration (NHTSA) promotes this event as a kick-off to National Drunk & Drugged Driving Awareness Month. Held annually the Tuesday (11/21/07) prior to Thanksgiving, Red Out Day is designed to honor those who have lost their lives from DUI-related traffic crashes. To show respect, the color red is to be worn that day. For the past six years, the DUI Council has been going to the Lancaster City square over lunch hour to distribute bookmarks and Red Out Day stickers. The promotion lasts until all 500 bookmarks are handed out. (Bookmarks bear the message "Please join the DUI Council of Lancaster County in its effort to end the bloodshed caused by drunk drivers." Also included are the standard holiday messages to drink responsibly, designate a sober driver, etc.

Another NHTSA sanctioned event, 3-D Month is intended to heighten awareness during the holiday season to drink responsibly. The Council participated by providing pay check stuffers to area businesses, public service announcements to high schools, and news releases.

### ***South Central Pennsylvania DUI Task Force***

The task force, formed in 2005, is a vital networking resource on a regional level. Lancaster County is represented by the DUI Council and by Ross Deck, sobriety checkpoint coordinator. The DUI Council president serves on this committee. The group represents an eight-county region: Adams, Cumberland, Dauphin, Franklin, Lancaster, Lebanon, York, and Perry Counties, and collaborates on many activities.



# Activities *(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 Fairs  
Elizabethtown College's Health & Wellness Fair  
Turkey Hill Dairy's Employee & Family Festival  
Kellogg's Employee Health Fair  
DUI Awareness Conference  
Annual Statewide SADD Conference

Collectively, nearly 4,000 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, 39 videos addressing DUI and/or underage drinking issues were loaned to 22 Lancaster County organizations including schools, businesses, and law enforcement agencies.

## *Traffic Safety Law Enforcement Seminar*



This training is offered to law enforcement agencies in eight counties, and is one of the many regional collaborative efforts that the South Central DUI Task Force organizes. Having been conducted for more than a decade, the seminar has become a standard training day for many of the participating police departments, including many from Lancaster County. This year's (3/15/08) seminar drew over 100 registrants. Workshops included: case law updates, officer safety, and successful DUI courtroom testimony.

## *Website*

This project was started early last year, but met with some difficulties getting off the ground. Although the site is available ([www.duicouncil.org](http://www.duicouncil.org)), it currently remains under construction. That should change very shortly, and we expect it will be fully functional as early as fall 2008.

It is our hope that this website will enable us to better serve the community on a much larger scale. Our offices are frequently approached by teachers, students, and others for research, data, etc. We will soon be able to refer them to our website. Another feature would be the ability to have on-line registration for events. In addition, there will be a page dedicated to local victims, and another for offenders.

- Who We Are
- Calendar of Events
- Our Partners
- Local Stats
- The Law
- Real People, Real Stories
- [The Victim](#)
- [The Offender](#)
- Victim Memorial
- Links
- Contact Us
- Home Page



# Activities *(continued)*

## ***Paid Media***

The Council has partnered with Troop J of the Pennsylvania State Police to develop two extremely well-produced pieces of paid media. The first was a public service announcement that actually began airing in 2006, running into the early part of 2007. The PSA was broadcast in all Regal Cinemas in Lancaster County, airing during movie previews over specific holiday weeks and weekends. It depicted state troopers and a patrol car, with a voice over that said “If you choose to drink and drive. Meet your designated driver.”

The second piece is a 30-second video that is showing on Comcast stations, again over holidays throughout this year. The video was produced and filmed by PSP. It is a split-screen format with a trooper preparing for work mirrored by a drinker in a bar preparing to leave. Each one’s activities mimic the other, i.e. the trooper is at the gym lifting weights, as the drinker is in the bar lifting beers. The split-screen merges as the trooper pulls over the drunk driver. The voice over says “Getting ready to hit the road? So are we. We’ll see you out there.”

In both cases, the material was developed and produced by the Pennsylvania State Police. The DUI Council paid for the airing.

An interesting turn of events occurred during the writing of this annual report. Apparently the aforementioned video has been seen on youtube.com. As a result, an Indiana state trooper contacted the Council in hopes of securing a copy of the video. It seems that Indiana wants to duplicate our efforts here in Lancaster County.

Many thanks to Council member Trooper Blaine Hertzog for coordinating this and for securing air time at both venues.

## ***PA DUI Association Golf Tournament***



The Council is a sponsor (\$250) of this event each year. Designed as a fundraiser for the Association to offset costs incurred with the upkeep and expansion of its Victim Memorial Garden. In addition, Council president attends the event to assist with registration and to take photographs.

## ***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.). 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, 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 patrons who become too intoxicated to drive. Council member Crystal Hartz, on behalf of Wilsbach Distributors, Inc. 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.





# On The Horizon: Alcohol Marketing

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## **ALCOHOL MARKETING**

Limiting alcohol advertising and promotional activities that target young people will protect Lancaster County youth.

Aside from the counties 23 high school campuses, there are at least three major institutions of higher education affording a plethora of opportunity that the alcohol industry takes full advantage of.

This is a community-wide problem that needs the entire community to support an obvious need for change.

Let's start by removing shot glass and beer mugs from college bookstores. This was attempted by Council president several years ago, but the proverbial brick wall was encountered when all campus administrations repeated the same concern; the bookstores are privately owned, not by the college itself, therefore it (the college) has no control over the inventory. When the owners/operators were contacted, the communal mantra was that the inventory is for the alumni. End of story. No desire to discuss further.

The DUI Council will be working diligently to get, not only shot glass, beer mugs, martini glasses, and other paraphernalia removed, but the posters and books that are sold that have actual alcoholic beverage recipes.

Then we move out into the community to the beer distributors and licensed establishments that not only advertise to entice young drinkers, but in many cases they serve the alcohol directly to underage drinkers. On this front, the Council will consider three avenues:

- 1) partner with the local sobriety checkpoint coordinator to conduct "Cops In Shops"
- 2) conduct our own compliance checking system for beer distributors
- 3) blanket licensed establishments with posters, fliers, and brochures that are already available via the PLCB and PA DUI Association.

## **COMMUNITIES MOBILIZED FOR CHANGE ON ALCOHOL (CMCA)**

Communities Mobilized for Change on Alcohol is a community organizing effort designed to change policies and practices of major community institutions in ways that reduce access to alcohol by those under the age of 21. CMCA was developed by Alexander C. Wagenaar, PhD, Professor of Epidemiology and Health Policy Research at the University of Florida College of Medicine. The intervention approach involves activating the citizenry of communities to achieve changes in local public policies and changes in the practices of major community institutions, such as law enforcement, licensing establishments, community events, civic groups, schools, and local mass media. The objective is to reduce the flow of alcohol to youth from illegal sales by retail establishments, and from provision of alcohol to youth by other adults in the community.

This program is important because studies show that if teens (16-20) cannot get alcohol easily, they will not drink. What this means is that if stores do not sell alcohol to teenagers, and if teens cannot get alcohol at home or parties, the number of teens who drink is very small.

### **CMCA has several specific goals:**

- Teach teens and young adults why drinking alcohol is a bad decision for their health
- Make parents, schools and communities aware of the problems associated with underage drinking
- Make sure that anyone who sells or provides alcohol to those under 21 knows the laws and penalties.
- Use all possible media outlets to get the message out to everyone
- Become a resource for finding information about the issue

### **A specific list of seven stages is recommended to accomplish these goals:**

- 1) Assess the community wants, needs and resources.
- 2) Create a core leadership group to plan and implement the organizing campaign
- 3) Develop a plan of action and timeline for implementing activities and accomplishing goals
- 4) Build a mass base of support from current and new supporters, and communities
- 5) Implement the action plan
- 6) Maintain the organization and institutionalizing change to sustain the accomplishments
- 7) Evaluate changes, activities, and outcomes.

If we add social norming campaigns to CMCA's goals and action steps, the result can be extremely impactful on the community, and on the health and well-being of Lancaster County youth.

Much of the action that the DUI Council has outlined in the "On the Horizon" pages of this report, can be accomplished by following the goals and strategies outlined by CMCA.

In order to be sanctioned as an official CMCA organization, Council members will need to hire a training coordinator from the Youth Leadership Institute. Although quite expensive (\$5,000 to \$10,000), this two-day training may prove to be invaluable when it comes to successfully instituting a plan of action.



## In Conclusion

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The assignment that the DUI Council of Lancaster County chose to undertake 21 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 our message is reaching the masses.

Success is not always measurable, and often our satisfaction is realized 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.**