

DUI Council *of Lancaster County*

Annual Report



July 1, 2009-June 30, 2010

*Prepared and Submitted by:
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Message from the President

2009-2010 has been another year of growth and development for the DUI Council of Lancaster County. Budgetary constraints and environmental changes inspired the Council to re-evaluated this year's strategies for combating the misuse of alcohol and examine their effectiveness within the Lancaster County community.

We looked "outside the box," and not only reached a larger audience with our community safety messages, but also created activities that allowed us the opportunity to reinvigorate ourselves while providing a refreshing new take on how we do things.

As with any new endeavor, we sometimes learned as we went, but in the end, the finished products were much worth the tribulations and trials we endured along the way. We are quite pleased with our progress this year and look forward to growing and developing our list of successful programming activities for the coming year. It is crucial that we continue to network and collaborate with other like-minded agencies and organizations so that together, we can spread our very important and critical messages to the public.

YOUR DUI Council of Lancaster County is hard-working and cognizant of its responsibilities to the community. We always welcome new membership as it provides additional insight to finding solutions. I encourage you to review our website, www.duicouncil.org. Here you will find valuable information about an extraordinary group of people with a constant dedication to making the community a safer place.

Respectfully Submitted,

Dana M. Pyne

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Overview

History

The Driving Under the Influence Council of Lancaster County came to life in 1987 by way of a grant provided by the Pennsylvania Department of Transportation's Center for Traffic Safety. The establishment of this "Model County Program" also has financial roots with the National Highway Traffic Safety Administration (NHTSA).

The mission and goals of the Council in 1987 are not too much different than those of today. We exist to educate and advocate for the citizenry of Lancaster County in an effort to reduce the incidences of crashes, injuries and deaths associated with driving under the influence.

Today, we rely heavily upon the Lancaster County Drug and Alcohol Commission for grant funding. Additional funding sources are continually renewed and efforts are underway to development additional means to obtain monies for operation.

Our funds are administered by AAA Central Penn's Lancaster County Office.

Mission

"We will provide resources throughout Lancaster County that enhance awareness and promote the responsible use of alcohol through education, advocacy and partnerships."

Membership

Council membership is comprised of individuals from the community that bring a host of experiences to the table. Community leaders, private citizens and business persons, and professionals from state, county and local government convene on the second Wednesday of each month at 8:30am. Meetings are always held at AAA Central Penn, 804 Estelle Drive, Lancaster, PA 17601 unless otherwise noted on the website calendar.

Understanding the Problem

Drinking and Driving – Lancaster County

The following 2009 data was provided by the Lancaster County Impaired Driver Program. Additional information can be found on its website:

<http://www.co.lancaster.pa.us/courts/cwp/view.asp?a=3&q=389301>

The Impaired Driver Program completed 1705 Court Reporting Network evaluations in 2009. This represents a nearly 13% increase over the previous years' 1517.

Males made up a majority of DUI offenders (76.4%). 20% of all DUI offenders in Lancaster County are between ages 21 and 24. And roughly 12% are under age 21.

In 2009 the average BAC remained at 2008's level of .16% in Lancaster County.

Saturdays proved to be the busiest days for DUI arrests. 28.3% of offenders were arrested on this particular day of the week.

For all offenders investigated and prosecuted for DUI, 27.6% resulted from moving violations and 27.3% resulted from crashes.

Incidences of DUI have increased in Lancaster County by a staggering 13%, but efforts are being made to provide more strict enforcement of the DUI law by both Pennsylvania State Police and municipal police authorities. Grant money has provided additional funds for increased staffing of roving patrols and staffing for DUI checkpoints. Law enforcement is also addressing the problem by exposing personnel to higher levels of training that focuses on detection of impaired drivers and field testing for those suspected of driving under the influence of alcohol and other drugs.

Drinking and Driving – Commonwealth of Pennsylvania

The following 2008 data was provided by the PA DUI Association. Additional information can be found on its website: www.padui.org.

Alcohol-related crashes = 12,752 (down from 12,867 in 2007)

Alcohol-related deaths = 534 (down from 535 in 2007)

Alcohol-related deaths accounted for 36% of total traffic deaths. (same as 2005, '06 and '07)

Pennsylvania Percentage of Driver Deaths that were Drinking Drivers

<u>Age Group</u>	<u>2007</u>	<u>2008</u>
16-20	21%	21.6%
21-25	48%	55.2%
26-30	48%	48%
41-45	51%	46.6%

**** 77% of the drinking drivers in traffic crashes were male.**

Programming – Education, Advocacy and Partnerships

11th Annual Resident Assistants' Alcohol Symposium

In August 2009 this educational forum brought together Residence Life staff from both Elizabethtown College and Millersville University in an effort to provide student leaders with information that enhances the safety and well-being of students on the campuses of these institutions of higher education.

Workshops and presentations sought to provide educational tools to Residence Assistants (RAs) that enable them to recognize warning signs of drug and alcohol use and abuse and make the appropriate interventions when necessary.

This training empowers RAs to approach and be approachable as they serve their institutions and aspire to create a spirit of positive peer influence in collegiate living. Approximately 125 staff members were in attendance representing the Residence Life departments from both schools.

21st Annual DUI Awareness Conference at Willow Valley

December 16, 2009 marked the 21st anniversary of a professional gathering that is always well-received by an assortment of professionals in the Lancaster area. The DUI Awareness Conference serves to unite educators, healthcare providers, Court employees, law enforcement personnel, drug and alcohol treatment program providers and other members of the community. Workshops and speakers deliver information to attendees concerning current legal issues, legislation, treatment programs, law enforcement initiatives and strategies that are relevant to the fight against DUI. Approximately 215 local professionals attended this year's conference.

A highlight of this event is the recognition of local law enforcement officers who have put forth great efforts to enforce the DUI laws of the Commonwealth and in doing so have netted extraordinarily high numbers of DUI arrests. The DUI Council and co-sponsors Lancaster General Hospital and the PA DUI Association take great pride in honoring those who make the roadways safer for everyone traveling in Lancaster County.

R.A.M.P. Certification Trainings

On November 19, 2009 and April 15, 2010 a combined total of 78 service professionals attended R.A.M.P. certification trainings conducted PLCB trainer and DUI Council member Crystal Hartz. By offering the certifications at a 50% discount rate, the DUI Council sought to encourage more individuals and establishments to become R.A.M.P. certified. In an addition to potential cost reduction for establishments' insurance policies, R.A.M.P. training also brings about awareness of the dangers and potential liabilities of serving minors and visibly intoxicated persons.

Elizabethtown Communities that Care (CTC) & Communities Mobilizing for Change on Alcohol (CMCA)

The Council's participation in a cooperative effort with Elizabethtown's CTC program and the joint implementation of a CMCA program in that community is going well thus far.

With direction from Renee Watts of the Lancaster County Drug and Alcohol Commission, the Council began working with Gail Viscome and her CTC group to identify risk factors and develop strategies that combat underage drinking and other misuses of alcohol in the Elizabethtown Community. Elizabethtown College and School District, Elizabethtown Police Department and Lancaster County Juvenile Probation are just a few agencies that have pledged support and come forward to join this grass-roots coalition in its quest to change the perception of alcohol use in Elizabethtown.

The Council's hope is that the CMCA program can be replicated in other communities throughout Lancaster County to bring about more awareness with regards to drinking and driving and underage access and use of alcohol.

Academic Settings

Council Vice-President and Lancaster County Adult Probation and Parole Service's Impaired Driver Program Prevention Specialist Jeff Breckenmaker attended several community events on behalf of the Council. Jeff totes display material and promotes the Council's message by making our presence known at these community events. Activities this year included a student health fair at Millersville University, discussions with nursing students in classes held at Lancaster County Career and Technology's Willow Street Campus and speaking engagements in the Warwick School District.

South Central DUI Task Force

Council member Ross Deck serves on this task force on behalf of the Council. We thank him for his efforts in collaborating with local authorities in Central PA to help reduce the incidences of DUI and to remove DUI offenders from our traffic-ways. The Council strives to play a bigger role in task force activities and hopes to improve on reporting the results and successes of the task force's operations.

Website

The DUI Council of Lancaster County's website continued as a work in progress for 2009-2010. Membership input allowed Council President Dana Pyne and webmaster Melissa Wein to bring the website up to par as a resource for providing the public with information regarding Council happenings. Monthly meeting minutes are now available online with special thanks to Council member Amy Coleman for her diligent efforts to accurately document meeting discussion for posting on the website. Visitors can also find an events calendar, information regarding legal options when arrested for DUI and treatment options for those identifying alcohol problems among themselves or those close to them. With just a bit more work, the website will transform from temporary work-in-progress to permanent community resource. After this initial period of development, maintenance will be much easier. Additionally, continuing to keep website development within the group rather than outsourcing has allowed the Council to continue to be fiscally conservative and by saving a significant amount of money.

Paid Media

As part of our efforts to make the public more aware of social host laws and the potential consequences for providing alcohol to minors, the DUI Council sponsored a media campaign in late June and into the July 4th holiday. This print ad was circulated in free community newspapers throughout Lancaster County reaching nearly 166,000 subscribers.

Additionally, approximately 5 billboard spots and 6 bus shelter advertisements were purchased for display of prevention messages near the time of high school graduations and during the celebratory summers months that followed.

Alcohol Industry

The Council continues to support and encourage training for servers and bartenders in the Lancaster County Community. Two such trainings offered by the Pennsylvania Liquor Control Board include Responsible Alcohol Management Program (RAMP) and

Training Intervention Procedures for Servers (TIPS). Council member Crystal Hartz of Wilsbach Distributors, Inc. is a certified RAMP and TIPS trainer for Lancaster County.

It should also be noted that the Council provided logistical assistance to Crystal and Wilsbach Distributors in bringing motivational speaker Sarah Panzau to Hempfield and Manheim Township high schools this past April. Sarah's message was well-received by students and faculty alike and the Council looks forward to hosting Sarah in the Lancaster County Community again next year.

Alert Cab Program

This program is designed to offer a free taxi ride to patrons of participating establishments who are intoxicated and in need of a ride home. At one time, the Council was more involved in administering this program, but has since relinquished such duties to Crystal Hartz and Wilsbach Distributors, Inc. We offer support at the request of the program administrator.

The Year Ahead

Social Host Law Awareness Campaign

This program commenced in early June by way of the Social Host Law media campaign launched by the Council in various community newspapers. The Council is committed to expanding on that initial media campaign by saturating the public with additional media throughout the year during certain holidays and also during homecoming and prom season. Different methods of disseminating information include pizza box stickers (a common food item consumed with alcohol and at celebratory events) and informational poster distribution at establishments selling and serving alcoholic beverages.

RAMP/TIPS Training

The Council is looking to coordinate with Crystal Hartz, TIPS trainer for Lancaster County to increase the frequency of these informational PLCB trainings and perhaps provide sponsorship in an effort to get more service industry employees trained and certified.

High School & College Art Campaign

As part of our Etown CMCA project, Council members have voiced an interest in sponsoring an art contest in the Elizabethtown Community that gives high school and college students. The objective of this activity is to create images and messages for water bottles that encourage abstinence and responsible alcohol use respectively. Our hope is to enlist the sponsorship of a spring water company to provide product and the Lancaster Barnstormers as a means of distributing the winning labels on water bottles sold at Clipper Stadium during the 2011 season. The final results of this project could also be revealed in conjunction with a Council/CTC/CMCA game night that serves as a fundraiser for the organizations.

Conclusion

Without the diligence of our Coordinator, Courtney Barry, the support of my Executive Board, and the commitment from our membership and community partners, the activities and work of the DUI Council of Lancaster County would never come to fruition.

The task at hand can be sometimes daunting and the benefits of our efforts, difficult to measure. However, we must strive to continue our work and push to accomplish new goals. If we reach one person and prevent that individual from operating a motor vehicle under the influence, we are doing some good. If we reach one person and prevent that individual from riding in a motor vehicle with an impaired driver, we are doing some good.

As budgetary concerns and a dismal economic situation continue to threaten the very existence of organizations like the DUI Council, I challenge our members and community at-large to bring to the table new ideas and suggestions to help take the Council to places it has never yet traveled. A plethora of information awaits us. We must simply step outside the box. Again, thank you for your continued support!

"Anything unattempted remains impossible"