



Citizens Reporting Drunk Drivers:

Promoting "Personal Responsibility" during 3D Month

December is 3D Month: Drunk and Drugged Driving Prevention Month and a time when the buzz of the holiday season is in high gear. It's a time to celebrate and partake in activities that include social drinking. It is a time for parties and social gatherings; a time for Christmas and New Year's parties. Unfortunately it is also a time when officers have the difficult job of informing families about the untimely death of a loved one because someone decided to drink and drive.

In 2008, 152 Maryland citizens were killed in crashes that involved an impaired driver. Law enforcement agencies statewide arrested 24,000 drunk drivers, that is nearly 3 drunk driving arrests per hour, 65 drunk/drugged driving arrests per day.

This holiday season please join your local law enforcement agencies, and public and private partners in an effort to remove drunk and drugged drivers from our local roads.

Encourage personal responsibility this holiday season, post the following message on marquees, websites, in newsletters, party invitations, any prime location that will encourage drivers to contact local law enforcement if they happen to see a drunk driver on the road.

Report Drunk Drivers - Call 911

Please respond to laguilalemaster@sha.state.md.us or your local law enforcement agency that your organization will be participating in this life saving effort.

Thank you in advance for your support.



November 18, 2009

RE: Citizens Reporting Drunk Drivers: Promoting “Personal Responsibility” during 3D Month

Dear Impaired Driving Coalition Members:

Allow me to take this opportunity to thank you for your continued support of and participation in the various highway safety initiatives carried out and coordinated by Maryland’s law enforcement agencies and the Maryland State Highway Administration’s Highway Safety Office. With your help, we achieved a milestone in drunk-driving apprehension and adjudication in 2008, with over 24,000 arrests.

With the approach of the holiday season, I wish I could offer rosy predictions in terms of drunk-driving related crashes, fatalities, and associated injuries, but the statistics paint a much different picture. December consistently ranks as one of the deadliest months in Maryland for drunk-driving related fatalities. As part of our on-going Checkpoint Strikeforce campaign, which is aimed at promoting increased enforcement and consequences, we offer an additional strategy to help raise awareness and *promote personal responsibility* this holiday season. This is the third year we are e Maryland drivers to report drunk drivers during the month of December.

As one of the elements of our “personal responsibility” component, we are encouraging local partners, including your department, to initiate ‘courtesy’ agreements with owners of marquees to place the following message on their marquee during December’s Drunk and Drugged Driving Prevention Month (3D Month):

“Report Drunk Drivers – Call 911”

Take it a step further and place it on websites, in company newsletters, on holiday party invitations, wherever it can pose as a constant reminder that drunk driving this December 2009 will not be tolerated. The marquee program presents an enormous opportunity to interact with community leaders, including those that represent religious and community interests (and correspondingly those with public marquees). Our overall objective is to reduce the needless deaths and injuries associated with drunk driving during the holidays, a time when families come together to celebrate. Let’s empower our communities to stop the tragic loss of life because someone makes the mistake of driving after celebrating beyond the limit.

Maryland has always been a leader in identifying innovative solutions to public safety challenges. On behalf of the Maryland State Highway Administration’s Highway Safety Office, I hope that you will consider joining this effort to ensure the safety of all of Maryland’s motorists during this upcoming holiday season.

Sincerely,



Vernon F. Betkey, Jr.
Chief, Maryland Highway Safety Office &
Maryland Highway Safety Coordinator