EXECUTIVE SUMMARY

After years of gradual improvement, fatalities in alcohol-related crashes are on the rise. In an effort to remedy the problem, a highly visible enforcement campaign was conducted nationwide from August 27, 2004 to September 12, 2004 as part of the You Drink & Drive...You Lose campaign.

Key components of the You Drink & Drive… You Lose campaign included targeted enforcement by 102 municipal police departments in ten counties. In addition, the New Jersey Division of State Police also participated in the enforcement effort. New Jersey supplemented the enforcement program with a media coverage that included interviews on radio.

The following are highlights of the You Drink & Drive... You Lose campaign:

- A total of 102 municipal police departments participated in the two-week mobilization compared to 55 in 2003.
- Ten counties received You Drink & Drive... You Lose campaign grants and participated in the two-week mobilization. This compares to eight counties in 2003.
- A total of 316 DWI arrests were made by participating local and state law enforcement agencies. This compares to 195 the previous year.
- The total number of summonses issued during the two-week campaign were 13,020 or 38 percent more than the 9,407 issued in 2003.
- There were a total of 1,209 safety belt citations and 3,870 speeding summonses issued as part of the campaign.

The key to deterring impaired driving is highly visible enforcement. Prevention and not arrest is the goal. When drivers perceive the risk of being caught is high their behavior changes. This was the basis of the You Drink & Drive... You Lose campaign.
BACKGROUND INFORMATION

The You Drink & Drive...You Lose campaign, launched in December 1999, is a partnership of criminal justice and traffic safety organizations in all 50 states, the District of Columbia and U.S. territories that is committed to reducing deaths from impaired driving. Thanks to the combined efforts of thousands of devoted public and private partners, more than 50 million Americans have learned about the campaign from print and broadcast media.

After a decade of gradual success, fatalities in alcohol-related crashes have not significantly improved nationally in the last three years. The National Highway Traffic Safety Administration (NHTSA) estimates that alcohol-related fatalities declined slightly from 17,419 in 2002 to 17,013 in 2003. In New Jersey, during the same period, alcohol-related fatalities have also declined slightly from 299 to 283.

Highly visible traffic enforcement, such as sobriety checkpoints and saturation patrols, are an effective law enforcement tools available to communities. Sobriety checkpoints involve the stopping of vehicles or a specific sequence of vehicles at a predetermined location to detect drivers impaired by alcohol and/or other drugs. These operations not only serve as a specific deterrent by arresting impaired drivers who pass through the checkpoint, but more importantly, as a general deterrent to persons who have knowledge of the operation. Sobriety checkpoints increase the perception of the risk of arrest; if they are adequately publicized and highly visible to the public.

To protect families, local law enforcement agencies and the Division of State Police participated in the You Drink & Drive...You Lose national crackdown from August 27, 2004 to September 12, 2004 in an effort to keep citizens safe from impaired drivers. During the mobilization period, ten counties participated in the DWI checkpoint and saturation patrols. These counties included the following: Atlantic, Bergen, Camden, Essex, Gloucester, Middlesex, Ocean, Passaic, Somerset and Union. Additionally, the New Jersey Division of State Police voluntarily participated in the program.
The following provides a measure of activity generated by local and state law enforcement agencies during the campaign.

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<thead>
<tr>
<th>COUNTY</th>
<th>DWI Arrests</th>
<th>Safety Belt Citations</th>
<th>Child Safety Citations</th>
<th>Traffic Signals</th>
<th>Drug/Criminal Arrests</th>
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The combined efforts of 102 local police departments and each of the 5 Troops which make up the New Jersey Division of State Police resulted in 24 DWI checkpoint operations and 185 saturation/roving patrols. A total of 2,536 personnel hours were expended which resulted in a total of 9,810 vehicles being checked at various checkpoints and an additional 16,950 motor vehicles were stopped during saturation patrol operations.

In addition to the enforcement campaign, five radio interviews were conducted that advised the public of the campaign and educated the public on the dangers of drinking and driving.
CONCLUSION

Driving While Intoxicated continues to be one of society’s major problems. Alcohol is the drug most commonly used by youth and is still one of the most common contributors to injury and death.

The NHTSA estimates two out of every five drivers will be involved in an alcohol related collision during their lifetime. Furthermore, NHTSA estimates that as many as 2,000 alcohol-impaired driving trips occur for every arrest and that even during special drinking-driving enforcement programs, as many as 300 trips occur for every arrest. Many potential offenders are deterred from driving drunk only if there is a public perception that they will be caught and punished. Increase public attention and news coverage of DWI enforcement efforts can help reduce alcohol-related crashes.

We must all do more as communities and individuals if we are to make significant declines in the number of alcohol-related crashes. The Division will do their part by continuing to work with law enforcement agencies to increase participation in future mobilizations and provide for enhanced public information to heighten public awareness of the consequences of drinking and driving.
Local

Cops ready DWI checks for holiday weekend

Holiday

South Jersey

DWI checkpoint will target intoxicated drivers

COMMUNITY

Caught in the Act

Bayshore Task Force takes on drunk drivers
FY 2004 DWI CHECKPOINT GRANT
PARTICIPATING POLICE DEPARTMENTS BY COUNTY

ATLANTIC COUNTY
Mullica Twsp.
Longport Boro
Atlantic County Prosecutor’s Office
Egg Harbor Twp.
Margate City
Hamilton Twp.

CAMDEN COUNTY
Pennsauken Twp.
Voorhees Twp.
Haddonfield Twp.
oaklyn Boro
Haddon Heights
Barrington
Gloucester Twp.
Camden City
Swooddale
Stratford Twp.
Winslow Twp.
Berlin Boro

PASSAIC COUNTY
Clifton City
Hawthorne Boro
Little Falls Twp.
North Haledon Boro
Pompton Lakes
Ringwood
Totowa Boro
Wanaque
Wayne Twp.
West Milford Twp.
West Paterson Boro

BERGEN COUNTY
Elmwood Park
Ho Ho Kus
Fort Lee
Saddle River
Alpine
Demarest
Hasbrouck Heights
Glen Rock
Franklin Lakes
Northvale
Fairview
Emerson
Englewood Cliffs
Lodi
Maywood
Dumont
Leonia
Palisades Park
Hackensack
Saddle Brook
Wyckoff
Westwood
Closter
Ridgefield
Old Tappan
Midland Park
Paramus
Tenacl
Ridgefield
Paramus
Creskill
Bogota
Woodcliff Lake

ESSEX COUNTY
Bellville
Essex Fells
South Orange
Fairfield Twsp.
Essex County Sheriff’s Office

GLOUCESTER COUNTY
Washington Twp.
Deptford
Monroe Twp.
Mantua Twp.
Franklin Twp.
Elk Twp.
East Greenwich Twp.
Paulsboro
Playman
Clayton

SOMERSET COUNTY
South Bound Brook Boro
Bridgewater
Franklin Twp.
Hillsborough
North Plainfield
Manville

UNION COUNTY
Cranford
Mountainside
Rahway
Roselle Park
New Providence
Kenilworth
Westfield

MIDDLESEX COUNTY
Carteret Boro
Old Bridge twp.
Sayreville
Metuchen Boro
North Brunswick Twp.
Brick Twp.
Point Pleasant Boro
Point Pleasant Beach
Dover Twp.
Long Beach Twp.
Manchester Twp.
Lakewood