



Impaired Driving Prevention Resources

Chris Konschak

Senior Director, Traffic Safety and Government Relations



RESPONSIBILITY.ORG

Who Is Responsibility.org

Responsibility.org

- We are a national not-for-profit that leads the fight to eliminate drunk driving and underage drinking and is funded by the following distillers: Bacardi U.S.A., Inc.; Beam Suntory; Brown-Forman; Campari Group; DIAGEO; Edrington; Mast-Jägermeister US Inc.; Moët Hennessy USA; Ole Smoky LLC; Pernod Ricard USA; and William Grant and Sons.

COMMITMENT TO RESPONSIBILITY

Responsibility.org members have invested nearly \$300 million in policy development, educational programs and public awareness campaigns to fight drunk driving and underage drinking.



Leading efforts to eliminate drunk driving and working with others to end all impaired driving.



Leading efforts to eliminate underage drinking.



Empowering adults to make a lifetime of responsible alcohol choices as part of a balanced lifestyle.

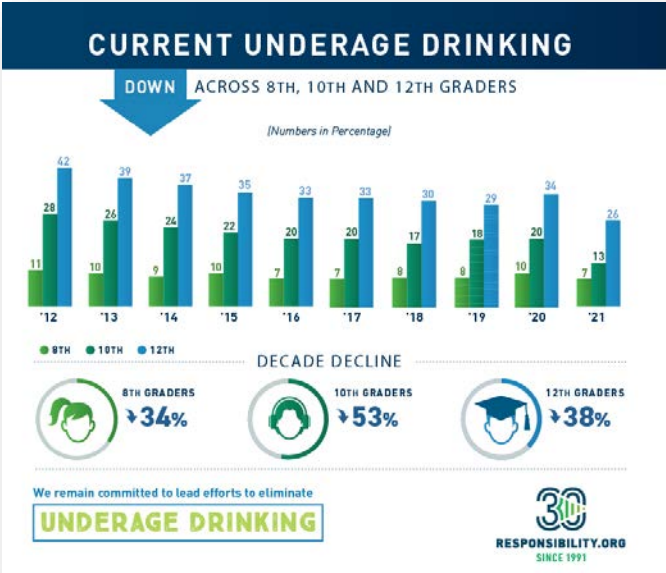
RESPONSIBILITY.ORG PARTNERS



Underage Drinking

UNDERAGE DRINKING

- More than six out of ten (64%) of the nation’s youth have never consumed alcohol and 85 percent are not current drinkers.
- Among current drinkers, 72% report they did not pay for the alcohol they consume.
- Sixty-five percent of teens cite parents as the leading influence on whether or not they drink alcohol.



7 OUT OF 10 TEENS Cite Their **Parents** As The Leading Influence In Their Decisions Regarding **Alcohol**

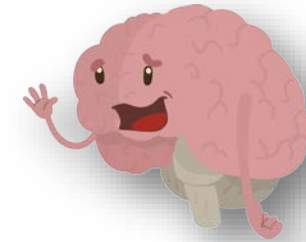
33% INCREASED Since 1991

RESPONSIBILITY.ORG

Source: GfK Roper Youth Report, 2018

UNDERAGE DRINKING PROGRAMMING

- *Ask, Listen, Learn* has reached over **162 Million** + parents, kids, and educators in 50 states and 7 countries.
- Since its launch in 2003, conversations between parents and kids are up 38% and underage drinking is down 44%.
- Reached more than **15 million** parents through the parenting influencer program.
- Recorded **351 PSAs** with **Attorneys General** from across the country.



ASK, LISTEN, LEARN



Underage drinking prevention program for:

- Parents
- Teachers
- School Counselors, School Nurses, School Resource Officers and all Educators
- Kids ages 9-13

Reaching over 162 million parents, educators and kids since 2003.

Free, digital, evidence-based, science-based, skills-based learning incorporated.

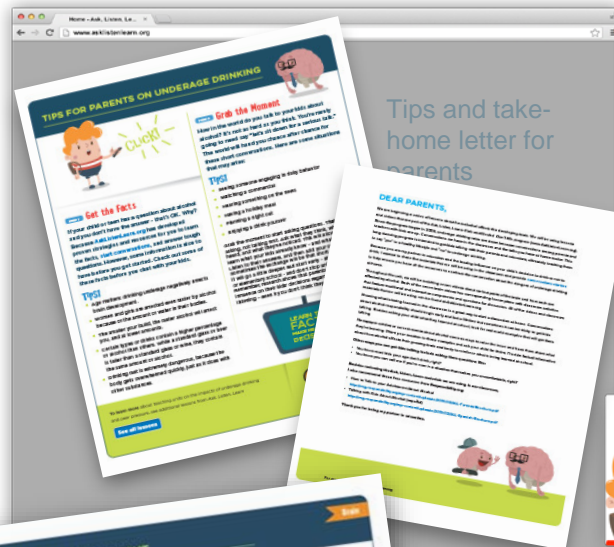
- 7 lessons focused on alcohol and the brain
- 1 lesson focused on cannabis and the brain

Free and digital at: www.AskListenLearn.org

Our Partners:



ASK, LISTEN, LEARN

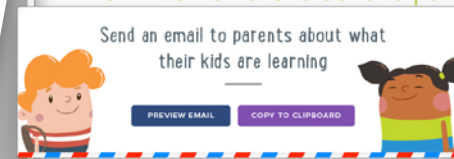


Lesson plans, activities, worksheets, vocabulary cards and comprehension questions



Downloadable parent tips

Pre-written emails to send to parents



Sign up for email updates



Facilitator's guide, standards alignment matrix and tips from a school counselor

Cutting edge animations give kids the information necessary to make smart decisions regarding alcohol



Kids can watch the videos and meet the characters

ALCOHOL 101+

Program Overview:

Alcohol education for students:

- Essential overview of core components of alcohol education including standard drink measures, BAC, neuroscience, interaction with other substances, and more.

Tailored behavior changes modules:

- Theoretical framework based on transtheoretical model or, the stages of change module
- Students will receive one of three modules – precontemplation, contemplation, action.

Designed for today's generation of digital native students

Cost-free program for colleges and universities with build-in metrics

Working Group:

- David Anderson, PhD, George Mason University
- Susie Bruce, MEd, University of Virginia
- Robert Chapman, PhD, formerly LaSalle and Drexel
- Vanessa Gomez, Department of Education
- Ashley Hinton, MPH, University of Kentucky
- Aimee Hourigan, MEd, University of South Carolina



Impaired Driving

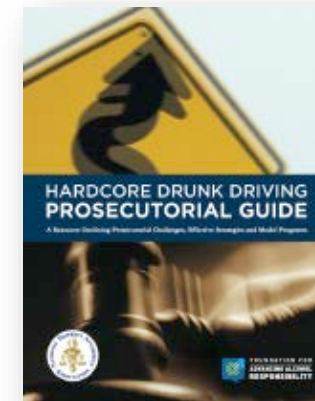
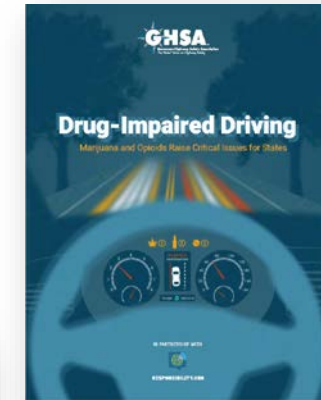
IMPAIRED DRIVING

- Drunk driving fatalities have decreased 36% since 1991, and 52% since 1982.
- In 2020, alcohol-impaired driving fatalities increased 14% and accounted for 30% of the total vehicle traffic fatalities.
- High-risk impaired drivers continue to wreak havoc on our nation's roadways accounting for 71% of drunk driving fatalities.
- Among persons under 21, drunk driving fatalities have decreased almost 83%, reaching a record low level of 906 in 2019.



IMPAIRED DRIVING

- High Risk Impaired Driving
- Law enforcement training grants
- DUI training guides
- CLE credit online prosecutor courses
- Screening and assessment
- Ignition interlocks for all DUI offenders
- Multiple substance impaired driving



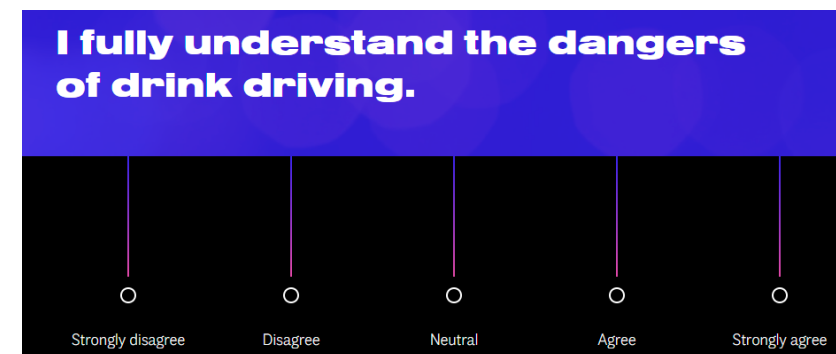
Screening & Assessment: Criminal Justice's GPS System for DUI/D Cases



- 1,200+ downloads
- Screener in English and Spanish
- Traditional tools often misidentify offender risk level and treatment needs
- Screening/assessment should guide decision-making
- CARS is validated with DUI offenders and identifies substance use and mental health disorders
- FREE Download at: www.carstrainingcenter.org



- Created by United Nations Institute for Training and Research & DIAGEO
- Measures attitudinal change
- Aims to educate 21-35-year-olds on effects of DUI through interactive experience with offender stories and pre/post surveys
- Responsibility.org implementing [WSOTR](#) program in US



National Alliance to Stop Impaired Driving (NASID)



A coalition established and led by Responsibility.org to eliminate all forms of impaired driving, especially multiple substance impaired driving. www.nasid.org

Our Members



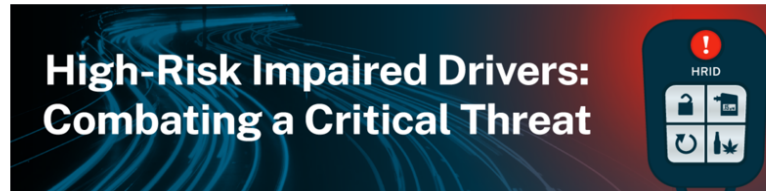
Allied Members



GHSA Reports and State Grant Program

State Highway Safety Offices programs:

- ✓ State Impaired Driving Task Forces
- ✓ Public Education Campaigns
- ✓ Community Programs – Public Health, Schools
- ✓ Enforcement, Training (SFSTs, ARIDE, DRE) and Equipment
- ✓ Toxicology Lab Equipment, Training, and Costs
- ✓ Court Support (TSRPs, JOLs, Specialized Courts, VIPs)
- ✓ Offender Screening, Monitoring, Supervision
- ✓ Data Analysis



NATIONAL TOXICOLOGY PILOT PROGRAM

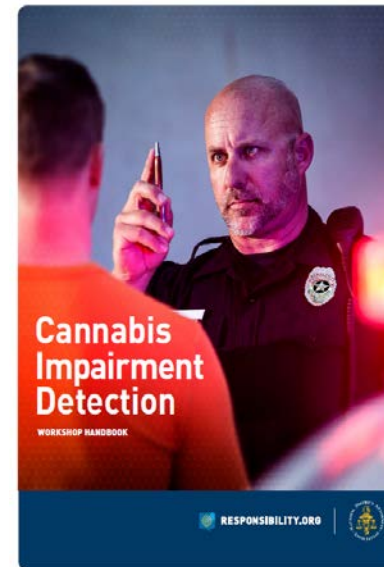
- New National Resource Toxicologist Pilot Program
- First ever national forensic toxicology lab assessment
- Identifies testing & funding challenges, successes, and gaps
- Provides technical assistance to partners
- Improves data and communication with stakeholders
- First step to changing national and state testing protocols
- Critically needed to advance DUID, multiple substance DUI efforts



Until we are able to test all impaired drivers for all substances, we will never understand the complete impact of impaired driving on public health.”
- Amy Miles, Project Director & President, SOFT

Thought Leadership, Training and Assistance

- Advise AG Alliance on drug and multiple substance impaired driving
- Serve on IACP and NSA committees
- Serve on NSC ADID Committee
- Host webinars with partners on emerging issues
- Present to various groups on impaired driving prevention
- Draft and advocate for Federal and State legislation on underage drinking and impaired driving prevention
- 2022 trainings for stakeholders
 - Green Labs in MD, NV, OH
 - Oral Fluid testing in LA, MN, NC, TN



Safe Night Hospitality Resources



Goals:

- Increase use of best practices to reduce alcohol-related harm in hospitality settings
- Increase confidence in how to create a safer experience for patrons
- 2022 Implementation in Dallas, TX

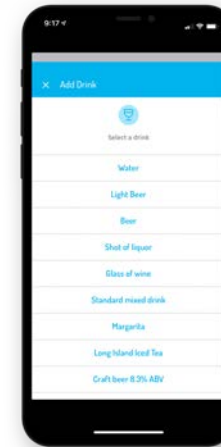
- Standards, policies, training
- Operational checklists
- Guardianship model
- Active bystander intervention
- Bar Safe program
- Improve compliance
- Decrease DUI, assaults



RESPONSIBLE CONSUMPTION

- Virtual Bar app available in English and Spanish.
- Showing college students that overconsumption isn't the norm on college campuses.
- Real people sharing real stories of what it means to live life responsibly.

RESPONSIBILITY
starts with *me*



Other areas

- E-warrants
- Is Virginia prepared for multi-substance impaired driving
- Oral Fluid Testing

- Open Containers Law for Alcohol and Cannabis
- Monitoring/multi-track courts

Chris Konschak – Senior Director of *Traffic Safety and Government Relations*
Chris.Konschak@Responsibility.org



RESPONSIBILITY.ORG



/GoFAAR



@goFAAR



@go_FAAR



/faar



/GoFAAR