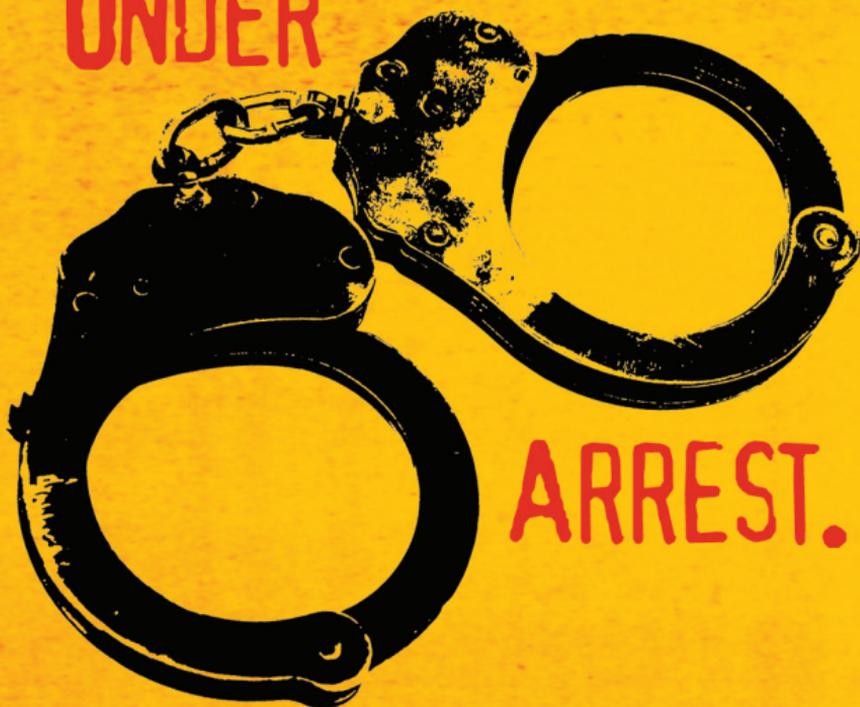


**DRUNK DRIVING.
OVER THE LIMIT.**

UNDER



ARREST.

Mobilization

August 20 - September 6, 2010

The **Oklahoma Highway Safety Office** (OHSO) shares your department's concern for Oklahoma drivers' safety and joins you in the **Drunk Driving. Over the Limit. Under Arrest.** mobilization. The mobilization reminds Oklahoma drivers of the hazards of drinking and driving. We encourage your department to be a part of the mobilization in an effort to save lives and possibly **reward your department with a \$4,000 participation incentive.**

SIGN UP ONLINE

Sign up to participate in traffic safety mobilizations and report your activity online!

STEP 1: REGISTER YOUR AGENCY

If your agency is already registered to use the Mobilization Reporting System, proceed to Step Two.

- 1 Go online to the Oklahoma Highway Safety Office home page at www.ohso.ok.gov. Click the "Mobilization Reporting System" link on the left side of the Mobilization Home page.
- 2 Click the "Register Now" button.
- 3 Complete the simple five-step registration process.

NOTE: Only one contact person is allowed per agency.

SUGGESTION: When creating the login name and password, choose "generic" words that can be passed on to others in your department in the event of personnel changes. Don't select words you would use for personal business.

The agency contact will be notified by e-mail when the registration is activated. You only need to register your agency one time. Please make note of your login name and password; you will use these for future mobilizations.

STEP 2: SIGN UP TO PARTICIPATE BY THE MOBILIZATION DUE DATE (AUGUST 20, 2010)

- 1 Within 30 days prior to the start of the mobilization, log in on the Mobilization Reporting page. After the log-in, you will automatically be directed to the Pre-Mobilization Sign-Up page. Your agency information will be displayed; you can change any of the information, if necessary, except your agency's name.
- 2 Place a check mark in the boxes to indicate the activities you expect to conduct during the mobilization. If you plan on conducting activities not listed, type them in the "other" box.

NOTE: You cannot edit the information on the pre-mobilization sign-up page once it has been submitted.

- 3 After verifying the information, click "Submit." A verification notice will appear to confirm that you are signed up to participate!

THANK YOU FOR PARTICIPATING!



STEP 3: REPORT YOUR ACTIVITY BY THE MOBILIZATION DUE DATE (OCTOBER 6, 2010)

- 1 Log in on the Mobilization Reporting page; you will automatically be directed to the Post-Mobilization Activity Report page. Make any necessary changes to your agency or contact information. Enter the numerical information requested.

NOTE: The fields in gray will be calculated automatically based on the data you enter.

- 2 After you have entered all the numerical data, click the "Submit" button. You can log in and edit any submitted Activity Information until the designated due date for the mobilization activity report (October 6, 2010).
- 3 A verification notice will appear to confirm that your activity has been submitted. You can also print a copy of your data. You're finished!

Both the Pre-Mobilization Sign-Up and the Post-Mobilization Activity Report must be submitted by the designated due dates in order for your agency to be eligible for an incentive award.

If you experience any problems or need assistance with online reporting, call Jay Wall at (405) 523-1583 or e-mail jwall@dps.state.ok.us

FACT:

High-visibility enforcement of drunk driving laws reduces injuries and saves lives.

High-visibility enforcement is vital to the "Drunk Driving. Over the Limit. Under Arrest." mobilization. Studies show that the majority of Americans consider impaired driving one of our nation's most important social issues. Strong enforcement is key to saving lives and the mobilization relies on your department's leadership and participation.

FACT:

Your department may receive one of several \$4,000 incentive awards just by participating.

Submit your pre-mobilization and activity reports online at www.ohso.ok.gov.

Pre-Mobilization Reports are due August 20, 2010 and Activity Reports are due October 6, 2010. You must submit both reports by the due dates to qualify for the incentive awards.

Incentives will be presented in October 2010, and may be used for items such as radars, in-car video cameras, trips to highway safety conferences, training and more.



DRUNK DRIVING
OVER THE LIMIT. UNDER ARREST.

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The 2010 *Drunk Driving. Over the Limit. Under Arrest.* Crackdown New Products for Enforcement Action Kit

Make the Crackdown Count — August 20–September 6, 2010

Why Your Efforts Are Critical

National advertising. Press conferences. Speeches. Each year the national crackdown on impaired driving launches with high-profile events. And this year will be no exception. But to make the 2010 *Drunk Driving. Over the Limit. Under Arrest.* crackdown a success, we need you. Your high-visibility frontline enforcement efforts will help to get more impaired drivers off the street, save more lives — and make the 2010 crackdown count.

Maximize Crackdown Success

Research shows high-visibility enforcement has reduced alcohol-impaired driving fatalities by as much as 20 percent. But to be effective, enforcement must be well implemented. A well-implemented enforcement campaign is (1) intense, (2) frequent, (3) visible, and (4) targeted. The National Highway Traffic Safety Administration has developed new resources to help you meet these four enforcement performance measures. You'll find your enclosed 2010 Products for Enforcement Action Kit (PEAK) jam-packed with tools and information to help you maximize your crackdown success. Your electronic PEAK arsenal of resources includes:

State-Specific Data and Graphics — Leverage local data to make targeted decisions about allocation of enforcement resources.

Time-of-Day Graphic and Narrative — Plan crackdown strategy based on the latest available time-of-day data for crashes involving impaired drivers.

Crimes and Crash Graphics — Allocate significant resources and be prepared to justify resource allocation with graphics that compare impaired driving with other crimes.

Earned Media — Increase visibility and get the word out about your crackdown efforts with sample press releases (announcement, progress, and post-crackdown versions), an “op-ed” piece, a 2010 fact sheet, and separate media talking points.

Crackdown Contact Info — Share knowledge and collaborate with highway safety officials and partners in a click with State-specific contact lists.

2010 Impaired-Driving Quick Facts — Find out what you can do to save lives and make the crackdown count with this brief rundown on the crime of impaired driving.

Commit Today

To make the 2010 crackdown on impaired driving count, we're counting on you. Use the resources in this kit to help you plan an enforcement strategy to meet the specific needs of your community. Together we can make the 2010 crackdown add up to more lives saved.

**For additional impaired-driving information and resources,
visit the High-Visibility Enforcement Campaign Headquarters
at www.StopImpairedDriving.org.**



Call to Action!

How You Can Increase the Visibility and Effectiveness of Law Enforcement Efforts



Creating General Deterrence

In 2008, 11,773 people died in traffic crashes in which at least one driver or motorcycle rider had a blood alcohol concentration (BAC) of .08 grams per deciliter or higher. One of the most effective ways to reduce alcohol-impaired driving is by creating general deterrence through high-visibility law enforcement. When the perceived risk of getting caught by law enforcement goes up, the likelihood that people will drive impaired decreases. To achieve effective general deterrence, the public must be well aware of law enforcement efforts. **Actively publicize** all aspects of your law enforcement strategy. High-visibility enforcement relies on making the public aware of your saturation or roving patrols and sobriety checkpoints to the greatest extent possible. Here are some strategies: Use the earned media material provided in this Product for Enforcement Action Kit (PEAK). Use road signage whenever possible. Make use of the list of contacts for your State or Territory provided in this PEAK for assistance or to involve your local grassroots organizations in your efforts

What the Data Reveals and How to Put It Into Law Enforcement Action

The graph tells us that most driving trips take place between noon and 9 p.m.

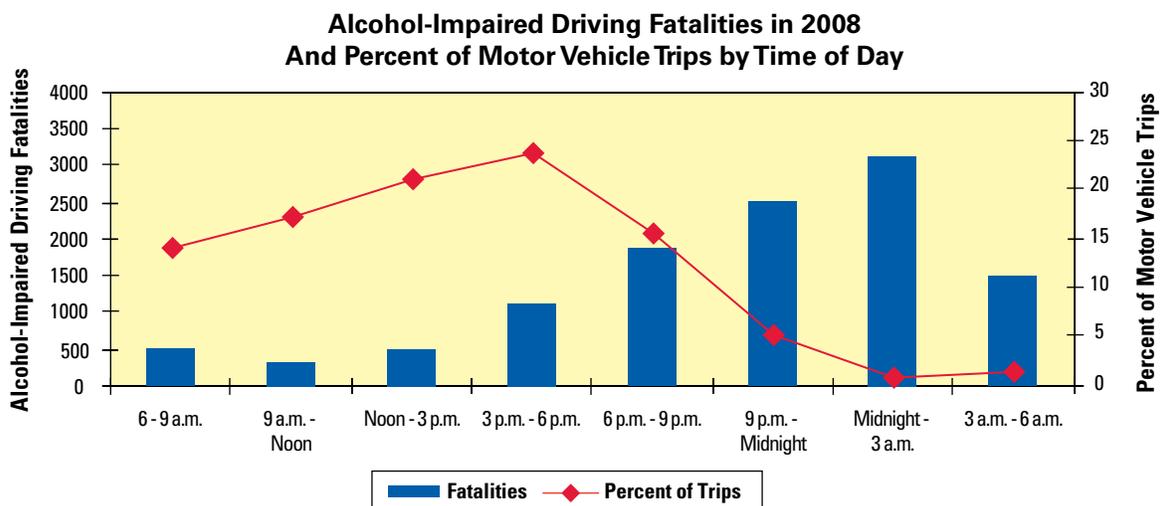
Action:

To increase the visibility of your law enforcement efforts when a large number of drivers are on the road, **set up sobriety checkpoints - either standard or low-staffing - early in the evening**, such as between 7 p.m. and 9 p.m. If your State law does not permit the use of checkpoints, use other law enforcement strategies that are highly visible from 7 p.m. to 9 p.m., such as safety checks or enforcement zones.

The graph below also reveals that very few driving trips take place between 9 p.m. and 3 a.m., yet nearly half of all impaired driving traffic fatalities occur during those hours.

Action:

To increase the likelihood of making arrests and increase the ability of officers to remove impaired drivers from our roadways, **conduct your saturation or roving patrols during late-night hours** (between 11 p.m. and 2 a.m.) when a large percentage of drivers on the road are impaired by alcohol.



SOURCE: Fatalities – Fatality Analysis Reporting System (FARS) 2008 ARF
Percent of Trips – 2001 National Household Travel Survey, Daily Trip File



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

www.StopImpairedDriving.org



June 2010

Drunk Driving. Over the Limit. Under Arrest.

2010 Quick Facts



We Need YOU to Make the Crackdown Count: August 20–September 6

It lasts only two and a half weeks in summer. Yet the impact of the national crackdown on impaired driving extends far beyond Labor Day. Research shows high-visibility enforcement works. Stepping up enforcement will get more impaired drivers off the street — and that adds up to more lives saved. Are you willing to make the crackdown count in your community?

What you face ...

- **The .08 BAC threshold** — All 50 States, the District of Columbia, and Puerto Rico have established a threshold making it illegal per se to drive with a blood alcohol concentration of .08 grams per deciliter or higher.
- **Crossing the threshold** — In spite of these laws, nearly 12,000 people nationwide during 2008 were killed in crashes involving drivers or motorcycle riders with BACs of .08 or higher.
- **Repeat offenders** — A driver involved in a fatal crash who had a BAC of .08 or higher was 8 times more likely to have a prior conviction for driving impaired than a driver involved in fatal crash who had consumed no alcohol.
- **Impaired drivers and vehicles** — The percentage of drivers with BACs of .08 or higher involved in fatal crashes was highest for motorcycle riders (29%), compared with drivers of light trucks (23%) and passenger cars (23%).
- **Impaired drivers and age** — The highest percentage of drivers in fatal crashes who had BACs of .08 or higher was for drivers 21 to 24 years old (34%), followed by drivers 25 to 34 (31%) and 35 to 44 (25%).
- **High-risk periods** — Alcohol impairment among drivers involved in fatal crashes was 4 times higher at night than during the day (36% versus 9%); and 32 percent of drivers involved in fatal crashes on weekends were alcohol-impaired, compared to 15 percent during the week.
- **A serious crime** — Alcohol-impaired (.08 BAC or higher) crash fatalities accounted for 32 percent of all motor vehicle crash fatalities during 2008 — or an average of one fatality every 45 minutes.

What you can do ...

- **Commit to the crackdown** — Join law enforcement agencies across the country in cracking down on impaired drivers this August 20 through September 6, 2010; make your efforts highly visible and promote your participation to your local media.
- **Emphasize consequences** — Driving while impaired often results in jail time, fines and other penalties — including being sentenced to use an ignition interlock — as well as personal embarrassment, adverse effects on job prospects and financial costs. Use the sample earned media in this kit to help you alert drivers to the consequences of impaired driving.
- **Maximize enforcement success** — Conduct sobriety checkpoints and enforcement activities during high-risk nighttime hours. Consider setting up checkpoints (even with low staffing) early in the evening, e.g., from 7 to 9 p.m. (to increase visibility) and saturation and roving patrols during late night hours, e.g., 11 p.m. to 2 a.m. (to increase the likelihood of making arrests).

For additional impaired-driving information and resources,
visit the High-Visibility Enforcement Campaign Headquarters
at www.StopImpairedDriving.org.



Crime, Crash, and Arrest Clock

Crime

- 1** murder every **31** minutes
- 1** violent crime every **22.4** seconds
- 1** aggravated assault every **36.8** seconds
- 1** property crime every **3.2** seconds

Crash

- 1** traffic fatality every **14** minutes
- 1** traffic injury every **13** seconds
- 11** law enforcement reported crashes every **1** minute
- 1** alcohol-impaired driving fatality every **45** minutes (at least one driver has BAC = .08+)



Estimated Arrests

- every **1** hour
- 167** DUI arrests
 - 51** aggravated assault arrests
 - 70** violent crimes arrests
 - 14** robbery arrests
 - 2** murder arrests

Figures are rounded and represent the average per unit of time.

Data sources:

Crime- from U.S. Department of Justice - Federal Bureau of Investigation (DOJ/FBI) 2006 Crime Clock, *Crime in the United States 2006*, September 2007

Crashes- from U.S. DOT's NHTSA, *Traffic Safety Facts 2008 Data, Overview*, and 2008 Fatality Analysis Reporting System, General Estimates System *2008 Data Summary*

Estimated Arrests- from DOJ/FBI, *Crime in the United States 2006*, September 2007 (rounded)

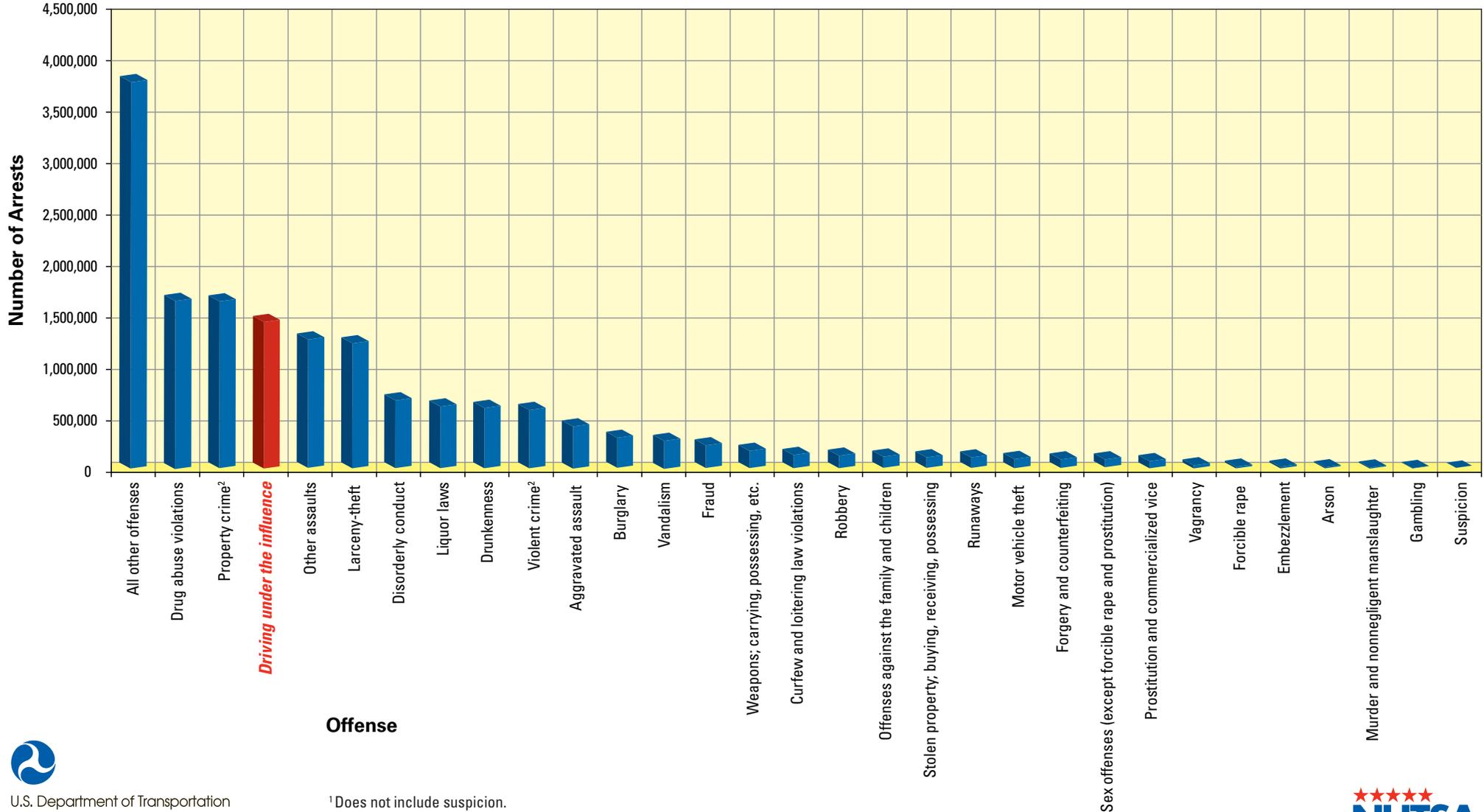




DUI: Nearly 1.5 Million Estimated Arrests

FBI Statistics – Estimated Crime Arrests for 2008

Estimated total number of arrests for crime in the United States: 14,005,615¹



¹ Does not include suspicion.

² Violent crimes are offenses of murder and nonnegligent manslaughter, forcible rape, robbery, and aggravated assault. Property crimes are offenses of burglary, larceny-theft, motor vehicle theft, and arson.