

Support Material Agenda Item No. 23

Board of Directors Meeting

**March 1, 2017
10:30 a.m.**

Location:

San Bernardino County Transportation Authority
First Floor Lobby
Santa Fe Depot, 1170 W. 3rd Street
San Bernardino, CA 92410

DISCUSSION CALENDAR

Council of Governments

23. Mothers Against Drunk Driving Activities in San Bernardino County

Receive and file the report.

A presentation outlining Mothers Against Drunk Driving (MADD) Activities in the Southern California Region is being provided for your information.



MADD California
Southern California Region
Los Angeles, Orange, San Bernardino, San Diego, Riverside, Santa
Barbara, and Ventura counties

Patricia Rillera, Regional Executive Director
Jacqueline Townsend, San Bernardino County
Program Specialist

MADD's Mission

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END
DRUNK
DRIVING

HELP
FIGHT
DRUGGED
DRIVING

PREVENT
UNDERAGE
DRINKING

SUPPORT
THE VICTIMS
OF THIS VIOLENT CRIME

NO MORE VICTIMS



What We Do

- Provide services to victims and families of drunk and drugged driving crashes,
- Lobby to support stronger drunk driving laws,
- Protect our youth from the dangers of underage drinking through educational initiatives geared toward parents, youth and community and,
- Partner with local, county and state law enforcement and governmental agencies working to eliminate drunk driving and prevent underage drinking.



The Why

THE REASON TO HELP



2 OUT OF 3 PEOPLE WILL BE IMPACTED BY DRUNK DRIVING IN THEIR LIFETIME



EVERY DAY **28 PEOPLE** ARE KILLED BY DRUNK DRIVERS



EVERY **2 MINUTES** SOMEONE IS INJURED IN A DRUNK DRIVING CRASH

- ♦ Underage drinking takes approximately 4,700 precious lives per year.
- ♦ Someone is killed by a drunk driver every 52 minutes.
- ♦ In the United States an average of 10,000 lives per year are lost to Drunk Driving.
- ♦ Drunk Driving cost this country \$199 billion per year.

THE REASON TO HOPE



VICTIM SERVICES PROVIDED EVERY **4 MINUTES**



27 STATES WITH ALL-OFFENDER IGNITION INTERLOCK LAWS



A PARENT OR TEEN IS EDUCATED EVERY **4 MINUTES**

- ♦ Before MADD, on average about 25,000 lives per year were lost to Drunk Driving.
- ♦ 1.77 million attempts to drive drunk at .08 BAC or above that were prevented by ignition interlock devices.
- ♦ Over 200,000 parents and teens are educated annually on the facts about underage drinking.
- ♦ MADD educates over 200,000 first time and repeat offenders annually.




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Victim Services


Helping Survivors Survive™

MADD IS HERE TO HELP.
24-Hour Victim Help Line 877.MADD.HELP



MADD supports victims and survivors of drunk and drugged driving at no charge. Victim advocacy services include:

- Court accompaniment, criminal justice education.
- Liaison with law enforcement, prosecutors, and probation department.
- Assistance with court case tracking.
- Resource referrals: financial aid, housing assistance, counseling, support groups, etc..
- Extensive grief and injury literature.
- Emotional support.
- MADD Victim Advocates provide a service every four minutes through local affiliates and our national 24-Hour Victim Help Line 1-877-MADD-HELP.





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Education through POWER of Community

POWER OF YOUTH® Informs high school students of the science behind the legal drinking age of 21 and safe driving practices. This interactive program presented in classroom or assembly settings is effective in generating discussions about the consequences of poor choices and working to prevent underage drinking.


POWER OF PARENTS® educates parents about their influence with their teens and equips them with the conversational tools necessary to talk about alcohol.








ELIMINATE DRUNK DRIVING



-Support our heroes. Support law enforcement efforts to catch drunk drivers and discourage others from driving drunk.

• **Sober to start.** Require ignition interlock devices, or in-car breathalyzers, for all drunk drivers, to prove they are sober before their car will start.

• **Secure the future.** Support the development of technology to automatically determine whether drivers are above the legal limit of .08 BAC and stop drunk drivers from operating vehicles.



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Community Investment Opportunities

- **Walk like MADD**

Our signature fundraising event, Walk like MADD is held annually to both raise money and awareness in our fight to eliminate drunk driving.

- **Law Enforcement Recognition Events**

Each year Mothers Against Drunk Driving will hold Annual Law Enforcement Recognition Luncheons throughout Southern California. - June 2017

- **Candlelight Vigil**

The Annual Candlelight Vigil provides victims and survivors of drunk driving crashes the opportunity to honor their loved ones taken from them by the violent crime of drunk driving.



Walk Like MADD



SUPPORT MOTHERS AGAINST DRUNK DRIVING

By joining our biggest event of the year. Sign up, make your constituents aware, make a donation and be part of the fun, virtually or in person.

Ventura

July 15, 2017
Ventura Promenade
750 E Harbor Blvd.
Ventura, CA 93001

www.walklikemadd.org

Los Angeles

October 14, 2017
Granada Beach
1 Granada Ave.
Long Beach, CA 90803

Antelope Valley
September 16, 2017
American Hero's Park
701 W Kettering St.
Lancaster, CA 93534

San Bernardino
Saturday,
June 10, 2017
The Bridge to Progress
Trail at Cactus Ave .
Rialto Ave . Foothill Blvd.
Rialto, CA 92376

Orange
May 6, 2017
Huntington Beach State Beach
21601 Pacific Coast Hwy.
Huntington Beach, CA 92646



#DrunkDrivingEndsHere



Why we need your support in our fundraising efforts

Funds raised through Walk Like MADD events allow MADD staff and volunteers in our community to:

- Provide assistance with legal and medical struggles along with emotional support for victims and their families following a drunk driving crash.
- Conduct educational-awareness and research-based prevention programs to stop drunk driving and underage drinking.
- Support the heroes in law enforcement who work to keep our roads safe.
- Work with state and local legislators to adopt tougher laws.



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Contact information for MADD California

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1-877-MADD-HELP (National 24-hour
Helpline)



Thank you!