Drive Hammered
Get Nailed

Using earned media and paid media, the Alaska State Troopers use the catchy phrase “Drive Hammered – Get Nailed” to increase public awareness about the dangers of drinking and driving. Launched in conjunction with a new DUI team, the program has garnered great success.

COST RECOVERY

In Chesterfield County (VA) Motorists convicted of DUI are required to reimburse the arresting agency for costs of officer time and other expenses associated with their arrest, testing, trial, and conviction.

BUSINESSES FUND OFFICER TRAINING

The Olney (IL) Police Department solicited the assistance of local businesses to fund travel for an officer to attend a child passenger safety technician course in a nearby city.

DIVERSE POPULATIONS

Through meaningful dialog with the African-American, Latino, and Asian-American communities, the California Highway Patrol promotes important traffic safety messages. Their “El Proctor” program has been around since 1987.
Project Advance
Utilizing an unmarked van equipped with speed measurement devices, camera equipment, and interactive computers, a Maryland Trooper covertly documents violations. Vehicle owners are later cited with a warning via mail.

**DUI Training**
The Fresno, CA PD uses roll call type training forums to provide orientation and refresher training in DUI. The program includes how to recognize impaired drivers, laws of arrest, and agency policy.

**BATTLE OF THE BELTS**
Florida Highway Patrol used the natural rivalry of schools to promote friendly competition. Students at each school created campaigns, slogans, and promotional programs to improve their seatbelt compliance. Awards were given for the school with the best overall compliance rate and the most improved compliance rate.

**Seatbelt Use Tracking Sign**
The Adel, GA PD uses signs near the city limits to inform motorists of monthly seatbelt use. Legends on the signs are changeable, allowing two calendar months and corresponding percentage rates to be changed. A click it or ticket logo/message accompanies the sign.

**Neighborhood Traffic Safety Program**
Citizen use a telephone hotline, city web site, or direct officer contact with designated “Neighborhood Traffic Officer”. Employing education, enforcement, and/or engineering, the agency responds to the citizen concern.

**Safety Signs**
The Martin County, FL Sheriff’s Office partners with local businesses to sponsor safety signs located on local streets and highways. Similar to highway beautification signs, these signs contain legends about important safety messages.

**Seatbelt Enforcement Zones**
The Lincolnshire, IL PD increases public awareness by using roadside signs promoting primary seatbelt use and warning of strict enforcement.

**My Choice to Live**
In this North Dakota State Patrol program, youth and parents enter a pact not to drink and drive, but to call parents. Parents agree to immediately provide a ride and/or advise the youth. There is an agreement not to ask questions or pass judgment, just help.

**University Vehicle Safety Check**
Prior to major student breaks in April and November each year, the University of Richmond, VA PD conducts a vehicle safety check open to all students, faculty, and staff.

**Commercial Vehicle Inspection**
The City of Fairfax PD developed a local commercial vehicle inspection program to address HAZMAT transportation through the city. Certified level 1 inspectors work with state and Federal counterparts.

**DUI SIMULATION**
Using fatal vision goggles, Lavonia, GA officers teach high school students about the dangers of drinking and driving. Officers accompany students driving golf carts on a closed course of traffic cones, while the student wears the fatal vision goggles.

**OPERATION STOREFRONT**
The Brevard County, FL Sheriff’s Office DUI taskforce targeted convenience stores during hours just prior to the 2am stop alcohol sales, suspecting drinkers make last minute purchases to “stock up”.

**Pace Car**
In San Carlos, CA, the neighborhood “Pace Car” program gets residents to obey the rules of the road and model proper driving behavior. Participants sign a pledge and receive a special “Pace Car” sticker for their vehicle as a sign for other residents that they are a pace.
**Christmas Tree Tags**
In New Lenox, IL, Christmas tree tags with a DUI message are attached to beer, wine, and liquor bottles sold in retail outlets on Christmas and New Years Eve, encouraging responsible consumption.

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**Aggressive Motorcycle Enforcement**
In Metro Atlanta, officers from the special operations unit and aerial support unit work together to discourage motorcycles traveling at high speeds and for aggressive driving. To discourage pursuits, the aerial support unit follows offenders, when appropriate, until a safe location to stop is found.

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**Mini-Checkpoints**
The Fairfax County, VA PD saves costs by tapping various agency patrol districts for one officer each week to staff a combined DUI sobriety checkpoint (10-12 officers total). Through this method, the agency is able to do one DUI checkpoint per week. Auxiliary police are also used to maximize staffing.

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**High School Pledge**
In cooperation with Stevens Advanced Driving School, the Hinesburg (VT) Community Police offered special crash avoidance courses to select students free of charge. As part of the program, participants signed a pledge to remain alcohol and drug free, always wear seatbelts, and comply with conditions of their license.

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**Basketballs Sell Seatbelts**
The Hawai'i County (HI) Police sponsored a 3 on 3 basketball tournament for youth ages 6-17 to promote awareness of seatbelt laws. As part of the registration process, participants and parents pledge to use seatbelts.

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**Citizen RADAR**
City residents in Folsom, CA are allowed to borrow agency RADAR guns to monitor speed on neighborhood streets. With explicit instructions not to initiate any enforcement action, they are encouraged to write down tag numbers and forward them to the PD. The PD sends a letter to the registered owner with a notation about the observation.

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**Airbag Simulator**
Using airbags donated by a local dealer, the Sterling (IL) Police & Public Works Departments fabricated a device whereby an airbag could be activated in proximity to a child seat to demonstrate the hazards associated with child seat placement in vehicles with airbags.

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**HEAT**
Highway Enforcement Against Traffic
Eight (8) metro Atlanta area agencies combine to meet monthly and also conduct numerous selective enforcement and child safety seat details. The squad is specially trained in traffic enforcement and adopts a zero tolerance policy.

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**P.R.I.D.E.**
Forsyth County S. O. has a program which stands for "Parents Reducing Incidents of Driver Error." The goal is to address and reduce the number of motor vehicle crashes involving teen drivers.

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**Everyone Loves Fry-Days**
In a partnership with area McDonald's restaurants, every Friday during select months, Collier Co. (FL) deputies distribute coupons for free french fries to drive through window customers.

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**Avoid the 21**
Twenty-one law enforcement agencies in Alameda County, CA combine to target impaired drivers in specialized patrols and DUI enforcement. Follow-up arrests and a DUI warrant service are part of the program. "21 law enforcement agencies participating.

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The programs contained herein are used only as examples, as taken from submissions to the 2003 IACP Law Enforcement Challenge. Other agencies may conduct the same or similar programs. Look at IACP website at www.thelACP.org to view the specifics of each of these programs.
Safe Ride/Tippsy Tow
In Albuquerque, NM, there is always an alternative to getting behind the wheel after drinking. Free cab rides home from local bars are always available. During holiday periods, they also provide a “free ride for your car” by providing a “Tippsy Tow” free tow.

High School Seatbelt Policy
The New Kent Co., VA Sheriff’s Office, working with the local high school, crafted a mandatory school seatbelt policy for all students traveling on/off school property. First offense non-compliance involves a verbal warning, second offense a letter to the parents, third offense removal of parking privileges for 1 week, and a fourth offense termination of parking privileges for the remainder of the school year.

Seatbelt Check Ahead
To generate seatbelt compliance, the Colorado Springs PD deploys familiar portable orange diamond shaped signs on the roadside with the legend “Seatbelt Check Ahead” and “Seatbelt Check Ahead 1/2 Mile”. Another sign reading “Thank you for participating in our seatbelt check” is positioned down the road. No officers or actual check are present.

School of International Training
The program trains students from all over the world, to learn and live as Ambassadors in the US. The Brattleboro, VT PD covers motor vehicle laws, licensing, accident reports, DUI and speeding.

SROVT
“Solid Realistic Ongoing Verifiable Training” provides CHP officers with updated and refresher training on policies and procedures, occupant restraint, DUI, and speed on a daily basis.

DUI Training
The Hinesburg, VT Police use a multi-pronged approach for educating officers and the community on zero tolerance policies pertaining to seatbelt, child restraint, and DUI.

Innovative Messaging
The East Hazel Crest, IL PD places traffic safety messages on all fax cover sheets. In addition, “Click it or Ticket” signs are used on commuter parking lot booths.

Covert Enforcement
The Kissimmee, FL PD and Osceola County SO use patrol officers dressed as tourists, homeless people, bucket truck operators, and disabled motorists to catch violators with RADAR and/or other traffic enforcement.

Welcome Home Program
Officers from the Winter Park, FL PD routinely deliver packets of safe driving materials to new residents of the community.

ELDERLY DRIVER PROGRAM
The Florida Highway Patrol educates troopers and citizens about the method for reporting drivers in need of re-evaluation.

Safety at Sea
The Virginia State Police, in conjunction with the US Navy, assigns troopers to conduct safety briefings and assist sailors on deployment, prior to their return to “home port”.

Before Aggressive Driving Gets Everyone Stopped
The California Highway Patrol uses “BADGES” on a rotating monthly schedule where each department hosts one BADGES day during their designated month. Each participating agency sends officers to a designated point for the day for proactive enforcement.