



Traffic Safe Communities Network in Santa Clara County

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NEW GRANT TO FUND DUI PREVENTION ACTIVITIES

Santa Clara County, CA. A one year \$200,000 grant from the California Office of Traffic Safety has been awarded to the Santa Clara County Public Health Department. The grant will support activities to prevent motorists from driving under the influence (DUI) of alcohol and other substances. By working to prevent impaired driving, this grant supports the broader goals of improving the health and wellness of our community.

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As part of the Traffic Safe Communities Network (TSCN), a shared community effort of local stakeholders, the Public Health Department will coordinate DUI prevention education and awareness activities in high schools, sports-bars and restaurants, and media promotion. TSCN will be exploring a partnership with a local sports team and get fans to drive sober or have a designated driver.

TSCN's high school activities include classroom presentations. Plus, students will have the opportunity to witness the sentencing of a driver found guilty of driving under the influence of alcohol.

TSCN will also pilot a designated driver project in sports bars and restaurants to encourage at least one member of a group to be the designated driver. Patrons will sign-up to be the designated driver at participating establishments and receive recognition. They will also be entered into a monthly prize drawing.

“Although great strides have been made at reducing alcohol impaired driving, DUI crashes still happen all too often in our community,” said County Supervisor and TSCN Co-chair Mike Wasserman. “This project aims to prevent such crashes by educating and empowering drivers of all ages to be sober behind the wheel.”

By reducing the number of collisions involving people driving under the influence, the number of injuries and deaths can also be reduced. According to the California Office of Traffic Safety, in 2012 in Santa Clara County, there were 747 collisions involving alcohol impaired drivers which resulted in 31 deaths and 971 injuries. Drivers under age 21 who were impaired caused 116 crashes, 3 deaths, and 129 injuries.

TSCN members represent health professionals, law enforcement officers, injury prevention specialists, education specialists, elected officials, engineers, emergency medical responders, bicycle and pedestrian advocates, community organizations, and other traffic safety professionals. For information about TSCN visit www.sccphd.org/traffic.

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