

EDO Principal Correspondence Control

FROM: DUE: / /

EDO CONTROL: G20000551  
DOC DT: 11/16/00  
FINAL REPLY:

Rodney E. Slater  
Department of Transportation

TO:

Chairman Meserve

FOR SIGNATURE OF :

\*\* GRN \*\*

CRC NO: 00-0699

DESC:

E.O. 13043, Increasing Seat Belt Use in the U.S.

ROUTING:

Travers  
Paperiello  
Miraglia  
Norry  
Craig  
Burns/Cyr  
Bird, HR

DATE: 11/27/00

ASSIGNED TO:

ADM

CONTACT:

Springer

SPECIAL INSTRUCTIONS OR REMARKS:

For Appropriate Action.

EDO

OFFICE OF THE SECRETARY  
CORRESPONDENCE CONTROL TICKET

Date Printed: Nov 24, 2000 14:24

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**PAPER NUMBER:** LTR-00-0699 **LOGGING DATE:** 11/24/2000  
**ACTION OFFICE:** EDO  
  
**AUTHOR:** Rodney Slater  
**AFFILIATION:** DOT  
**ADDRESSEE:** CHRM Richard Meserve  
**SUBJECT:** Concerns transportation-related injuries  
  
**ACTION:** Appropriate  
**DISTRIBUTION:** RF  
  
**LETTER DATE:** 11/16/2000  
**ACKNOWLEDGED:** No  
**SPECIAL HANDLING:**  
**NOTES:**  
**FILE LOCATION:** ADAMS  
**DATE DUE:** **DATE SIGNED:**

R



THE SECRETARY OF TRANSPORTATION  
WASHINGTON, D.C. 20590

The Honorable Richard Maserve  
Chairman, Nuclear Regulatory Commission  
11545 Rockville Pike  
Rockville, MD 20852

NOV 16 2000

Dear Mr. Chairman:

Transportation-related injuries are a leading cause of premature death and disability in this country. The great majority of these injuries come from motor vehicle crashes. Fortunately, there are two simple lifesaving measures that we can take to reduce the motor vehicle injury problem--seat belts and child safety seats. These devices have been proven to save lives and reduce the risk of serious injury. Yet, nearly one-third of Americans still do not regularly wear seat belts and too many children ride unrestrained in motor vehicles.

In 1997, President Clinton issued the *Presidential Initiative to Increase Seat Belt Use* and signed Executive Order 13043, *Increasing Seat Belt Use in the United States*. The *Presidential Initiative* contains the ambitious seat belt goal of 85 percent by 2000 and a reduction of the number of motor vehicle-related child fatalities by 15 percent in 2000. Each of these documents directs federal agencies to work to increase seat belt use and decrease the incidence of child passenger injuries.

In compliance with the Executive Order, your agency recently participated in an employee seat belt survey to determine on-the-job seat belt use among federal employees. I am thrilled to report that the survey results show federal employee seat belt use to be **94 percent**, far above the national average of **71 percent**. A copy of the survey results is enclosed.

In addition, in support of the *Presidential Initiative*, many Departments have been working to educate their employees about seat belt use, using our "Buckle Up America" campaign materials. Thank you for your efforts to improve safety among the federal work force. We have received your report and will include highlights in an upcoming report to the President and the Congress.

Finally, I wish to relay to you information about our next "Buckle Up America" mobilization, November 20-26, 2000. This mobilization will focus on a very important dual message--making sure that children are properly restrained while riding in motor vehicles and that they are protected from impaired drivers. We are promoting this dual message because the majority of children who die in alcohol-related motor vehicle crashes are killed by the impaired driver who is transporting them. Furthermore, these children are typically riding completely unrestrained. Please use the enclosed program planner to share this important information with your employees.

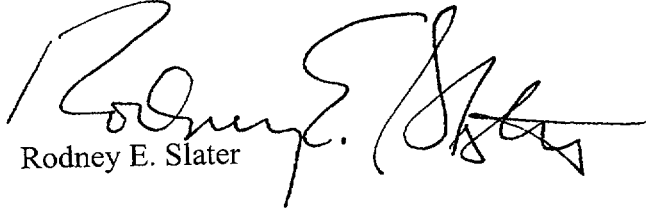
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24 NOV 00 11:14

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I appreciate your continued support to spread the word on the importance of seat belt use. If I can be of further assistance, please feel free to contact me or Dr. Sue Bailey, Administrator for the National Highway Traffic Safety Administration at (202) 366-2105.

Sincerely,

A handwritten signature in black ink, appearing to read "Rodney E. Slater". The signature is fluid and cursive, with a large initial "R" and "S".

Rodney E. Slater

Enclosures

Seat Belt Use as Car Driver by Agency

	Null	Never	Rarely	Some of the Time	Most of the Time	All of the Time	Total	Number Reporting	% All Time Use
	0	0	0	0	0	0	0	0	na
Advisory Commission on Intergovernmental Relations	0	0	0	0	0	1	1	1	na
American Battle Monuments Commission	1	0	0	0	0	2	3	2	na
Central Intelligence Agency	0	0	1	0	1	9	11	11	na
Commission on Civil Rights	1	0	0	0	0	0	1	0	na
Commodity Futures Trading Commission	1	0	0	0	0	0	1	0	na
Consumer Product Safety Commission	14	0	0	3	4	140	161	147	95.2%
Department of Agriculture	517	12	3	11	26	656	1225	708	92.7%
Department of Commerce	558	12	8	19	77	2383	3057	2499	95.4%
Department of Defense	779	48	75	98	507	8990	10497	9718	92.5%
Department of Education	4	1	1	0	4	52	62	58	89.7%
Department of Energy	230	12	10	12	64	2692	3020	2790	96.5%
Department of Health and Human Services	408	14	17	27	112	4188	4766	4358	96.1%
Department of Housing and Urban Development	82	4	0	3	16	360	465	383	94.0%
Department of Justice(Attorney General)	87	5	8	12	47	747	906	819	91.2%
Department of Labor	96	3	5	14	49	1259	1426	1330	94.7%
Department of State	22	1	0	0	6	68	97	75	90.7%
Department of the Air Force	2111	108	122	273	1375	34583	38572	36461	94.8%
Department of the Army	441	22	43	77	433	7291	8307	7866	92.7%
Department of the Interior	19	2	0	1	1	100	123	104	96.2%
Department of the Navy	866	71	102	153	747	12416	14355	13489	92.0%
Department of Transportation (Coast Guard)	72	2	7	8	46	1066	1201	1129	94.4%
Department of Transportation (Intermodal)	613	13	13	27	119	3627	4412	3799	95.5%
Department of Treasury	4	0	0	0	1	20	25	21	na
Environmental Protection Agency	140	2	7	4	14	1382	1549	1409	98.1%
Equal Employment Opportunity Commission	25	1	0	1	0	90	117	92	97.8%
Export-Import Bank of the United States	0	0	0	0	1	1	2	2	na
Farm Credit Administration	0	0	0	0	0	1	1	1	na
Federal Communications Commission	0	0	0	0	0	4	4	4	na
Federal Deposit Insurance Corporation	0	0	0	0	0	1	1	1	na
Federal Election Commission	1	0	0	0	0	1	2	1	na
Federal Emergency Management Agency	37	4	5	6	43	571	666	629	90.8%
Federal Energy Regulatory Commission	0	0	0	0	1	1	2	2	na
Federal Labor Relations Authority	26	0	0	0	0	86	112	86	100.0%
Federal Mediation and Conciliation Services	0	0	0	0	0	1	1	1	na
Federal Reserve System	1	0	0	0	0	4	5	4	na
Federal Trade Commission	168	0	0	1	8	213	390	222	95.9%
General Services Administration	18	1	3	0	10	188	220	202	93.1%
Inter-American Foundation	1	0	0	0	0	0	1	0	na
Kennedy Center	3	1	0	1	3	52	60	57	91.2%
Merit Systems Protections Board	1	0	0	0	1	0	2	1	na
National Aeronautics and Space Administration	233	21	31	58	266	4023	4632	4399	91.5%
National Archives and Records Administration	100	3	2	5	15	442	567	467	94.6%
National Capitol Planning Commission	0	0	0	0	0	1	1	1	na
National Credit Union Administration	0	0	0	0	1	2	3	3	na
National Endowment for the Arts	0	0	0	0	0	1	1	1	na
National Gallery of Arts	0	1	2	0	0	1	4	4	na
National Labor Relations Board	0	0	0	1	0	0	1	1	na
National Parks Service	1	0	0	0	0	13	14	13	na
National Science Foundation	6	0	0	1	0	38	45	39	na
National Transportation Safety Board	10	3	0	1	3	119	136	126	94.4%
Nuclear Regulatory Commission	26	1	3	4	8	540	582	556	97.1%
Occupational Safety and Health Review Commission	0	1	0	0	0	3	4	4	na
Office of Management and Budget	21	0	0	1	2	49	73	52	94.2%
Office of Personnel Management	10	0	0	0	2	77	89	79	97.5%
Office of Thrift Supervision	0	0	0	0	0	1	1	1	na
Panama Canal Commission	0	1	0	0	0	3	4	4	na
Peace Corps	27	0	0	1	1	76	105	78	97.4%
Pension Benefit Guaranty Corporation	61	0	1	1	4	79	146	85	92.9%
Postal Rate Commission	3	0	0	0	0	27	30	27	na
Securities and Exchange Commission	0	0	0	0	0	1	1	1	na
Selective Service Commission	8	0	0	1	0	34	43	35	na
Selective Service System	19	0	0	2	1	38	60	41	na
Small Business Administration	163	5	5	9	51	908	1141	978	92.8%
Social Security Administration	171	1	6	3	19	661	861	690	95.8%
Surface Transportation Board	0	0	0	0	0	1	1	1	na
Tennessee Valley Authority	0	0	0	0	0	1	1	1	na
The Smithsonian Institution	78	1	0	0	1	98	178	100	98.0%
US Agency for International Development	36	2	5	2	2	46	93	57	80.7%
US Holocaust Memorial Museum	87	3	0	1	1	88	180	93	94.6%

US Postal Service	123	12	9	37	61	2619	2861	2738	95.7%
US Railroad Retirement Board	20	0	1	1	4	132	158	138	95.7%
US Soldiers	2	0	0	0	3	10	15	13	na
US Trade Representative	11	0	0	0	0	13	24	13	na
Veterans Affairs	107	11	11	11	73	1022	1235	1128	90.6%
White House - Assistant to the President	3	3	0	0	3	4	13	10	na
Total	8673	408	506	891	4237	94417	109132	100459	94.0%

# Drinking & Driving

**Unbuckled Children & Impaired Drivers...**  
A DEADLY MIXTURE

**Support the  
Operation ABC Mobilization:  
America Buckles Up Children**

November 20 – 26, 2000



**NHTSA**  
People Saving People  
[www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)

## A new twist on the *Operation ABC Mobilization*, *America Buckles Up Children*.

Contrary to popular belief, the majority of children who die in alcohol-related vehicle crashes are killed not by an impaired driver who crashes into them but by the impaired driver who is transporting them.

A study reported in the May 2000 issue of the *Journal of the American Medical Association* shows that nearly two out of three children who are killed in alcohol-related crashes are *passengers riding with an impaired driver*. And in the majority of these cases, the children were riding with a drinking adult—a parent, guardian or temporary caregiver—who did not have the presence of mind to buckle them up. According to the study, *the more alcohol the driver consumed, the less likely the child was to be buckled up*. This deadly mixture puts kids at risk.

This Thanksgiving week (November 20-26, 2000) – as part of the \_\_\_\_\_ campaign and the *Operation ABC Mobilization: America Buckles Up Children* – over 8,000 law enforcement agencies across America are mobilizing to protect children from two of the leading risks they face: being unbuckled in a car crash and being involved in a crash with drinking drivers, inside or outside their vehicle.

Mothers Against Drunk Driving (MADD) is teaming up with the Air Bag & Seat Belt Safety Campaign, the National Highway Traffic Safety Administration (NHTSA) and the National Transportation Safety Board to support the *Mobilization* this November.

During the week of the *Mobilization*, police agencies nationwide will step up enforcement through a range of activities designed to protect kids such as intensive enforcement, checkpoints, increased patrols and saturation patrols.

As a safety advocate, you can assist local law enforcement in their efforts to keep kids safe by using this action kit to communicate with the public, your members or employees to make sure they are aware that this stepped-up enforcement effort is taking place.



You can play a vital role in the \_\_\_\_\_ campaign and the *Operation ABC Mobilization* by making sure your members and the public are aware that during Thanksgiving week, law enforcement will be placing special emphasis on keeping kids safe from impaired drivers and those who don't properly restrain kids in motor vehicles. And you can support your local law enforcement agencies in their work by giving them your organization's public **"Endorsement for Enforcement."**

Use the template media release to inform your local media about the upcoming enforcement effort and to give your *Endorsement for Enforcement*. Issue the release and follow-up with your local media outlets November 16-17 or November 20.

Adapt and insert the drop-in article in your member publications or submit it to your local community newspapers. Submit these articles and follow-up to make sure the articles appear in your newsletter or community newspapers the week before the Mobilization (November 13-19).

Copy and post the bulletin board poster and submit the "live-announcer" radio copy to radio stations in your area. Encourage these media outlets to read them throughout the week prior to, and all during, the Mobilization.

Clip any articles your efforts generate.

Please fill out the attached fax-back form and send NHTSA your release, article and news clips.

These and other supporting materials can be reproduced without permission and are available on the NHTSA Web site: [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov) by clicking on the \_\_\_\_\_ icon. *Operation ABC Mobilization* law enforcement action kit materials are available via the web at [www.nsc.org/airbag.htm](http://www.nsc.org/airbag.htm).

# {NAME OF ORGANIZATION} Supports Thanksgiving Week Law Enforcement Effort to Stop Drivers Who Drink, Transport Kids & Fail to Buckle Them Up

*Study finds that most children killed in alcohol-related crashes are riding with a drinking driver*

{CITY, STATE} Law enforcement agencies in {LOCATION} – and across America – are on double-duty this week, on the lookout for adults who drink and drive or allow children to ride unbuckled. {NAME OF ORGANIZATION} is supporting them in this effort.

A recent study found that nearly two out of three children under age 14 who were killed in alcohol-related crashes were riding with drivers who had been drinking, according to a report published in the May 2000 issue of the *Journal of the American Medical Association*. The study, which analyzed a decade of national crash statistics, also found that more than 80 percent of the children who died were not buckled into seat belts or child safety seats.

“We know that impaired drivers kill children – these terrible tragedies are well documented,” said {HEAD OF ORGANIZATION}. “It’s shocking to learn that most often, impaired drivers – parents or caregivers – are the cause of the children’s deaths.”

That’s why, as part of the **Buckle Up America** campaign, {ORGANIZATION} is teaming up with local law enforcement to support *Operation ABC Mobilization: America Buckles Up Children*, a coordinated 50-state law enforcement effort to protect children from their #1 killer – traffic crashes. The *Mobilization* involves more than 8,000 law enforcement agencies nationwide that will ticket drivers for failing to buckle up their children, and arrest drivers deemed to be legally impaired.

Mothers Against Drunk Driving (MADD) is joining with the Air Bag & Seat Belt Safety Campaign, the National Highway Traffic Safety Administration and the National Transportation Safety Board to support the *Mobilization* this November.

During the *Mobilization*, police agencies will step up a range of activities designed to protect kids through intensive enforcement, checkpoints, increased patrols and saturation patrols, said {LOCAL LAW ENFORCEMENT SPOKESPERSON}, who stressed that officials will show zero tolerance for drivers who don’t buckle up children or who drink and drive.

“Adults who put kids in danger by failing to buckle them up should be held accountable just like impaired drivers,” said {LOCAL POLICE OFFICIAL}. “Strict enforcement of child restraint, seat belt and impaired driving laws is the best way to protect innocent children and prevent devastating tragedies.”

“We are using every means possible to get the attention of parents and caregivers,” said {HEAD OF ORGANIZATION}. “We are {LIST ACTIVITIES} and we give law enforcement agencies our *Endorsement for Enforcement*. The threat of a ticket for not buckling kids – or the threat of arrest for drinking and driving – are proven methods for getting our safety messages across and prompting drivers to obey child restraint and impaired driving laws.”

The *Mobilization* in {LOCATION} begins {DATE} and runs through the Thanksgiving holiday weekend. Law enforcement agencies across {STATE/CITY/TOWN} are participating in the *Mobilization*.

“If you drink – even if it’s one or two drinks after work – you’d better think twice before you drive, especially with kids,” said {LOCAL POLICE OFFICIAL}. “We’re going to take action against you if you’re driving impaired. We take the job of protecting the children in our community very seriously.”

“Too many children die on the nation’s roadways because of irresponsible adults who put them in harm’s way,” said Dr. Sue Bailey, Administrator of the National Highway Traffic Safety Administration. “Car crashes are the leading killer of kids and we must use every tool we have to keep children safe by getting them buckled up and getting impaired drivers off the road.”

Bailey stressed that seat belts increase the chance of surviving a crash by 45 - 60 percent. Child safety seats, properly installed, reduce the risk of death by 71 percent for infants and 54 percent for toddlers.

“Law enforcement will be out in force and children will be safer because of it,” {HEAD OF ORGANIZATION} added.

## Drop-In Article

# Impaired Drivers Are Putting *Their* Children at Risk

## *Thanksgiving Week, Police Are Placing Emphasis on Drivers Who Drink, Transport Kids and Fail to Buckle Them Up*

Impaired driving is a concern for every person who travels by car. But it might surprise you to know that the majority of children who die at the hands of impaired drivers aren't killed by impaired drivers who run into them, but are the victims of drinking parents or caregivers who transport them.

A May 2000 study in the *Journal of the American Medical Association* reported that nearly **two out of three** children who are killed in alcohol-related crashes are *passengers riding with an impaired driver*. In the majority of these cases, children were riding with an impaired driver who failed to buckle them up.

The study – which analyzed a decade of national crash data – found a direct correlation between the driver's alcohol consumption and the likelihood of children being properly restrained. Specifically, the study found that the more alcohol the impaired driver consumed, the greater the probability that children would not be buckled up.

From November 20-26, 2000 – as part of the **Buckle Up America** campaign and the *Operation ABC Mobilization: America Buckles Up Children* – thousands of law enforcement agencies nationwide, including [LOCAL AGENCIES] in [CITY, STATE], are stepping up their enforcement activities to protect children from two of the greatest risks they face: riding unbuckled and impaired drivers.

Mothers Against Drunk Driving (MADD) is teaming up with the Air Bag & Seat Belt Safety Campaign, the National Highway Traffic Safety Administration and the National Transportation Safety Board to support the *Mobilization* this November.

Police agencies will increase patrols and conduct roadside checkpoints designed to protect kids and identify impaired drivers. "Adults who don't buckle up kids should be held accountable just like impaired drivers," said [NAME] from [ORGANIZATION]. [NAME] also added, "[ORGANIZATION] strongly supports law enforcement's efforts to find these drivers. We give them our *'Endorsement for Enforcement.'* Make no mistake – if you put innocent lives at risk, law enforcement will take action to stop you and protect children."

<b>PROPER CHILD SAFETY SEAT USE</b>			
<b>Buckle Everyone. Children Age 12 and Under in Back!</b>			
	<b>Infants</b>	<b>Toddlers/Preschool</b>	<b>Young Children</b>
<b>Weight:</b>	Birth to at least 1 year and 20-22 lbs.	Over 20 lbs. to about 40 lbs. and over 1 year	Over 40 lbs. up to about 80 lbs. or more
<b>Type of Seat:</b>	Infant only or rear-facing convertible	Convertible/Forward-facing	Belt-positioning booster seat
<b>Seat Position:</b>	Rear-facing only	Forward-facing	Forward-facing
<b>Always Make Sure:</b>	Children to at least one year and at least 20 lbs. in rear-facing seats in back seat  Harness straps at or below shoulder level	Harness straps should be at or above shoulders  Most seats require top slot for forward-facing	Belt-positioning booster seats must be used with both lap and shoulder belt
<b>Warning:</b>	Do not place infants in the front seat of cars with air bags	All children age 12 and under ride in the back seat	Make sure the lap belt fits low and tight to avoid abdominal injuries

# Talking Points & Facts

- As part of *Operation ABC Mobilization: America Buckles Up Children* – a nationwide effort to step up enforcement on drivers who violate child passenger safety and impaired driving laws – law enforcement agencies across America are mobilizing this Thanksgiving week (November 20-26) to protect children from two of the leading risks of death they face: being unbuckled in a car crash and drinking drivers.
- Surprising research shows that nearly two out of three children who are killed in alcohol-related crashes are passengers riding with an impaired driver, rather than victims of impaired drivers who crash into them, according to a study by the Centers for Disease Control and Prevention reported in the May 2000 issue of the *Journal of the American Medical Association*.
- The study found that in the majority of these cases, the children were riding with a drinking driver – a parent, guardian or temporary caregiver who did not buckle them up. The more alcohol a driver consumes, the more likely it is that children will not be buckled up.
- Traffic crashes are the leading cause of death to children in America after the first year of life. Each year, six out of every ten children who die in crashes are unrestrained. Tragically, nearly half of these unbuckled children would be alive today if only they had been restrained properly.
- That's why, as part of the *Mobilization* and the **Buckle Up America** campaign, [NAME OF ORGANIZATION] is joining with the National Highway Traffic Safety Administration, the Air Bag & Seat Belt Safety Campaign, Mothers Against Drunk Driving, and the National Transportation Safety Board to give the public fair warning about the upcoming enforcement period and to support law enforcement in their efforts to keep children safe. If you fail to buckle up your kids or drink and drive, you'll be stopped, ticketed and possibly arrested.
- During the *Mobilization*, over 8,000 police agencies nationwide will step up a range of activities designed to protect kids through intensive enforcement, checkpoints, increased patrols and saturation patrols. [NAME OF AREA POLICE AGENCIES] are taking part in the effort.
- Law enforcement's past work with the *Operation ABC Mobilization: America Buckles Up Children* has been remarkably successful: nineteen million more Americans buckled up in 1998 alone. If these millions of people continue to buckle up, an estimated 1,500 lives will be saved each year.

## Facts

- **Buckle Up America** is the national campaign and Presidential Initiative to raise seat belt use to 85 percent and reduce child crash fatalities by 15 percent by the year 2000. Since the *Operation ABC Mobilization* began in 1996, child restraint use among toddlers has increased 30 percent – almost 90 percent of toddlers are now restrained. In the same time period, the use of seat belts has risen to nearly 70 percent.
- Children 12 and under should always ride correctly restrained in the back seat.
- Infants should NEVER ride in the front seat of a vehicle with an air bag.
- The best defenses against impaired drivers are aggressive enforcement, seat belts and properly installed infant seats, child safety seats and booster seats.
- A study reported in the *Journal of the American Academy of Pediatrics* found "driver restraint use was the strongest predictor of child restraint use...a restrained driver was three times more likely to restrain a child." Surveys by NHTSA back that up: when drivers are buckled, children riding with them are buckled 87 percent of the time. When drivers aren't buckled, the number of children riding with them who are buckled falls to 24 percent. To get children buckled up, we must get *everyone* buckled up.
- Seat belts increase the chance of surviving a crash by nearly 45 percent. Child safety seats, properly installed, reduce the risk of death by 71 percent for infants and 54 percent for toddlers.
- Motor vehicle crashes are the leading cause of death for Hispanics through the age of 24 and the second leading cause of death for Hispanics between the ages of 25-44.
- Motor vehicle crashes are the leading cause of death for African Americans through the age of 14, and the second leading cause of death for African Americans between the ages of 15-24.
- Public opinion surveys show that nine out of ten Americans support strong enforcement of child passenger safety laws.

# Mini Poster, Radio Ad & Logos

## The Impaired Driver in the Mirror is Closer Than She Appears

Contrary to popular belief, most children who die in alcohol-related crashes aren't killed by impaired drivers who crash into them. Instead, most are killed by drivers who drink, drive, and transport them.

A May 2000 study reported in the *Journal of the American Medical Association* found that nearly **two out of three** children killed in alcohol-related crashes are *passengers riding with an impaired driver*.

In the majority of these cases, *the impaired driver failed to have the presence of mind to buckle them up.*

From November 20-26, 2000, as part of the **Buckle Up America** campaign and the *Operation ABC Mobilization*, thousands of law enforcement agencies are stepping up enforcement to protect children from the two greatest risks they face on our roads: riding unbuckled and impaired drivers.

**If you drink and think about driving your kids home... don't.**

**You Drink & Drive. You Lose.**



### Live Announcer Radio Copy

[10 seconds] From November 20-26, law enforcement in [CITY/TOWN] will join a nationwide effort to find drivers who don't buckle up kids and impaired drivers. Be warned. If you fail to buckle up your kids and drink and drive, the police *will* take action.

[20 seconds] Drinking and driving threatens our children's safety. But it might surprise you to know that most children who are killed in alcohol-related crashes are *passengers riding with an impaired driver* – not victims of drivers who crash into them. That's why, from November 20 to 26, law enforcement in [CITY/TOWN] will join a nationwide effort to find drivers who put innocent lives at risk by drinking and driving. So be warned: this Thanksgiving week, if you fail to buckle up your kids and drink and drive, the police *will* take action.

[30 seconds] Drinking and driving threatens our children's safety. But it might surprise you to know that most children who are killed in alcohol-related crashes are *passengers riding with an impaired driver* – not victims of drivers who crash into them. That's why from November 20 to 26, law enforcement in [CITY/TOWN] will join a nationwide effort to find drivers who put innocent lives at risk by drinking and driving. It's called the *Operation ABC Mobilization*, and over 8,000 law enforcement agencies across the country are participating. So be warned: this Thanksgiving week, if you fail to buckle up your kids and drink and drive, the police *will* take action. No exceptions, no excuses.



# Send NHTSA Your Results to be Included in the Report to Congress

Thank you for helping inform the public and your members about **Buckle Up America** and the upcoming *Operation ABC Mobilization* and for helping spread the word about the dangers of impaired drivers transporting unbuckled kids. Your efforts are saving countless lives by supporting law enforcement in their efforts to get kids and drivers to always buckle up and to rid our roads of impaired drivers.

Please send us a copy of your press release, any articles you place and any media coverage your efforts generate. We will present this information and your results in the NHTSA **Buckle Up America Report to Congress**.

Also, let us know who you are and what else you might have done. Please list any innovative techniques you have used to help reach parents and caregivers in your community about this serious problem. Simply copy, fill out and fax back this form.

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Other activities we implemented and the results (please use additional paper, if necessary)

Please fax this form along with your completed survey sheets and press release to **Buckle Up America** at 202-366-6916 or mail copies to NHTSA, NTS-21, 400 7th Street, SW, Washington, DC 20590. THANK YOU!



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

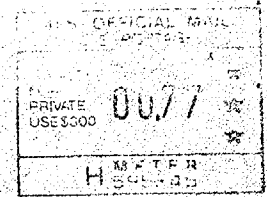
DOT HS 809 082

U.S. Department  
of Transportation

**National Highway  
Traffic Safety  
Administration**

400 Seventh St., S.W.  
Washington, D.C. 20590

Official Business  
Penalty for Private Use \$300



THE HONORABLE RICHARD MASERVE  
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