



## QUICK PROFILE

### MADD MISSION

- The mission of Mothers Against Drunk Driving (MADD) is to stop drunk driving, support the victims of this violent crime and prevent underage drinking.

### MADD FACTS

- Founded in 1980, MADD was started by Candy Lightner and has grown to approximately 600 entities and 2 million members and supporters nationwide.
- MADD is moms, dads, daughters, sons, friends, neighbors and concerned citizens of all ages and from all walks of life.
- MADD has helped save more than 300,000 lives through research-based programs, policy initiatives and public education.
- MADD is not against responsible alcohol consumption by those 21 and older.

### THE PROBLEM

- Although alcohol-related traffic deaths have decreased by 44 percent since MADD started, drunk driving remains the nation's most frequently committed violent crime.
- Nearly 17,000 people are killed and about half a million others are injured in alcohol-related traffic crashes each year.
- Underage drinking is America's No. 1 youth drug problem, killing more young people than all other illicit drugs combined.

### MADD VICTIM SERVICES

- MADD is one of the nation's largest crime victim assistance organizations with more than 1,200 trained victim advocates.
- MADD offers a wide range of free support services and information for victims/survivors of drunk driving.
- 1-877-MADD-HELP connects victims/survivors to trained staff for support 24 hours a day, seven days a week.

### MADD LEGISLATIVE EFFORTS

- MADD has helped to pass thousands of anti-drunk driving and underage drinking laws.
- On the federal level, MADD was instrumental in the passage of the national 21 minimum drinking age law in 1984 and the 1995 "zero tolerance" provision making it illegal for those under 21 to drive after consuming alcohol. In 2000, MADD helped pass a federal drunk driving limit of .08 percent blood alcohol concentration, which is law in all 50 states and D.C.
- MADD advocates for sobriety checkpoints, primary seat belt laws and stricter penalties for repeat offenders and other high-risk offenders, as well as other key research-based legislation in states across the country.

### MADD PUBLIC AWARENESS CAMPAIGNS

- MADD conducts a number of national programs and public awareness campaigns including: *Designate A Driver* campaign; *Tie One On For Safety* holiday ribbon campaign; and outreach to diverse communities such as *Pasa Las Llaves (Pass the Keys)* among the Hispanic community and *Path of Hope* in the Native American community.

### MADD YOUTH PROGRAMS

- MADD's youth focus includes initiatives that directly involve young people in preventing underage drinking and impaired driving. Programs from elementary school to college include: *Protecting You/Protecting Me*, multimedia school assembly shows; *Youth Leadership Power Camp*; *Youth in Action*; *AlcoholEdu for High School* and UMADD student-driven college chapters.