



Mothers Against Drunk Driving
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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 a handful of grieving mothers and has now grown to approximately 600 affiliates 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 nearly 300,000 lives through research-based programs, policy initiatives, exemplary victim services 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.
- More than 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 who can provide support.

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.
- 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: the *Designate A Driver* campaign; *Tie One On For Safety* holiday red ribbon campaign; *Pasa Las Llaves (Pass the Keys)* outreach to the Latino community; *Path of Hope* outreach to the Native American community; and faith-based initiatives for the African American community.

MADD YOUTH PROGRAMS

- MADD's youth focus includes initiatives that directly involve young people in preventing underage drinking and impaired driving. Programs include: multimedia school assembly shows; *Youth Leadership Power Camps*; *Youth in Action*; *AlcoholEdu for High School*; and *Protecting You/Protecting Me*--an elementary school curriculum recognized by the federal government as "a scientifically defensible effective prevention program."

1-800-GET-MADD • www.madd.org