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NATIONAL DIVERSITY FORUM
Creating Partnerships to Save Lives

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MADD Commits To Working With Hispanic and Other Diverse Communities to Stop Drunk Driving, Underage Drinking and Increasing Seat Belt Use

By: Carl McDonald, National Law Enforcement Initiative Coordinator and Pete Almanza, Diversity Initiative Coordinator, MADD National

Drunk driving outcomes can be deadly and devastating – for innocent motorists, for survivor families and friends, for the drunk drivers and their passengers and others. Race and ethnicity data from the National Highway Traffic Safety Administration (NHTSA), indicate that among those killed in traffic crashes, diverse populations – with the exception of Asians and Pacific Islanders – were more often driving while intoxicated, less often validly licensed, and less likely to be wearing safety belts than the general population.

Motor vehicle crashes are the number one cause of death for Hispanics ages 1-44. An additional study indicates that next to Native Americans, Mexican Americans have the second highest alcohol-related traffic fatality rates among all four types of road users: drivers, passengers, pedestrians, and cyclists. This is true of men and women. Data from 1990-1994 indicate the proportion of fatalities in alcohol-related traffic crashes range in Hispanic groups from 54.6 percent for Mexican Americans to 36.6 percent for Cuban Americans.

Among all populations, alcohol-impaired driving is the most frequently committed violent crime in the United States, according to the NHTSA. Data regarding 2005 crashes involving alcohol show limited progress in reducing these tragic these crashes in the United States. In 2005, alcohol-related fatalities totaled 16, 885 including 12,945 deaths where a driver had a blood alcohol content (BAC) of .08 g/dL or greater. Alcohol was involved in 39 percent of all crash fatalities for 2004 and 2005.

MADD is committed to reducing drunk driving fatalities 25 percent by 2008 with an ultimate goal of bringing about a nation without drunk driving. We pledge to work with the public, law enforcement, health and safety groups, government agencies, and others to bring about these ambitious goals.

Reaching Out to Diverse Populations

The MADD Diversity Forum II held in May 2006 provided an opportunity for us to meet with local, state and national leaders of diverse groups and health and safety organizations to discuss greater outreach initiatives and identify solutions for minimizing deaths.

“Hispanics have a pattern of drinking that frequently includes binge drinking, which increases the chances of intoxication and drinking and driving,” according to Dr. Raul Caetano, dean, Southwestern Allied Health Sciences School, UT Southwestern Medical Center at Dallas; regional dean, Dallas Regional Campus, University of Texas School of Public Health; and former member of MADD’s National Board of Directors. “These two factors create a deadly combination so MADD’s efforts are both timely and necessary,” says Caetano.

During, 2007, MADD is committed to aggressively pursuing the following five recommendations identified at the Diversity Forum II.

- Participate in culturally-specific awareness activities in 10 communities across the nation.
- Work in partnership with diverse groups in four communities to minimize or eliminate alcohol funding for cultural celebrations, specifically Cinco de Mayo and Juneteenth.
- Support and participate in positive collaboration between the law enforcement community and diverse citizen groups.
- Continue identifying diverse organizations and agencies that may share common public health and social agendas and establish partnerships and outreach activities.
- Create an organizational position statement on racial profiling that promotes equitable and effective enforcement of impaired driving laws.

A full report containing specific safety strategies and priorities identified at the MADD Diversity Forum II can be found at full report can be found at <http://www.madd.org/diversity>.

MADD Resources for Hispanic Communities

MADD has developed several culturally-specific campaigns which are distributed through its local affiliates. Three unique awareness campaigns have been developed for the Hispanic community. Based on the Mexican game, *Loteria* is an educational campaign, which includes a brochure, poster and community guide to outline the problems associated with impaired driving among Hispanics and provide solutions. *Pasa Las Llaves/Pass the Keys* is a more aggressive messaging campaign to encourage Hispanics to identify a sober driver before they begin to drink alcohol and ways take a more proactive role about the issue in their community.

Por Tu Hijo/For Your Child provides information to Hispanic parents on the importance of setting boundaries regarding underage drinking and establishing family norms that contradict cultural “rites of passage” involving alcohol. It includes print brochures, public service announcements (PSAs) and Web sites www.foryourchild.org. Additionally, MADD’s

federally recognized elementary alcohol use prevention curriculum, *Protecting You/Protecting Me* for elementary students in grades 1-5 is available in Spanish.

"MADD en Español" is a Spanish-language area of the MADD's Web site providing easy access to victim services and educational information. Site users can email victim-related brochures in an easy-to-print format to friends. Numerous brochures from MADD's victim/survivor resource library have been translated into Spanish and are free to the public.

"With so many lives at stake, Mothers Against Drunk Driving is committed to finding culturally appropriate solutions to decrease drunk driving and underage drinking, and increase seat belt use," says Sammy Quintana, former member of MADD's National Board of Directors whose father was killed by a drunk driver more than 30 years ago. "The number of people within diverse populations is growing, but that doesn't mean the number of deaths and injuries have to rise as a result. MADD wants to join all communities in protecting their loved ones from preventable tragedies."

Support For Law Enforcement

MADD's Law Enforcement Website is a new resource designed to support officers directly. The goal of this site is to help the enforcement community combat drunk driving and underage drinking through information sharing, a discussion forum, and program updates.

Also, look for links on MADD and NHTSA Websites for helpful information about and emerging technologies and new enforcement techniques, such as low-staffing sobriety checkpoints.

"Our sincerest thanks go out to HAPCOA members and all officers across America. The hard work of your officers is saving lives and preventing injuries. Now, together, let us end drunk driving," says Glynn Birch, MADD's national president.

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For More Information:

MADD Law enforcement Website: <http://www.madd.org/lawenforcement>

NHTSA Spanish PSAs:

<http://www.nhtsa.dot.gov/multicultural/hispanicamerican/hispanic-resources.html>

NHSTA: "Low-Staffing Sobriety Checkpoints" April 2006

http://www.nhtsa.dot.gov/people/injury/enforce/LowStaffing_Checkpoints

NHTSA: "Creating Impaired Driving General Deterrence *Eight Case Studies of Sustained, High-Visibility, Impaired-Driving Enforcement*" March 2006

http://www.nhtsa.dot.gov/people/injury/alcohol/StopImpaired/Creating_ImpairedDriving/pages/TRD.htm.