

# Mothers Against Drunk Driving



Mothers Against Drunk Drivers (MADD -- notice the name change) was founded in 1980 by a handful of grieving mothers. In 1984, MADD changed its name to Mothers Against Drunk Driving. Now in 2007, MADD has grown to approximately 400 affiliates and 2 million members and supporters nationwide.

MADD works to stop drunk driving, support the victims of this violent crime and prevent underage drinking. MADD's membership includes men and women of all ages from all walks of life. The majority of its funding comes from individuals, with some funding from government and corporate grants.

State Farm® and MADD frequently partner on auto safety issues. MADD has helped to pass thousands of anti-drunk driving and underage drinking laws. MADD was instrumental in the 1984 passage of a national law which set the minimum drinking age at 21. They also were involved in passing 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.

## State Farm Background

Throughout the years, State Farm has supported MADD's efforts to reduce impaired driving. While there was a brief hiatus in our national sponsorship, our relationship at the local level has remained strong and our support of this critical auto safety issue is steadfast. Currently, State Farm supports MADD on two service-learning projects.

- State Farm is the national presenting sponsor of MADD's elementary alcohol prevention program, Protecting You/Protecting Me. State Farm provides funding to support the Youth-Led implementation model of the program where trained high school students deliver the PY/PM lessons to elementary students in grades 1-5. PY/PM, a SAMHSA (Substance Abuse and Mental Health Services Administration) model program, is a science-based, five-year, classroom-based alcohol use prevention and vehicle safety curriculum.

To date, the PY/PM program has been implemented in 46 U.S. states and territories. Approximately 500 high school students delivered the curriculum to approximately 10,000 elementary students during the 2006-07 school year. It is anticipated that in the 2007-08 school year, an additional 40 high schools will deliver PY/PM to elementary students.

- Good Decision Grants provide funding for service-learning projects on underage alcohol use and vehicle safety in conjunction with schools and community based organizations. Each school or organization completes an application outlining their project and the winners receive a \$1,000 to conduct the project.

## At A Glance:

### Contact information:

MADD National Office  
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Irving, TX 75062  
[www.madd.org](http://www.madd.org)

### President:

Glynn R. Birch

### National Numbers

- More than 400 affiliates
- 2 million members

### Program Highlights

MADD conducts a number of national programs and public awareness campaigns including:

- The Campaign to Eliminate Drunk Driving
- Tie One on For Safety Holiday Red Ribbon Campaign
- The Designate a Driver Campaign
- Pasa Las Llaves (pass the keys)

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 more than 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.

### Corporate contacts

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