



New York's STOP DWI Results Rank Among Best in Nation *Unique County-by-County Approach Succeeds in Saving Lives*

Albany, N.Y. – New York's STOP-DWI Association has been key in the implementation of the .08 BAC law that goes into effect today. Made up of a coalition of locally run county organizations, it is a success story like no other in the country, one that the National Highway Traffic Safety Administration calls "a model of excellence." When it was formed in 1981 as the New York State STOP (Special Traffic Options Program) DWI Association, Inc., the total number of alcohol-related deaths in the state was 1,107. By 1991, the death count had fallen to 603. And in 2001, 20 years later, 315 fatalities were recorded. That's a 72% decrease and more than 8,000 lives saved over the past two decades.

Currently, New York ranks third in the nation – trailing just Vermont and Utah – for having the lowest motor vehicle fatality rate involving drinking and driving (based on fatalities per 100 million vehicle miles of travel). In 2001, New York State's rate was 0.38 compared to the national average of 0.63.

A Novel Approach

One of the main reasons STOP DWI has been so successful is its strategy of incorporating a strong enforcement element as a prime deterrent to impaired driving. Increased wave patrols, sobriety checkpoints, victim impact panels, harsher sentencing – all proven weapons in the fight to reduce the threat from alcohol and other substances on New York's roadways.

And the approach has proven extremely cost effective. Each county's STOP DWI program is funded by fines paid by convicted impaired driving offenders.

New Brand Image: STOP DWI New York

Coinciding with the new .08 BAC legislation taking effect, the STOP-DWI Association is launching a new campaign to update its image and increase awareness of its county-by-county programs.

The new brand message – STOP DWI New York – unites everyone in the state to work together to save lives by stopping impaired drivers from getting behind the wheel. The brand’s tagline – “Drive the Change!” – conveys a passionate and personal plea to people throughout the state to help in the fight against impaired driving. Change perceptions. Change habits. Change the way we think about mixing alcohol and other drugs with motor vehicles.

Soon billboards across the state will be seen with an important enforcement message courtesy of STOP DWI New York.



“As an association, we’re proud of our contributions to help combat impaired driving,” says Denise Cashmere, Chairperson of the STOP DWI New York organization. “Our new campaign reflects our strengthened commitment to friends, families and communities across our state. We’re working to create a general awareness of what we all can do to ‘drive the change’ in behavior so that no one has to experience the loss of a loved one due to an impaired driver.”

For more information on the STOP DWI New York, contact Jim May @ 607/ 778-2056.