



EDUCATE—EMPOWER—PREVENT

2018-2019 Annual Report

Prepared & Submitted by:

Tracy Linn

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A Message from the President



2019 ushered in reform to current DUI laws as Act 153 of 2018 took effect December 24, 2018. This new legislation takes aim at Pennsylvania's statistically most dangerous DUI offenders – those with previous DUI arrests, those with high blood alcohol concentrations levels and those that continue to drive while under suspension. Act 153 and its increased penalties for certain DUI offences demonstrate major progress in protecting motorists on highways and trafficways throughout the Commonwealth.

The DUI Council is committed its duty to be a presence in the community and serve as educators. At community events like National Night Out and Lancaster Barnstormer Games, Council members encourage neighbors to maintain a managed, responsible use of alcohol, while also sharing and discussing information about the health and legal consequences that result from misuse and abuse. The scope of the Council's activities are not limited to just adult populations. The DUI Council eagerly participates in school-based activities to educate youth about the dangers and consequences of illicit substance use and underage drinking.

A long-standing tradition of providing educational opportunities to law enforcement, treatment professionals and court personnel is a passion for the Council. Our yearly DUI Awareness Conference is a perennial favorite among various professionals involved in DUI detection and the subsequent treatment and supervision of offenders. During this unique event Lancaster County law enforcement is also recognized for their extraordinary contributions toward removing impaired drivers from local roadways.

To be successful in reaching a broad demographic, it is vital for the Council to continue to network and collaborate with other like-minded agencies and organizations so that we develop effective strategies to combat the problem of impaired driving in Lancaster County. With guidance from Compass Mark and the continued support of the Lancaster County Drug and Alcohol Commission, we eagerly look forward to establishing new partnerships within our county-wide community.

We always welcome new membership as it provides additional insight to finding solutions. Please, visit our website, www.duicouncil.org. Here you will find valuable information about an extraordinary group of people with a constant dedication to making the community a safer place. You may also join us in person on the second Wednesday of each month at 1891 Santa Barbara Dr. Lancaster, PA 17601. We meet at 8:30am!

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Overview

History

The Driving Under the Influence (DUI) Council of Lancaster County is in its 32nd year of operation. Founded in 1987 by concerned professionals and citizens, the Council was established as a “Model County Program” – over a quarter of a century later, its structure and activities continue to be duplicated in other areas of the state. Not every county is fortunate enough to have an assembly of dedicated people like those who constitute the DUI Council.

Originally the Council was funded by a grant provided by the National Highway Traffic Safety Administration with funds administered by the Pennsylvania Department of Transportation’s Center for Traffic Safety. Today, the majority of funding comes from the Lancaster County Drug and Alcohol Commission.

Our field of concentration is ever-evolving, and to keep on top of the problem, the Council is constantly adapting to new issues and challenges as they demand attention; often reflecting the identical issues targeted on the state and national level. The Council focuses much of its energy on getting and keeping the impaired driver off the road, promoting responsible alcohol consumption through the designated driver program, and preventing underage drinking. Much of what we do to address these issues is the direct result of research, data, environmental studies, policies, and proven strategies.

Mission

- Reduce the incidences of impaired driving.
- Reduce the incidences of underage drinking, and limit accessibility to alcohol by youth.
- Dispel societal misperceptions about, and acceptance of, alcohol use (and misuse) by all demographics.
- Develop and implement drug/alcohol and underage drinking prevention activities and programs.
- Structure a public relations and education campaign to educate the citizenry of Lancaster County.
- Serve as a resource to Lancaster County employers, educators, law enforcement, health care providers, and civic & volunteer organizations.

Membership

Council membership is comprised of a diverse group of individuals from the community, each bringing substantial experience to the table. These are our stakeholders – those who not only have a professional interest in seeing the Council’s goals met, but each one has an intense passion and ambition that enables the Council to achieve measurable outcomes.

Problem Identification

The DUI Council determines its direction by adapting to trends in both impaired driving and underage drinking; paying close attention to national, state, and local statistics, research, available resources, and proven strategies.

The following data is provided by the Pennsylvania Department of Transportation, as compiled using law enforcement reportable crash reports.

National Average Alcohol Use and Driving

Every day, almost 30 people in the United States die in drunk-driving crashes—that's one person every 48 minutes in 2017. These deaths have fallen by a third in the last three decades; however, drunk-driving crashes claim more than 10,000 lives per year. In 2010, the most recent year for which cost data is available, these deaths and damages contributed to a cost of \$44 billion that year. Of the 10,874 people who died in alcohol-impaired-driving crashes in 2017, there were 6,618 drivers (61%) who had BACs of .08 g/dL or higher. The remaining fatalities consisted of 3,075 motor vehicle occupants (28%) and 1,181 nonoccupants (11%). Two-hundred and twenty children died in 2017 as of the result of a drunk-driving crash. In 2017, 4,278 of the drivers in the total crashes were under the age of 21.

State Average Alcohol Use and Driving

Pennsylvania had a total of 1,137 total fatalities in 2017, with 524 of them caused by drivers with a BAC of .08 g/dL or higher. This accounted for 46% of the total crashes in 2017 in Pennsylvania.

National and State Average Drug Use and Driving

Although the statistics provided for drug use while driving have not been updated from the 2015 national study, it was found that an average of 21% of drivers nationwide tested positive for drug prevalence while driving. Ten percent of those tested were positive for prescription or over-the-counter drugs.

Source: National Highway Traffic Safety Administration (NHTSA)

Lancaster County DUI Stats

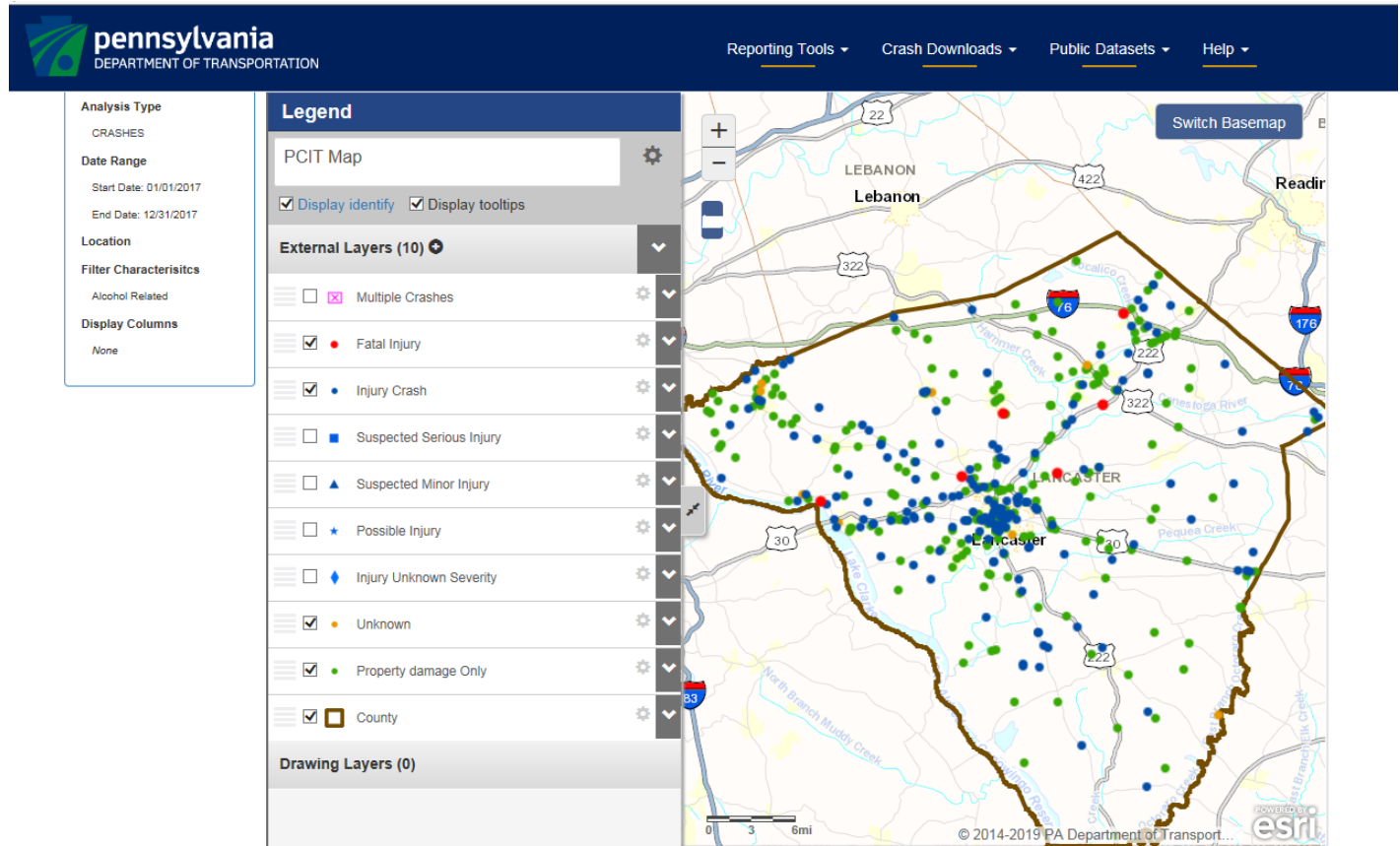
In 2017 in Lancaster County, there were 5,823 crashes. Of those crashes, 1,068 were related to alcohol, drug, alcohol & drug, or underage drinking driver. This accounts for 18.34% of the total crashes in Lancaster County in the year 2017.

Type of Crash	Total	Fatalities
Alcohol related	408	6
Drug related	151	3
Impaired driver (both alcohol & drugs)	480	8
Underage drinking driver	29	0
Total	1068	17

Source: Pennsylvania Crash Information Tool, PennDot

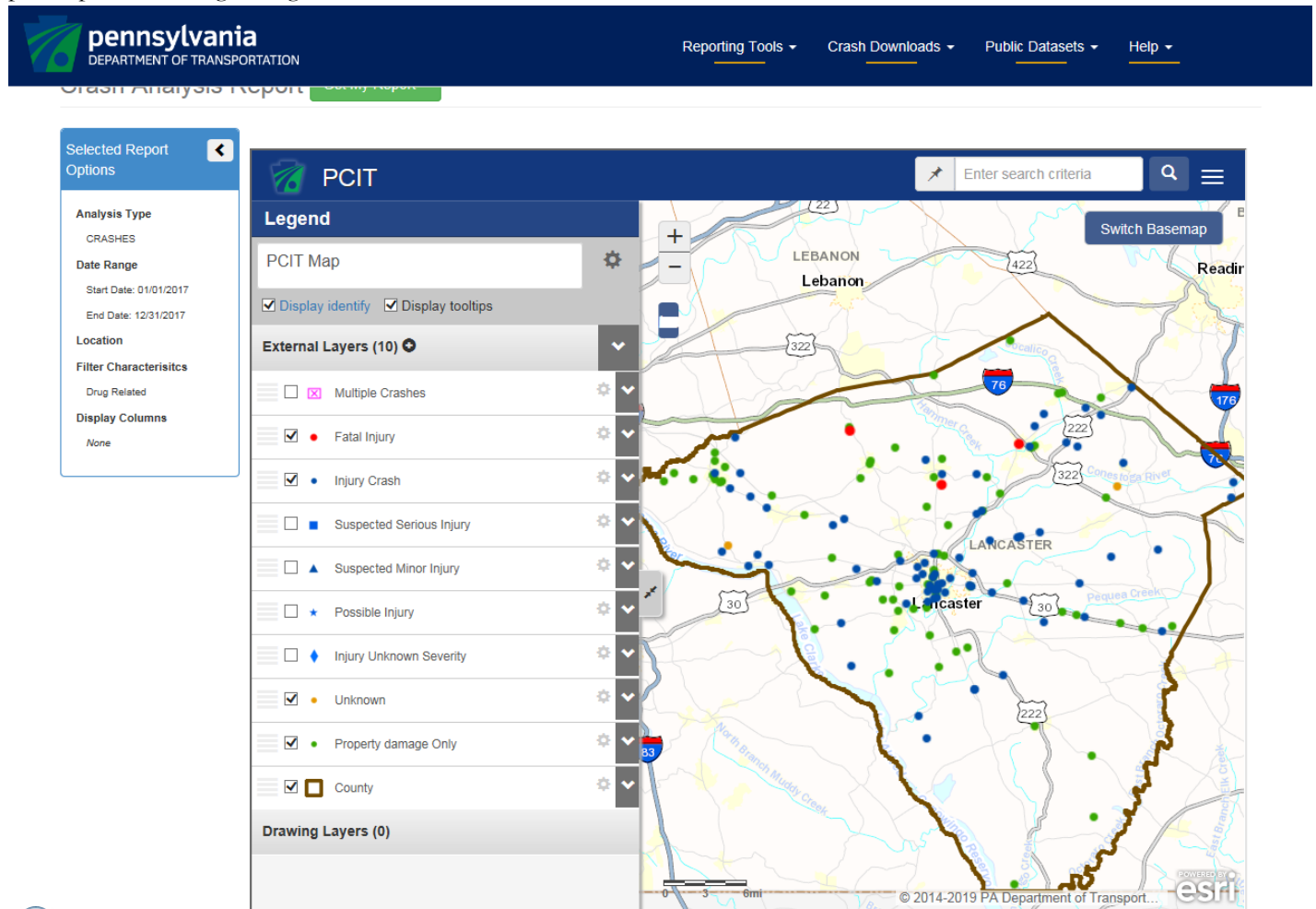
2017 Crash Map-Lancaster County- Alcohol Related Crashes

Indicates if any driver, pedestrian or bicyclist was suspected of drinking by police or had a measured BAC level of 0.01 or greater. Individuals tested with BAC levels of 0.00 do not qualify.



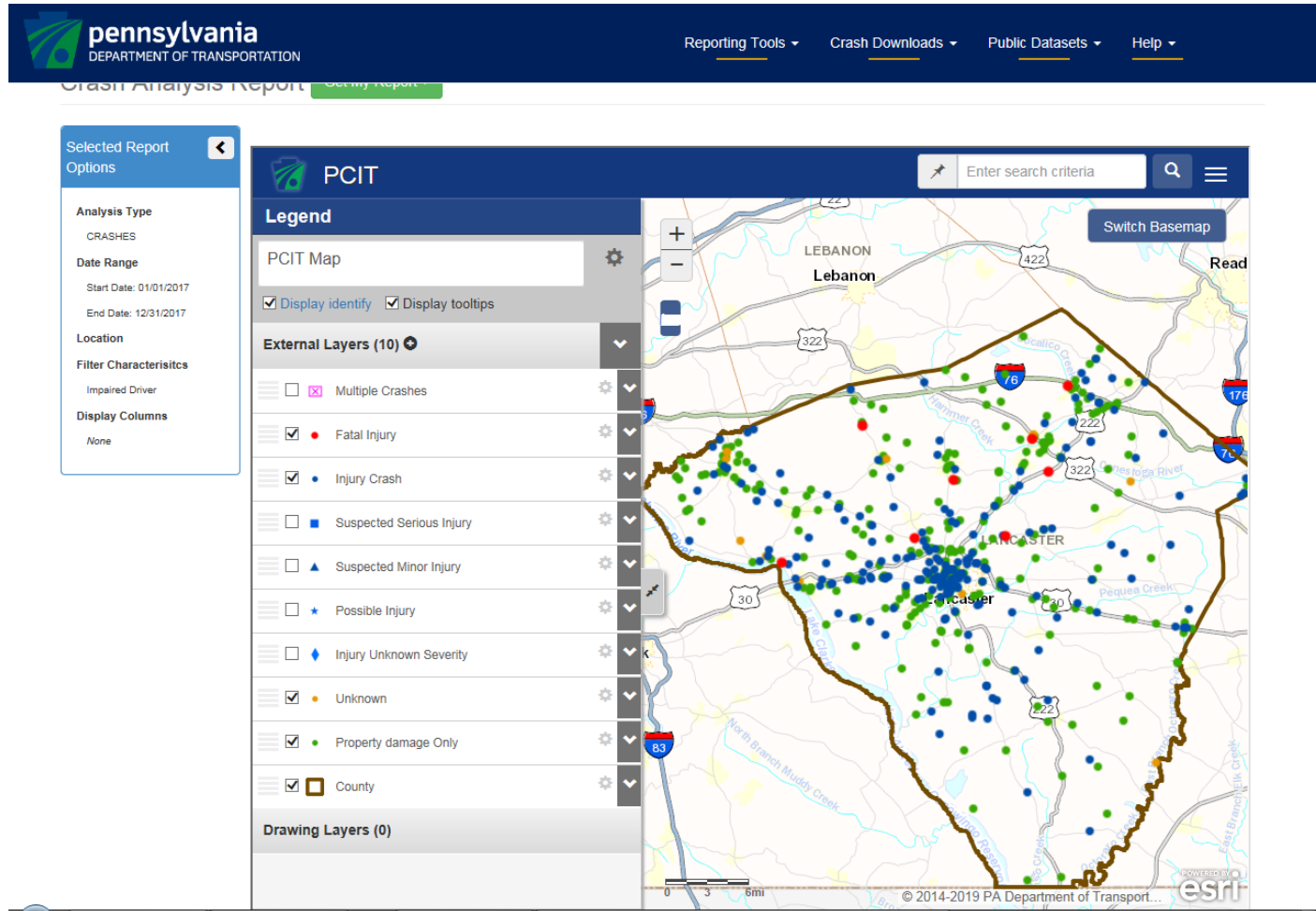
2017- Crash Map-Lancaster County- Drug Related Crashes

Indicates a driver, pedestrian, bicyclist had a condition of drug use or was suspected of drug use by police. Including both prescription and illegal drugs.



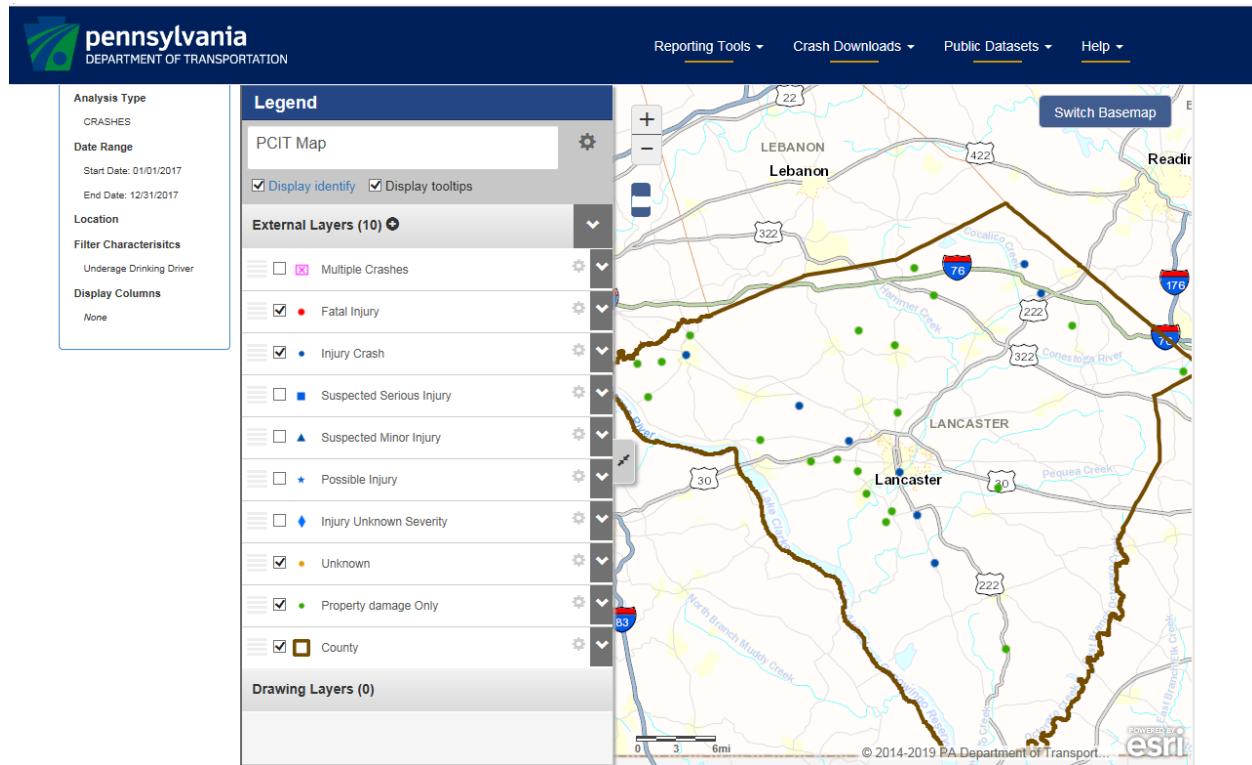
2017 Crash Map-Lancaster County- Impaired Driver

Indicates if any driver was suspected by police of alcohol and/or drug use while driving.



2017 Crash Map-Lancaster County- Underage Drinking Driver

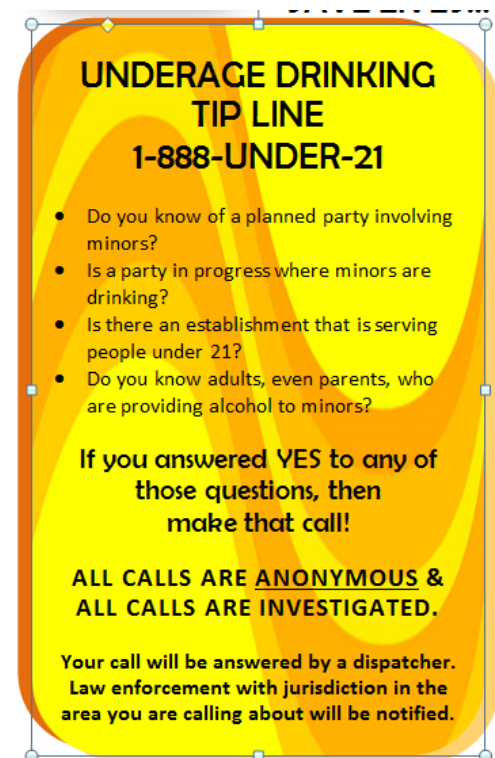
Indicates if any driver under age 21 was suspected of drinking by police or had a measured BAC level of 0.01 or greater. Drivers tested with BAC levels of 0.00 do not qualify



Source: Pennsylvania Crash Information Tool, PennDot

Underage Drinking Hotline

The council continues to utilize the “underage drinking tip line” as a safe way for teens or parents of teens to notify police anonymously of suspicion or actual underage drinking. The card is passed out as often as possible at health fairs, teen presentation, given to school principals, etc. Once a phone call is made, the information is then relayed to the appropriate municipality to investigate. All calls are required to be investigated.



The 1-888-UNDER-21 hotline is administered by the Pennsylvania Police, Bureau of Liquor Control Enforcement.

Understanding the Problem

There are several specific fundamental questions that the DUI Council challenges itself to answer in preparation for each grant year:

1. How do we stop the impaired driver from driving?

Prevention specialists, along with those in the judicial arena, are beginning to embrace what the treatment field has long known – that incarceration is a band-aid that temporarily abates the problem. Although incarceration is a necessary action, so is the need to end the cycle of addiction that leads to recidivism.

What needs to happen here is to bridge the gaps that exist between all professions that come in contact with this issue by creating venues that cross over traditional professional borders and increases opportunities for the sharing of information that each other might not otherwise receive. Providing more diverse educational opportunities will go a long way in closing those gaps, allowing for each profession to have a more multi-dimensional view of the problem.

The part that the DUI Council plays in the overall process of addressing this problem is to remain vigilant at the core of the issue by bringing together the resources and stakeholders that can help make change happen.

2. How can we engage community members to take ownership and responsibility?

There are two key players who are truly the first line of defense to prevent the impaired driver from getting behind the wheel: licensed beverage establishment owners and servers.

The DUI Council sponsors Responsible Alcohol Management Program (RAMP) training throughout Lancaster County. Training the owner and server is the first step, getting them to feel the weight of responsibility that they have, and then to furthermore have the fortitude to implement the power behind that responsibility is quite another consideration altogether.

For many owners and servers, the RAMP training is their first exposure to in-depth information about Pennsylvania's liquor laws, how to identify an intoxicated patron, and the tools to determine the necessary course of action.

3. How do we convince the motoring public to designate a sober driver when they know they will be drinking?

The problem lies in the general population's lack of understanding of the actual definition of a designated driver (DD). The DD is not the person who has drank the least amount of alcohol; it is the person who abstains. It's extremely important that the drinker designates a driver before he/she starts to drink, before they lose their ability to make a safe decision. The Council encourages the public to use Uber, Lyft or a taxi when drinking and traveling.

How do we reach the general population with this information? Through advertising in every possible venue; the Police Taxi, billboards, posters, educational materials at health fairs, beverage coasters, and social media. Just to name a few.

4. How can we help our youth make safe, healthy choices?

We have partnered with several state and local entities to consider this question in depth, and in most cases action has been taken. For example, the DUI Council partners with Pennsylvania SADD and local high school SADD Chapters to facilitate

activities, disseminate educational materials, and provide scholarship funding for student & faculty advisor training. We also have a close working relationship with the “Leaders of Future Generations” group through Compass Mark.

Marketing experts have long known the value of peer-to-peer outreach. If you want to reach a particular target audience, you engage a member of that target audience, and convince them to become an advocate for your product. This is commonly referred to as Peer-to-Peer Amplification, and it is an effective means in mobilizing the target audience.

Another means is through parents and other adults. Alcohol remains a socially acceptable recreational drug that too many adults still think is a rite of passage for teens. The Council is determined to convey the message that not only is this a dangerous mindset and potentially lethal, but it’s illegal. Parents don’t know the laws, don’t know that they can be held liable, and don’t know that it’s illegal to provide alcohol to all minors, including their own child.

In addition to the issue of alcohol use/abuse, the Council is addressing the accelerated use of other drugs that are threatening the health and lives of youth at an alarming rate; i.e. heroin, synthetic marijuana. We have been working to educate ourselves as advocates, as well as providing trainings and informational resources to Lancaster County professionals that have direct contact with youth and who face this issue on a regular basis.

We can’t help youth make healthy decisions if the adults in their everyday life aren’t on the same page with us. Educating parents is crucial; however, our experience (and that of our partners) is that parents aren’t likely to come to town hall meetings, or the like, in the evening. The DUI Council has used some of its time this year to research major local employers who might partner in a lunch & learn program where we bring the message to where the adults are – at work – providing them with a brief 15-minute, informal presentation while they dine. This has become a common place practice that has proven to be very successful technique that encourages open dialogue.

5. What additional training can we provide that isn’t already being provided?

We will continue to be cognizant of every issue on the forefront when we plan our annual DUI Awareness Conference, and we are always considering where the gaps in training and education exist in each individual profession. When those gaps are identified, the Council develops training or finds the experts to conduct the trainings.

In the later part of this grant period, the Council provides an annual School Resource Officer/ Community Resource Officer Workshop to bring these officers in the front lines in high schools up to date with current trends among teens.

With the legalization of medical marijuana in Pennsylvania and the impending thought of recreational marijuana being legalized, the Council has come to realize that the law enforcement community needs and asks for trainings on these specific subjects. We have worked diligently to provide the training necessary for our local and regional officers to be as informed as possible when making a driving under the influence of drugs arrest.

Herein is one of the greatest values in partnerships and networking. The Council has been fortunate to have forged relationships with some of the most highly regarded experts in the state, and even in the country, willing to assist the Council in this endeavor; most providing their services free of charge.

Addressing the Problem

Education, Advocacy and Outreach

2019 Needs Assessment of the DUI Council of Lancaster County

In the early part of 2019, the council decided to do a very extensive “needs assessment” of their programing. This assessment is to provide the Lancaster County Drug and Alcohol Commission a report of the data, survey, and management materials needed to be granted for the council’s continuing “Work Plan.”

The council started with a survey to local professionals, treatment providers, prevention providers, probation officers, law enforcement personnel, and county employees asking what they think Lancaster County’s needs are from the Council. Data was collected from PCIT, NHTSA, PAYS, PennDOT, and much more of crash, arrest, and treatment statistics for Lancaster County. Comparable data from the State is also being evaluated.

The Council reached out to the PA DUI Association, PennDOT, Lancaster County Drug & Alcohol Commission, Lancaster County District Attorney’s Office and Compass Mark for assistance with this assessment. The culmination of this work came together on April 17, 2019, at our monthly meeting where we discussed all of the data collected and created and submitted our 2019-2020 Work Plan to the Lancaster County Drug and Alcohol Commission. This assessment will be conducted every 5 years to ensure that the citizens of Lancaster County, law enforcement, and professional communities are receiving the best support possible from the DUI Council of Lancaster County.

This assessment will ensure that the council is up to date with current trends, audiences, outreach, and data to provide the best services to the people of Lancaster County.

28th Annual DUI Awareness Conference

Nearly 200 South Central Pennsylvania professionals from the fields of law enforcement, probation/parole, healthcare, treatment and prevention specialists, and traffic safety advocates attended the 28th Annual Lancaster County DUI Awareness Conference on June 18, 2019, at the Lancaster County Public Safety Training Center.

The day-long event featured breakout sessions including: “Medical Marijuana-New Enforcement Challenges on the Horizon” presented by Craig Amos, DRE, PA State Police, Bureau of Patrol; “PA Liquor Laws and Current Trends” presented by Todd Merlina, Enforcement Supervisor, PA State Police Bureau of Liquor Control Enforcement; “DUI-D Investigations” and “DUI Case Law Updates” presented by Ande Gonzalez, Esq., Lancaster County Assistant District Attorney; “Opioids and Recovery” presented by Melissa Shifler, The RASE Project; “Social Development Strategy” presented by Christine Glover, Community Prevention Mobilizer, Compass Mark; and “Standing on the Same Steps” presented by Ken Montrose, Director of Training, Greenbriar Treatment.

The opening session was delivered by motivational speaker, Steve Fitzhugh, former Denver Bronco’s free safety. His presentation empowered the audience to achieve maximum impact through motivation, inspiration and education. Steve left the audience “pumped” for a day of education, and ready to be a difference maker.

The highlight of the conference was the presentation of the annual Lancaster County “DUI Top Gun Awards”. Thirteen municipal law enforcement officers were honored for having the most impaired driving arrest in 2018 within their respective

departments. Combined, the 2018 DUI Top Guns removed 277 impaired drivers from Lancaster County roadways. The DUI Top Gun awards emcee was retired York County Judge John Kennedy who is now a Judicial Outreach Liaison for the National Highway Traffic Safety Administration.



2018 Lancaster County DUI Top Gun's

Responsible Alcohol Management Program (RAMP)

During the 2018-2019 fiscal year, the Council underwrote the cost (\$3,000) for **150** Lancaster County licensed beverage owners/servers from 13 establishments to receive the Pennsylvania Liquor Control Board's Responsible Alcohol Management Program (R.A.M.P.) certification trainings conducted by PLCB trainer and DUI Council member Crystal Hartz.

At the Council's direction, Crystal extends an invitation for training to specific establishments based on data. The Council analyzes data compiled by the Pennsylvania State Police Bureau of Liquor Control Enforcement that determines (via violation records) compliance, or non-compliance, of licensed establishments to PA liquor laws. Another means of determining targeted training is merely through word-of-mouth reports of 'nuisance bars,' and bars that have a reputation for serving minors.

The training is offered in two formats; classroom or on-line. The on-line course is an audio-visual program that is narrated by Crystal as the student follows along with a series of slides. It also includes a downloadable/printable manual. At the end of either course, there is a test that must be passed before certification is granted.

The DUI Council regards the RAMP training as an integral part of the process of prevention and intervention. Those who own licensed beverage establishments learn how to set policy within their place of business, so they benefit greatly from this training. The servers are the front line of preventing an impaired person from driving. This training helps them to know Pennsylvania's laws as they pertain to serving alcohol, their liabilities and responsibilities. It also teaches them how to identify intoxication and how to manage precarious situations. Since there is a segment on fake ID's, RAMP training is also an underage drinking prevention tool. It's an invaluable educational tool all around.

SADD Conference Scholarships

The Pennsylvania SADD Office (housed, administered, and staffed by the PA DUI Association), coordinated several regional conferences in the 2018-2019 fiscal grant period. Lancaster was fortunate enough to be picked to host one of the Eastern Regional Conference. Unfortunately, due to inclement weather (snow) the November regional conference was cancelled. Luckily, a conference was also held in Exton, PA, so the Council decided to offer scholarships for the Lancaster County SADD Chapters to attend this conference.

The Elizabethtown PAWS group was granted the scholarship and sent 10 students to the Exton conference. The conference is a means of educating, training, and empowering SADD student members and their adult advisors. It is a one-day event with a very full schedule of general sessions and breakout sessions offering innovative activity ideas, and training by some of the best professionals in the field focusing on issues facing today's youth. It is an experience that we strongly believe is essential to chapter building and effectiveness.

The advisors were required to submit a post-event evaluation giving theirs and their students' input, rating the educational value of the conference on a scale of 1 to 5 (5 being the highest), and each submitted fives. In each case, the advisors and students reported that the conference "met" or "exceeded" their expectations.

The 2018-2019 "Drug & Alcohol Education Grant"

This year the Council decided to offer its "Drug & Alcohol Education Grant" to both institutions of higher learning in Lancaster County and all of the Lancaster County High Schools. This grant starts with an application to the council. Each request made must fully explain what the funds awarded will be used for. The programs are then reviewed by the Council and granted on a first-come-first-serve basis.

Thaddeus Stevens School of Technology applied to implement a program at their college called "Drug and Alcohol Education to meet Drug Free Schools Act". This program is geared towards incoming freshman and new students. With the number of students enrolling in college diagnosed with anxiety and depression and on prescription medications, the use of substances to manage stress, enhance social acceptance, and improve mood has increased significantly. This on-line program helps students understand the short and long term effects of substance use, as well as alternative coping options to enjoy a healthier life style. The course will be offered to all incoming freshman, transfers and also used in conjunction with discipline, and counseling interventions. Stevens was awarded a \$1000.00 grant to help implement this program.

Solanco High School was also awarded a \$480.00 grant to start the "Project Towards No Drugs"(Project TND) program. Advisors at Solanco have identified a growing need for "Tier II" interventions and support. For many students, the simple Tier I support that is offered is enough for them to resist drug and alcohol abuse. However, there are still students who struggle with this addiction. Project TND is an intensive, 12 week program that is administered by Compass Mark for "at risk students". The program focuses on 3 factors that predict tobacco, alcohol, and other drug use, violence-related behaviors, and other problem behaviors among youth. In the past two school years, Solanco experienced 28 drug and alcohol violations among its students. This program will be used to reduce this number and provide the support needed.

Lunch & Learn

This new format of reaching a target audience has become increasingly frequent in use and success. The Council recently introduced its program to area businesses. Topics to be covered include, but are not limited to: legal consequences and costs of a DUI, the growing problem of drug impaired driving, what to do when you find yourself unable to safely drive, Pennsylvania's Zero Tolerance Underage Drinking Law, limiting alcohol access by youth, talking to your teen about alcohol, what you can do as the parent, etc. Employers may choose one topic or may wish for a blend. That will ultimately be determined by any issues the employer feels are pertinent to its business and its employees.

The Lancaster School of Cosmetology held two Lunch and Learns in December 2018. Deb McCoy from Compass Mark presented to students on drug abuse.

The Police Taxi

During this grant year, the Police Taxi attended **10 events, reaching nearly 10,000 people**. That number does not come anywhere remotely close to including contacts that are made as it is driven to and from each event, as motorists and bystanders are exposed to the message.

Wherever it goes it gets everyone's attention, turns heads, sparks conversation, and gets people thinking.

Community events where the taxi appeared at this grant period included: National Night Out, Pennsylvania State Police's Lancaster County Camp Cadet, Hempfield Recreation Wellness Fair, Water Street Rescue Mission, Manheim Farm Show Parade, "Act Out Loud" Rally @ Solanco High School, Lititz Halloween Parade, the first annual AAA Automotive Safety Event, the 28th Annual DUI Awareness Conference and made appearances at DUI sobriety checkpoints.

The taxi was featured in a Facebook contest between Thanksgiving and Christmas of 2018. The car was moved to 4 different locations and Facebook users were encouraged to find the taxi in Lancaster County and be the first to take a "selfie" with the taxi. Three users won the contest for three different weeks and won \$25.00 gift cards.



The Police Taxi is a mobile message board reminding observers that there are other options available instead of driving while under the influence. One way it accomplishes this goal is by listing the cost of one ride compared to the other ride. A DUI (a term commonly used to reference driving under the influence of alcohol) or a DUI-D (a term used to reference driving under the influence of a drug, other than alcohol) will result in a ride in a police car and will cost upwards of \$10,500 when considering legal fees, court costs, insurance increases, etc. On the other hand, a responsible drinker would choose instead to ride in a taxi that would cost them, on average, \$20. The total average costs of a DUI/DUI-D are listed on the hood of the vehicle.

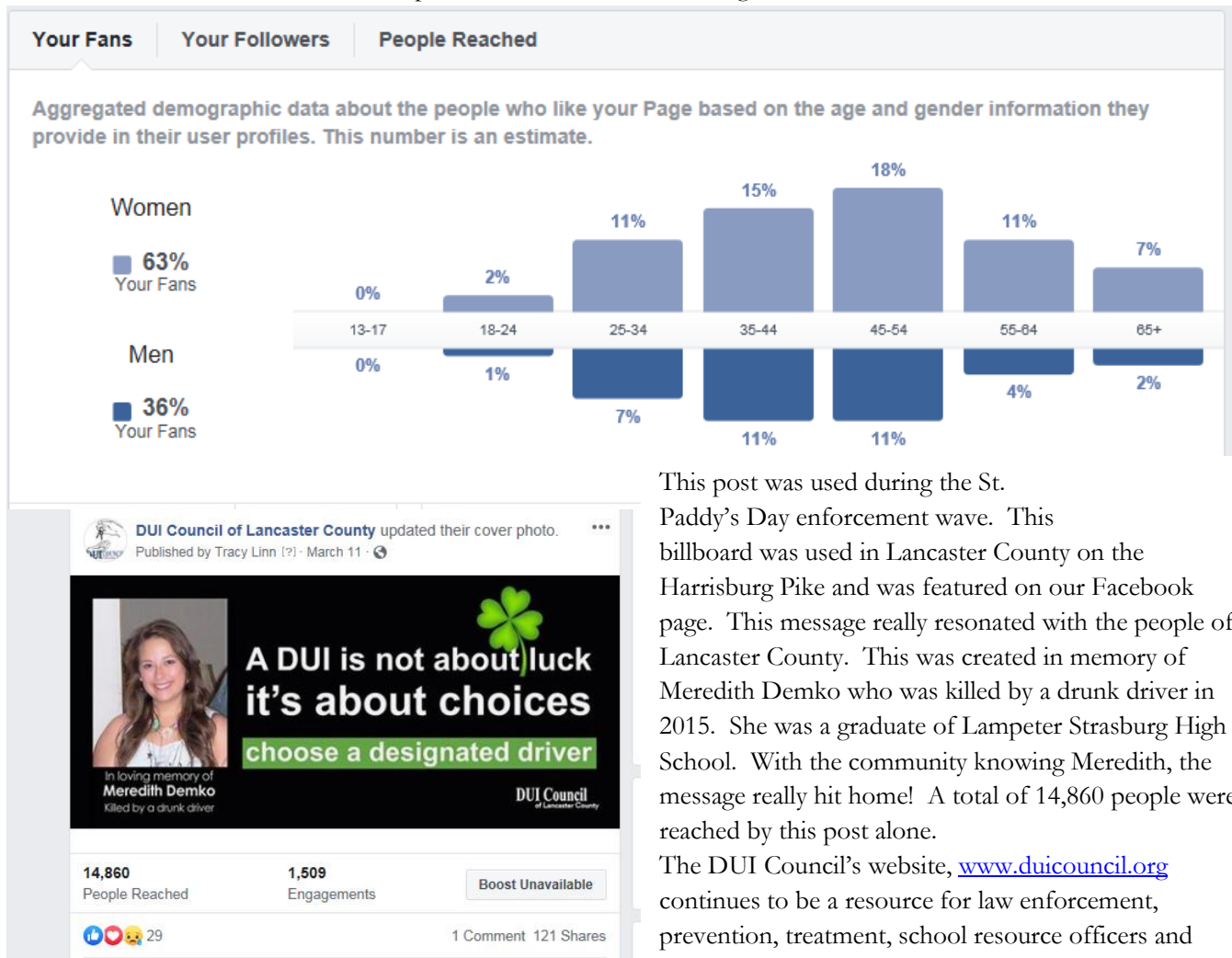
The Police Taxi is available to attend any event, activity, social gathering, training, etc. free of charge. A member of the DUI Council can deliver it to any activity where it can serve its purpose.

SOCIAL MEDIA AND DUI COUNCIL OF LANCASTER COUNTY WEBSITE

Posts are timely based and motivated by circumstances such as holidays, news reports, enforcement mobilization, research/statistical research, and policy and legislative activity. Throughout this grant period, the posts made between July 2018 and June 2019 according to Facebook analytics, reached **19,011**.

Link to our Facebook page: <https://www.facebook.com/DUICouncilofLancasterCounty/>

People Reached: this includes everyone that views our timeline and our posts. It also includes our fans. Much of this outreach occurs when a fan shares our posts on their timeline, reaching all of their friends and followers.



This post was used during the St.

Paddy's Day enforcement wave. This billboard was used in Lancaster County on the Harrisburg Pike and was featured on our Facebook page. This message really resonated with the people of Lancaster County. This was created in memory of Meredith Demko who was killed by a drunk driver in 2015. She was a graduate of Lampeter Strasburg High School. With the community knowing Meredith, the message really hit home! A total of 14,860 people were reached by this post alone.

The DUI Council's website, www.duicouncil.org continues to be a resource for law enforcement, prevention, treatment, school resource officers and council members.

ACT OUT LOUD RALLY

In 2013, the DUI Council began co-coordinating this week-long event with Solanco High School's student led group "Act Out Loud". The goal of that week (May 13-18, 2019) was to raise awareness throughout the building's entire student body. The week culminated on Friday, May 17th with an indoor health fair. We arranged for local organizations to set-up exhibits in the gymnasium so that the school's seniors and juniors could visit each in a round-robin style event throughout the day.

The Council provided the Police Taxi for the entire week and set-up an informational booth focusing on underage drinking and the affect it can have on one's future and career plans. The Council also sponsored four gift cards for the prize drawings; (2) \$25 Sheetz gift cards and (1) \$25.00 Dunkin Donuts gift card and (1) \$25.00 Starbucks gift card. Students who visited at least six (6) exhibitors (and got their card stamped by each) were eligible for the drawings.

The other exhibitors that the Council partnered with were: Pennsylvania State Police, Local EMS, Center for Traffic Safety, Gift of Life Donor Program, All-State Insurance, Well-Span Health, UPMC Pinnacle Health, the PA Traffic Injury Prevention Program and Compass Mark.



Annual SRO/CRO Workshop

This year's workshop was held on 6/28/19, at the Manheim Township Police Department. Twenty-five school resource officers from York (6), Lancaster (16) and Lebanon (1) Counties attended along with several traffic safety professionals. The workshops included: "Vaping & Today's Teens, What You Need to Know" presented by Deb McCoy, Compass Mark; "Opioid Awareness" presented by Brandon Staudt, PA Counterdrug Task Force; "When to Call in the Bomb Dog" presented by Lt. David Godfrey, York County Sheriff's Dept.; and "Introducing: Run, Hide, Fight to Your School" presented by Sgt. Justin Koller, York County Sheriff's Dept. The ½ day workshop was filled with great information by all the speakers! We are contemplating making this a whole day workshop because there is so much valuable information that can be passed along to these officers.



1st Annual AAA Automotive Safety Event

The Center for Traffic Safety teamed with AAA, Manheim Township Police Department, Safe Kids, and East Petersburg Fire Company to plan the **"First Annual AAA Automotive Safety Event"**. The event was held at the East Petersburg Fire Company on April 6, 2019. There were more than 30 vendors, food trucks, face painting, free car wash, a "touch a truck" demonstration, and much more.

The DUI Council of Lancaster County was a vendor at the event promoting good decision making behind the wheel. The vendors focused on distracted driving, impaired driving, AAA services, and volunteer services available. South Central PA Highway Safety joined us for the day with their distracted driving simulator. Approximately 300 people were in attendance.

The Police Taxi also made an appearance for all to see.

Paid Media

Lancaster County Barnstormers Program Ad

For five years now, the council has teamed with the Barnstormers to promote a designated driver message.

This year's contract included:

- 4 season tickets; the reserved seats are wrapped with our “Strike Out Impaired Driving; Designate a Driver” logo
- 1 seat on the concourse with the message of “this is where your friend would sit if you didn’t let them drink and drive”
- The option to set up an informational table at any home game
- ¼ page add in every game (home & away)
- A commercial on the jumbo tron at every home game featuring Local families who have lost loved ones due to impaired driving.

Link to video:

<https://www.facebook.com/LancasterDA/videos/373156643302636/UzpfSTE1NTk5ODAzNzgwNzA0MTozMDE4ODEyMjk4MTkyMjUz/>

- A message read by the announcer every game with our “Strike Out Impaired Driving” slogan.



Billboards

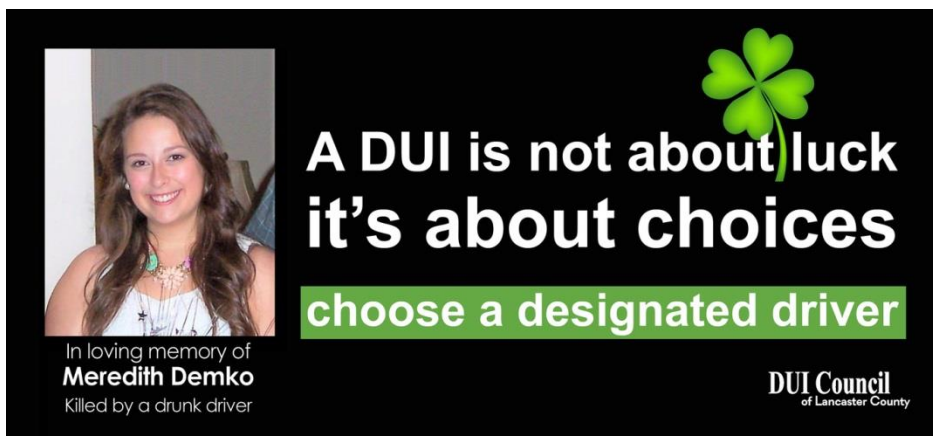


thinking about drinking. **"Make Your List and Check it Twice"** was posted on Rt. 230 e/o Elizabethtown from 11/12/18 through 12/9/18. This billboard yields approximately 261,600 views in its location.

February 18-March 17, 2019, a billboard was installed in Lancaster County along the Harrisburg Pike, just south of State Street. The council took a different approach with this billboard to make a big impact. It features Meredith Demko, who was a Lampeter-Strasburg High School graduate. She was killed by a drunk driver in 2015. During the St. Paddy's Day "season"

(for lack of a better word) this billboard generated a great buzz in Lancaster County. A Facebook post was also created using the billboard, which had over 15,000 views. Since the date the Facebook post was shared, the council gained 100 new followers.

A defendant on probation in Lancaster County contacted his probation officer after seeing this billboard. He was on his last day of community service. He expressed to his officer how much his probation changed his outlook on impaired



driving, as well as this billboard. Total number of impressions, based on Lamar Advertising's numbers for that location, is 163,428.

The DUI Council of Lancaster County was proud to unveil its latest billboard created by the **Leaders of Future Generations Program** students. It was located on Route 30 EB between the Mountville Exit and the Centerville Exit. The students message of "I want the best for my future" depicts making good decisions, asking for help and having a "starter pack," or plan to achieve success, with the biggest choice being to remaining sober. The billboard was on display from May 27 through June 23, 2019.

From 2013 to 2017, there were 166 crashes involving underage impaired drivers, with 2 of them resulting in death in Lancaster County. According to the 2017 Pennsylvania



www.duicouncil.org **FUTURE GENERATIONS**

Youth Survey (PAYS), 17.9% of students in 8th, 10th and 12th grade have admitted to using alcohol within the last 30 days and 43.3% have admitted to using alcohol at least once in their lifetime.

This billboard along with the education provided by the *Leaders of Future Generations Program* is invaluable in our Lancaster County community. Peer-to-Peer education has been proven over and over again that it works and resonates with students. The DUI Council of Lancaster County commends these students and their Director, Richard Khuu, for continuing to help educate others on the dangers of underage drinking. This billboard yielded 382,712 views. PCIT was used to determine the location of the billboard based on underage impaired driver crash data.

In its 32nd year, the DUI Council of Lancaster County is doing well and thriving. This long standing grassroots group has become an integral component in the fight against driving under the influence, drug use, underage drinking and much more.

Our council is comprised of a unique and motivated group including both the public and private sectors. We still continue to meet monthly, in person, to discuss current trends, relevant issues, upcoming events and new collaborations. This is a group of people who take time out of their personal and professional schedules to help battle this problem in Lancaster County and beyond.

This past year as we finished our “needs assessment” we are even more focused on our upcoming fiscal year, with planned goals of outreach, events and continued relationships with all of our partners.

The Council would like to thank the Pennsylvania Department of Health’s Department of Drug & Alcohol Programs, the Lancaster County Drug & Alcohol Commission, and Compass Mark for your continued support of the Council.

With much appreciation,

Tracy Linn

Coordinator,
DUI Council of Lancaster County

