



KFADD Newsletter

Kiwans Family Against Drunk Driving

Roger Barbour - Chair, email: barbourpole@ados.net

News from around the Barbourpole



November 2005, Issue #16

“TIE ONE ON FOR SAFETY” – 25TH ANNIVERSARY YEAR

Whether this is your first or 19th year of involvement with MADD’s “Tie One On For Safety” (TOOFS) program, you have an opportunity to be involved in a campaign that can raise awareness about impaired driving within your community during one of the most dangerous times of the year: Thanksgiving to New Year’s Day.

Kick-Off: Our holiday campaign will launch nationally **November 17** and run through New Year’s Day. Your PR efforts will enhance this effort by providing local holiday messaging around this time frame, as well as into December.

How Can You Use a Media Event to Spread the TOOFS Message: There are a number of things you can do in your community to focus your community’s and state’s attention of the issue of impaired driving. At a minimum, proactively distribute a press release along with commemorative ribbons to newsrooms, radio stations, etc., and remind producers of the ribbons as a story inclusion for traffic safety stories filed during the holidays and follow up with appropriate media contacts regarding their interest and questions. Additional newsworthy activities include:

Organizing a photo opportunity or media event with governors and mayors tying a ribbon to a vehicle.

Planning a holiday media event in conjunction with your local automotive sponsor.

Contacting your local law enforcement officials to request MADD ribbons be placed on all vehicles throughout December.

Selecting a local landmark and tie a giant silver ribbon around the perimeter.

Partnering with local businesses to provide company employees with a Safe Party Guide.

MADD FACT SHEET

About MADD’s “Tie One On For Safety” Campaign:

With the plea to tie one on...for safety, Mothers Against Drunk Driving (MADD) asks holiday drivers to tie a MADD ribbon to a visible location on their vehicles. The ribbon is a symbol of the motorist’s pledge to drive safe, sober and buckled-up and it reminds others to do the same.

The 2005 “Tie One On For Safety” message calls for a commitment to buckle-up because a seat belt is the best defense against a drunk driver.

“Tie One On For Safety” runs from Thanksgiving to New Year’s Day—the heaviest travel season of the year and a time when drunk driving typically increases.

Takata, the world’s largest safety belt manufacturer and provider of integrated safety systems, is the campaign’s 2005 national presenting sponsor.

Started in 1986, "Tie One On For Safety" is MADD's largest public awareness program. Campaign activities are organized by a majority of the 600 local MADD affiliates across the country. More than six million ribbons are distributed annually.

National Drunk Driving & Safety Belt Usage:

1,316 people were killed in alcohol-related crashes between Thanksgiving and New Year's Eve in 2004, (NHTSA,2005)

In 2004, during the Thanksgiving to New Year's holiday season, 2,237 people died in alcohol-related crashes and/or crashes in which safety belts were not used. (NHTSA, 2005)

Last year nearly 17,000 people were killed in crashes involving alcohol—an average of one every 30 minutes. An estimated half a million people are injured in alcohol-related crashes each year. (NHTSA, 2005; Miller, 2000)

Alcohol-related crashes cost the American public an estimated \$114.3 billion, and people other than the drunk driver paid \$71.6 billion of that bill. (Taylor, Miller, and Cox, 2002)

What You Can Do:

Tie a ribbon to a visible location on your vehicle. Ribbons are available through MADD chapters.

Be a responsible party host. Offer non-alcoholic beverages, serve high-protein snacks, and provide alternate transportation or accommodations for guests who have been drinking.

Always designate a non-drinking driver if your outing involves alcohol.

Visit www.madd.org for more tips and information.

CONGRATULATIONS

The First ever "Outstanding Law Enforcement" award was given to the Washington State Police.

Congratulations go out to Chief John Batiste and all the Washington State Police Department.

HOT NEWS FROM VANCOUVER, BC, MADD

Today, November 5, 2005, the Greater Vancouver Chapter, in partnership with Yellow Cab Company, had a kick-off for this years Red Ribbon Campaign.

The event was held at the Vancouver Art Gallery, Robson Side, at 12:00 Noon. Music was at 11:30 am presented by De La Terra.

A tying-on ribbon ceremony, as well as greetings from MADD President & Yellow Cab Co. Representatives from the Province, the City, and Vancouver City Police also participated.

If you missed that event, consider the following:

3rd Annual Candlelight Vigil - November 22, 2005, - 6:30 – 9:30 pm
Salvation Army, Cariboo Hill Temple, 7195 Cariboo Road, Burnaby,
Sanctuary/Fellowship Room

Great Job, Vancouver

Letter to the editor:

Hello Roger,

Upon reading your newsletter please know how appreciative we are that you take it upon yourselves to bring attention to our Red Ribbon Campaign.

I would like to offer a couple of suggestions to help you in your effort to get these ribbons out if I may.

1 being to have these ribbons tied to a set of keys. Reminding people to stop and think before getting behind the wheel of a car after having a few drinks.

2 being to get employers involved by purchasing the ribbons and placing them inside employees pay cheques/stubs on a payday. Or...handing them out at a Christmas party upon arrival.

Just a few thoughts...hope they help.

Christine Rundell
Vice Preseident
MADD Victoria

HELP NEEDED

KFADD has lost one of our most cherished supporters. Ellen Ashbaugh from Medford, Oregon, has been a real sparkplug for this committee. We will miss you very much, but know you will give your efforts to your other Kiwanis duties.

If anyone knows of someone from Southern Oregon, or, if you would be willing to help represent that area, I would love to hear from you.

Good Luck, Ellen

Roger Barbour
KFADD Chair

(Please see last page, for list of current KFADD committee members)

TO ALL KFADD COMMITTEE MEMBERS AND ALL MADD CHAPTERS

UPCOMING EVENTS:

(Please advise any upcoming events you have scheduled for the next couple of months, and I will list them here in the next newsletter).

November 22, 2005 – 6:30-9:30 pm
3rd Annual Candlelight Vigil
Salvation Army, Cariboo Hill Temple
7195 Cariboo Road
Burnaby, BC
(Sanctuary/Fellowship room)

NEWS ITEMS:

(I need your help to put out an informative and interesting news letter. Please send me stories or news flashes that can be reproduced in the news letter. Your help will be greatly appreciated.)

e-mail to: barbourpole@ados.com

Thank you,
Roger Barbour
Chair
KFADD PNW Division

KFADD COMMITTEE 2005-2006

(Rev. 11/05)

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