



Tie One On For Safety



TIE ONE ON FOR SAFETY

Tie One On For Safety, originally named the "Project Red Ribbon Campaign" was created in 1986 to help heighten public attention to drinking and driving during the holiday season. This program was designed to encourage the public to become actively involved in the fight against drunk driving by tying a red ribbon to a visible place on their vehicle such as the antenna or side mirror.

Today the goals of this program are to recruit anti-drunk driving partners to tie MADD ribbons to a visible place on their vehicle; Project Red Ribbonboost awareness about drunk driving during the holiday season; to offer suggestions to deter drunk driving; and to increase MADD's identity with the red ribbon and its symbolism which is to prevent drunk driving.

You can promote the Tie One On For Safety campaign by providing red ribbons to organizations in the community, recording a phone message about safe and sober driving during the holiday season, displaying drunk driving statistics in your work place, distributing ribbons to people as they leave a meeting to drive home, and being a responsible party host.

Ribbons are available to individuals and groups and may be obtained by contacting your local MADD affiliate. Come on, Tie One On - For Safety!



MADD[®]

- About three in every ten Americans will be involved in an alcohol-related crash at some time in their lives.
- Over 1.46 million drivers were arrested in 2006 for driving under the influence of alcohol or narcotics. This is an arrest rate of 1 for every 139 licensed drivers in the United States.
- Since 1980 (the year Mothers Against Drunk Driving was founded) and up to 2006, alcohol-related traffic fatalities have decreased by about 47 percent, from over 30,000 to under 16,000 and MADD has helped save over 358,000 lives.
- Alcohol-related crashes in the United States cost the public an estimated \$114.3 billion in 2000, including \$51.1 billion in monetary costs and an estimated \$63.2 billion in quality of life losses. People other than the drinking driver paid \$71.6 billion of the alcohol-related crash bill, which is 63 percent of the total cost of these crashes.
- A 2008 AAA poll measuring the traffic safety culture of Americans, found that 80% supported requiring drivers who have been convicted of DWI to use equipment that tests them for alcohol, i.e. an ignition interlock device. Also, 88% of the respondents in the poll felt that drunk driving is a serious traffic safety concern.

Source:
www.MADD.org

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