



FOR IMMEDIATE RELEASE
City of Duluth Police Department

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DATE: 11/26/2014
NATURE OF INCIDENT: Towards Zero Death (TZD) Campaign
CASE NO.:
INCIDENT DATE :11/26/2014
INCIDENT TIME:
INCIDENT LOCATION: Duluth, MN
SUBJECT: Towards Zero Death (TZD) Campaign
BY: DPD Public Information Officer Ron Tinsley (218) 730-5722

YOU CAN'T GO BACK: PLAN AHEAD FOR A SOBER RIDE HOME

Extra Patrols on Duluth and Area Roads to Combat Drunk Driving Nov. 26-Dec. 27

Holiday parties and family gatherings can create special memories, but for some, the memories are painful after losing a loved one to a drunk driver. The Duluth Police Department and its partner Toward Zero Death (TZD) partners will be conducting extra DWI enforcement starting November 26 to keep motorists and memories safe this holiday season. The extra enforcement campaign runs on weekends through December 27.

No Holiday Cheer with Impaired Driving

A person is more likely to die in an alcohol-related crash during the holidays than at any other time of the year. Forty percent of traffic deaths during the holidays involve an impaired driver according to the National Institute on Alcohol Abuse and Alcoholism.

In the last three years (2011–2013), there were 279 drunk driving-related traffic deaths in Minnesota and 81 people were killed in 2013 alone. In St. Louis County during the last three years, there were 11 drunk driving traffic deaths with 1 fatality just last year. In addition there were 844 alcohol-related serious injuries and 83,958 DWI arrests in the last three years.

Drive Sober or Get Pulled Over

An increasing number of motorists tempted to drive drunk are getting the message to drive sober or get pulled over. DWI arrests have gone down every year since 2006. In 2006 law

enforcement officers arrested 41,951 drivers in Minnesota for DWI with 1,727 arrests occurring in St. Louis County. The 2013 numbers statewide dropped to 25,719 the lowest in Minnesota history.

We hear it time and time again from offenders—If I could just go back and get a ride home my friend would be alive today. We're encouraged by the drop in DWI arrests, but it's clear there is much more work to be done through education and law enforcement. The responsibility falls on all of us. Speak up if you see a friend or family member who has had too much to drink. If you are a server, don't be afraid to cut off a customer. Let's keep the holiday memories special, not tragic.

DWI Consequences

- Loss of license for up to a year, thousands of dollars in costs and possible jail time.
- Repeat DWI offenders, as well as first-time offenders arrested at 0.16 and above alcohol-concentration level, must use ignition interlock in order to regain legal driving privileges or face at least one year without a driver's license.
- Offenders with three or more offenses are required to use interlock for three to six years, or they will never regain driving privileges.

Tips to Prevent Drunk Driving

- Plan for a safe ride – designate a sober driver, use a cab/public transportation or stay at the location of the celebration.
- Offer to be a designated driver, or be available to pick up a loved one anytime, anywhere.
- Buckle up – the best defense against a drunk driver.
- Report drunk driving – call 911 when witnessing impaired driving behavior. Be prepared to provide location, license plate number and observed dangerous behavior.

Definitions

- Driving While Impaired (DWI) is a violation for driving under the influence of alcohol.
- Alcohol-related: any evidence of alcohol detected in a driver, pedestrian or bicyclist.
- Impaired-related: any driver, pedestrian or bicyclist with a blood alcohol concentration (BAC) of .08 or above.
- Drunk-driving-related: any driver with a blood alcohol concentration (BAC) of .08 or above.

The Minnesota Department of Public Safety Office of Traffic Safety (DPS/OTS) coordinates the statewide campaign, and local agencies participating are Duluth Police Department, Saint Louis County Sheriff's Office, Minnesota State Patrol, Floodwood Police Department, Hermantown Police Department, Proctor Police Department, and University of Minnesota Duluth Police Department.

The enhanced DWI enforcement campaign is a component of the state's Toward Zero Death

(TZD) initiative. A primary vision of the TZD program is to create a safe driving culture in Minnesota in which motorists support a goal of zero road fatalities by practicing and promoting safe and smart driving behavior. TZD focuses on the application of four strategic areas to reduce crashes – education, enforcement, engineering and emergency trauma response.

