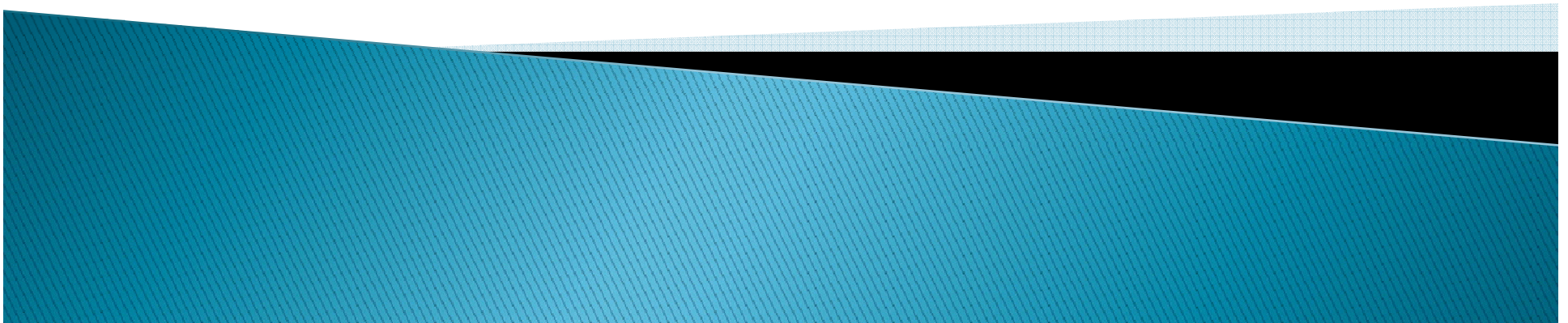


Drunk Driving

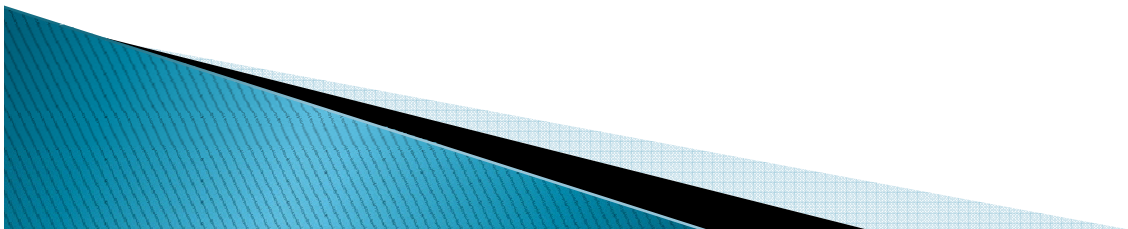
Alex Nye
Eric Steiner
Joe Coulter
Dylan LaComb
Jessica Carey-Loy

PLSC 497B
Spring 2008
Professors Baumgartner and McCarthy



Research Question

- ▶ What factors influence the number of drunk driving fatalities?
- ▶ **Time Frame**
- ▶ 1982–2004



Variables

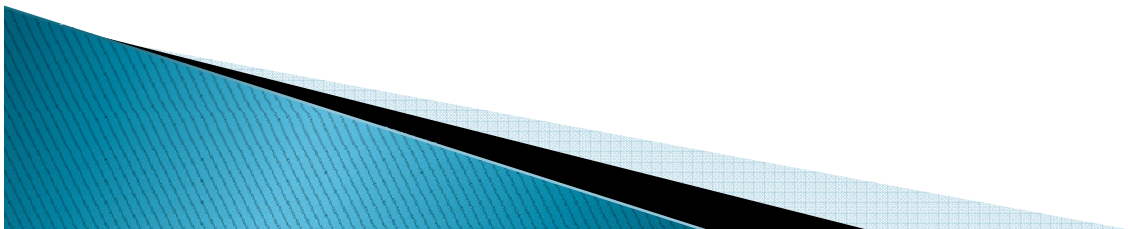
▶ Dependent Variable

–Number of Alcohol-Related Fatalities

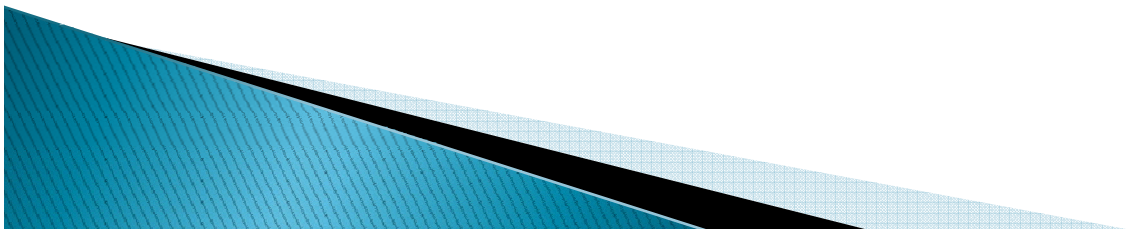
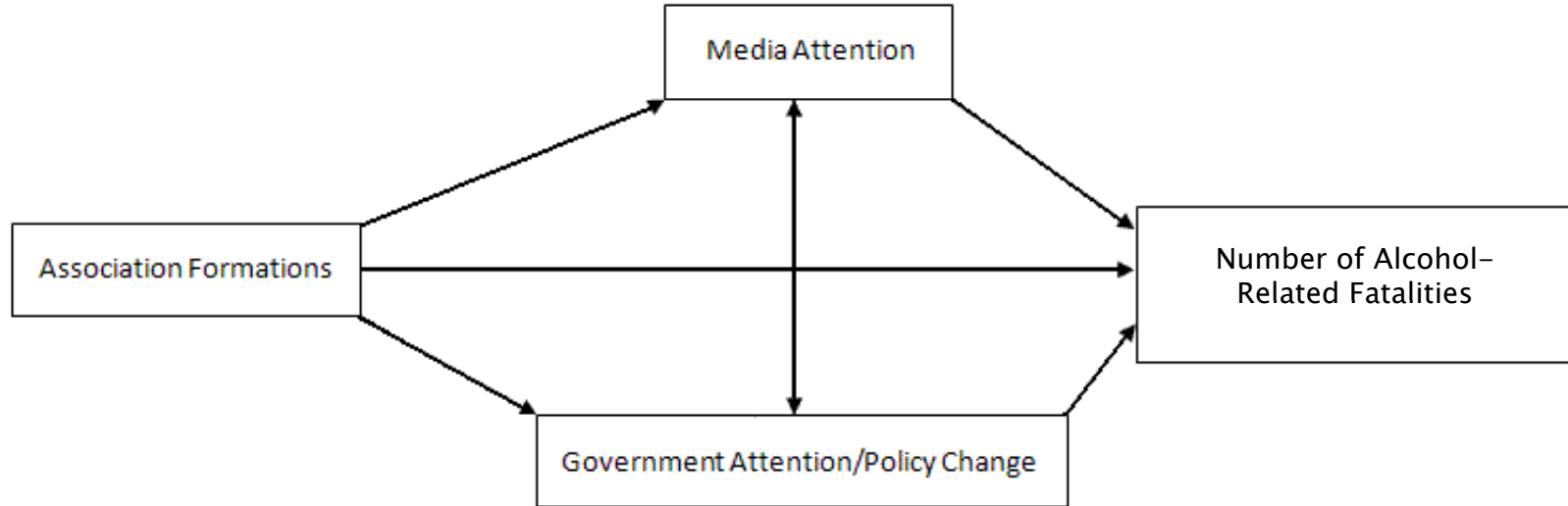
Taken From NHTSA (2005)

▶ Independent Variables

- –Media Attention
- –Government Attention and Policy Change
- –Associations



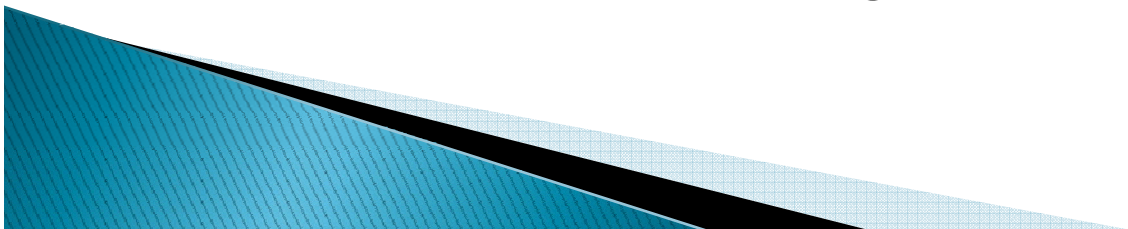
Initial Conceptual Map



Keywords

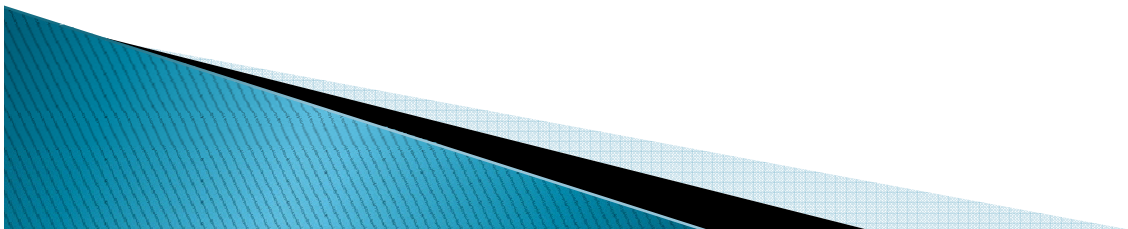
▶ Keywords Used

- drunk driving, driving under the influence, driving while intoxicated
- Words not used and why
 - OWI, OUI, DUI, DWI, operating while intoxicated, operating under the influence, blood alcohol content, sobriety test
 - The abbreviations were not sufficient in narrowing the searches because they yielded stock quotes and ads, and the other keywords did not relate to the specific topic of drunk driving



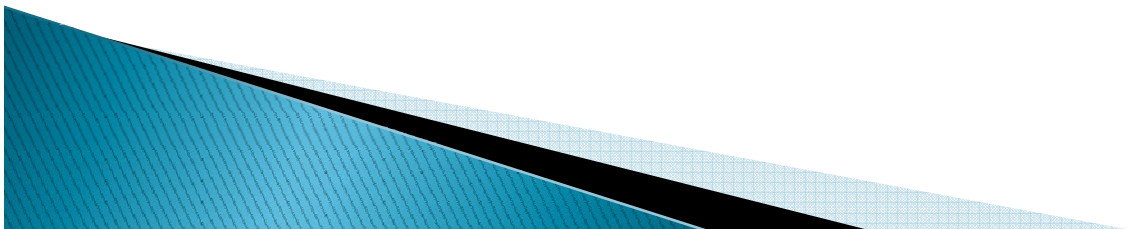
Keyword Correlations

- ▶ Drunk Driving and Driving Under the Influence– *.479*
- ▶ Driving While Intoxicated and Driving Under the Influence– *.388*
- ▶ Drunk Driving and Driving While Intoxicated– *.826*

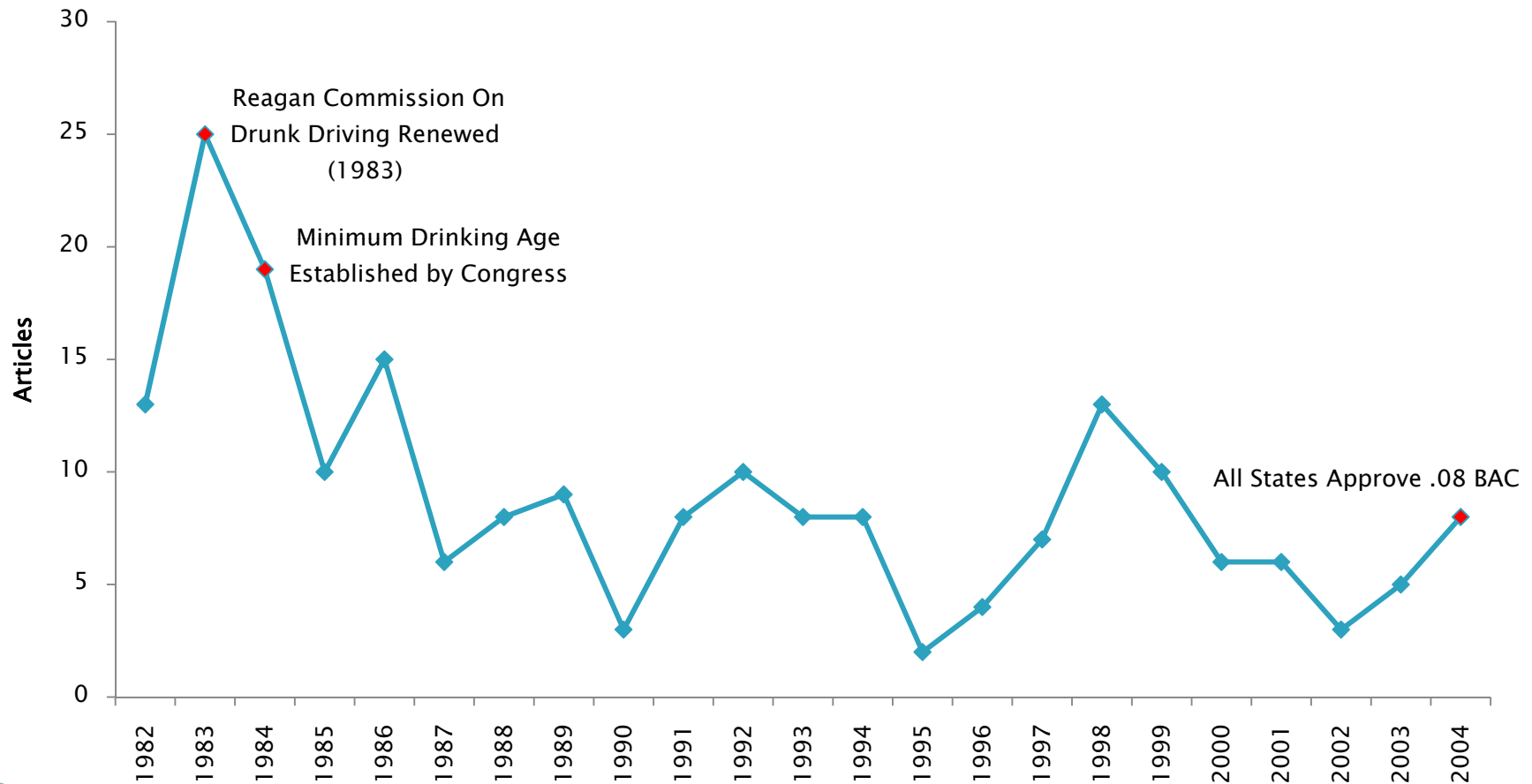


Data Sources: Media Attention

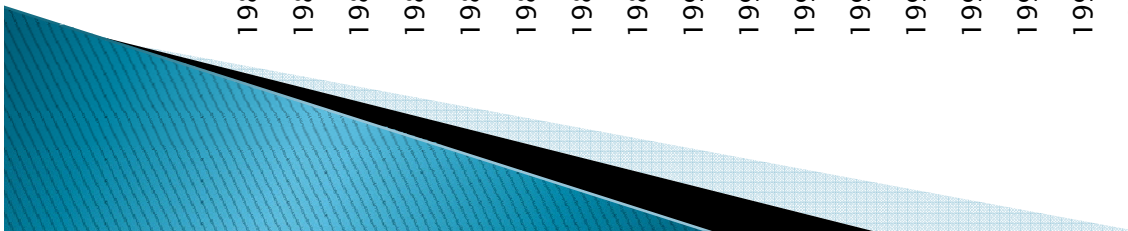
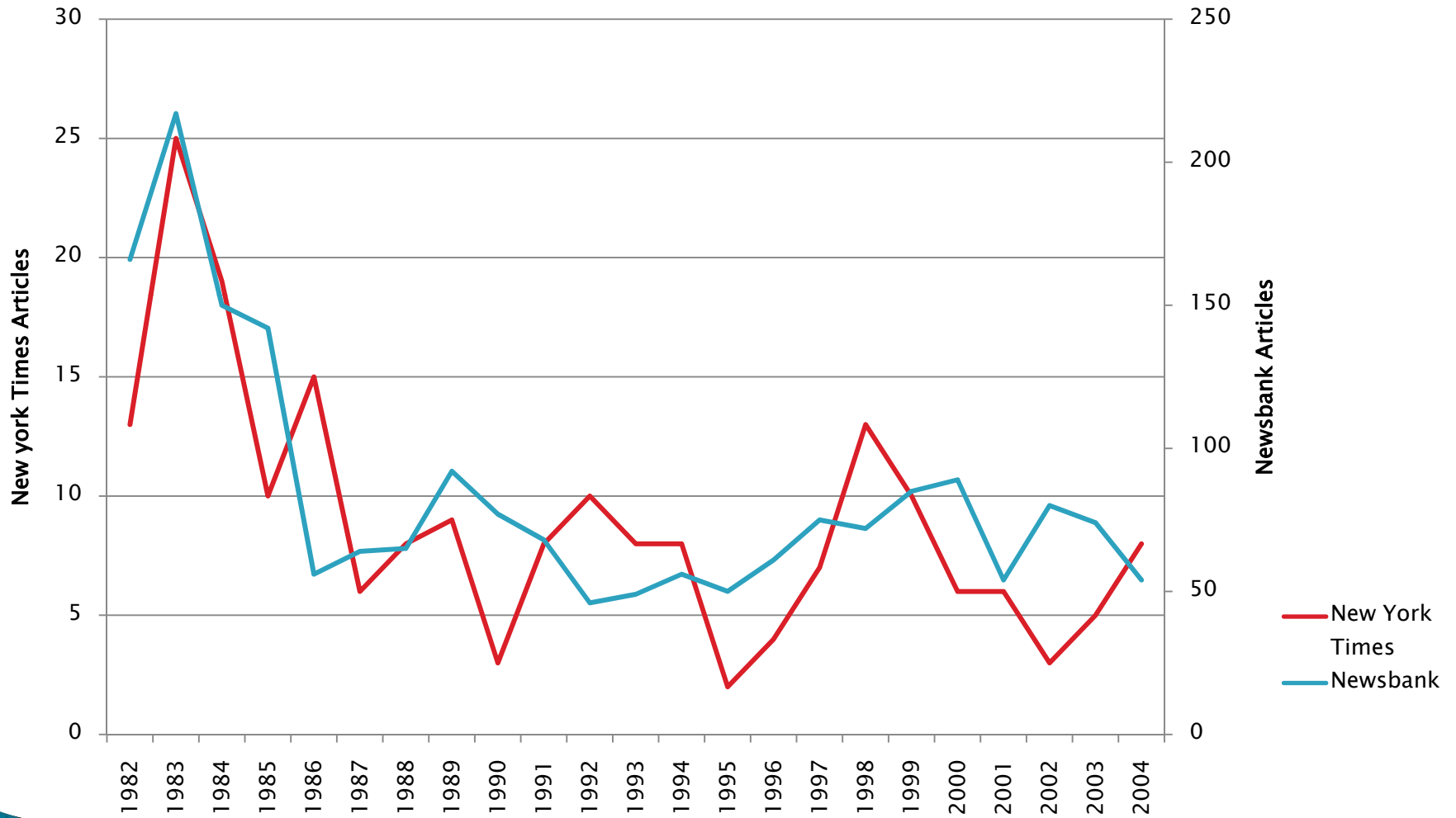
- ▶ Main Focus: New York Times Historical Archive 1982 – 2004
- ▶ Checked for validity through NewsBank. Taken from Washington Post, Boston Globe, Philadelphia Inquirer
- ▶ Vanderbilt TV Archive–Network News Stories



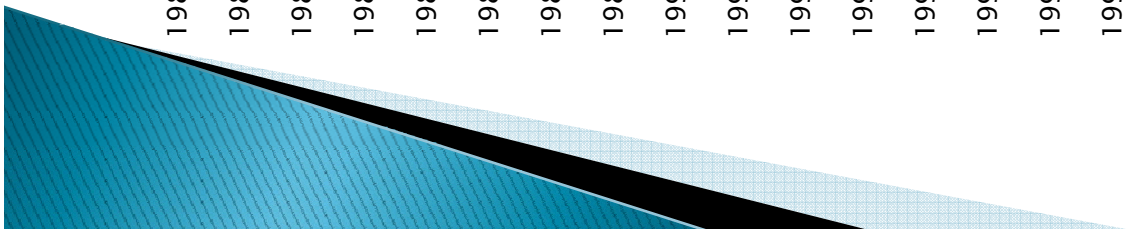
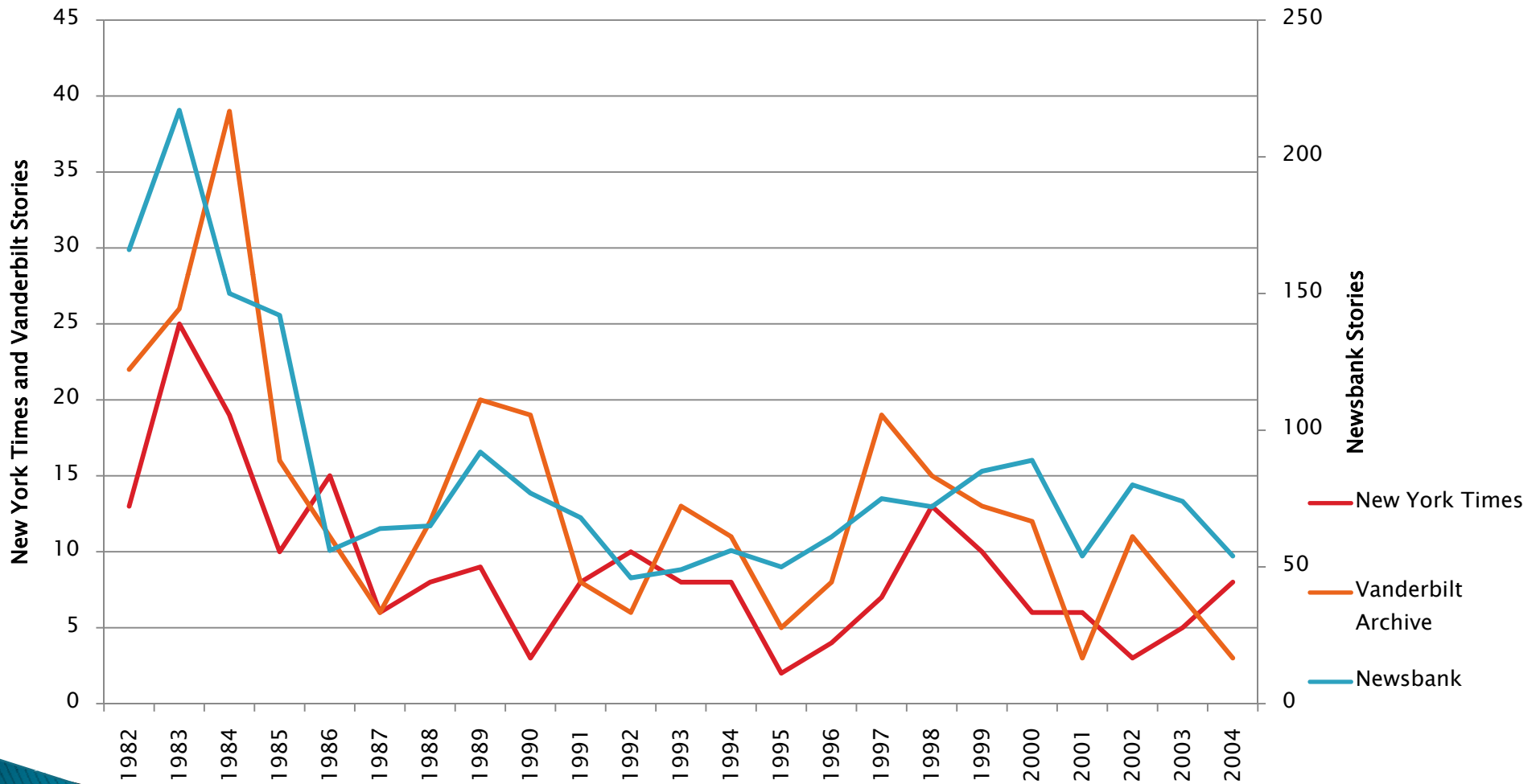
New York Times Data



New York Times and Newsbank

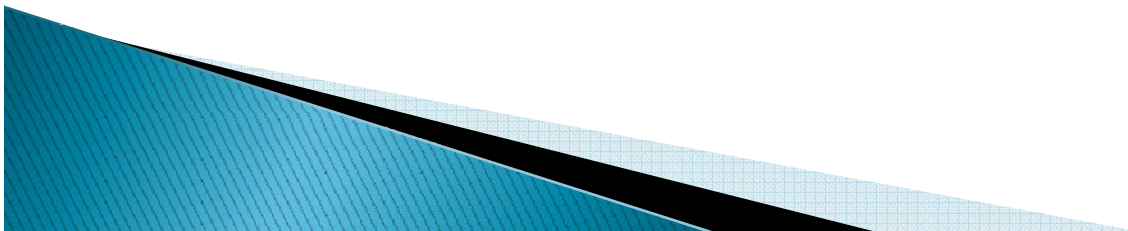


NYT with Newsbank and Vanderbilt Video Archive



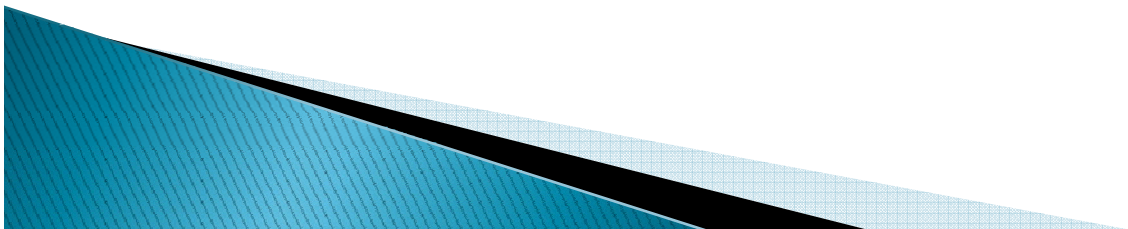
Media Sources Correlated

- ▶ NYT and Newsbank– *.720*
- ▶ NYT and Vanderbilt Video Archive– *.654*
- ▶ Vanderbilt Video Archive and Newsbank–*.751*



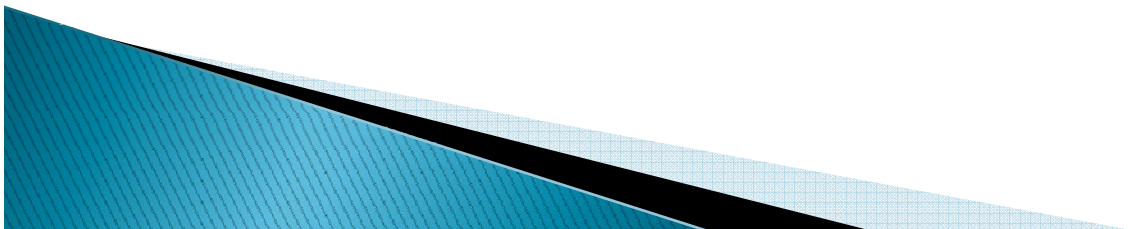
Data Sources: Government Attention and Policy Changes

- ▶ Executive Orders
- ▶ U.S. Congressional Hearings
- ▶ U.S. Public Law
- ▶ State BAC Limits
- ▶ The Case of New York



Federal Government Attention to Drunk Driving

- ▶ 1982– Congress Designates the first National Drunk and Drugged Driving Awareness Week (*which would be designated each year until 1989*)
- ▶ 1982– Congress Amends title 23, US Code, to encourage the establishment by states of effective alcohol traffic safety programs
- ▶ 1984– Congress Designates the month of June as Student Awareness of Drunk Driving Month



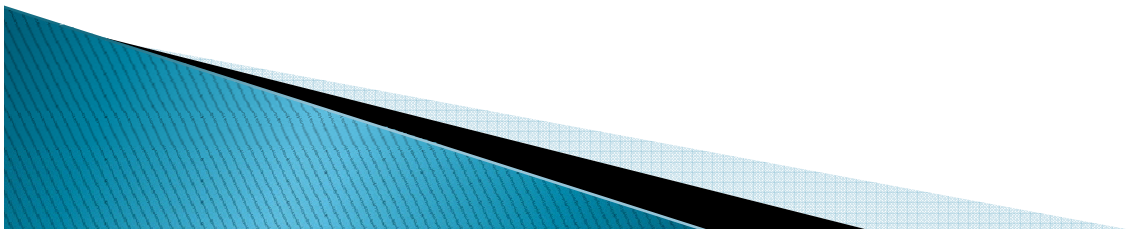
Federal Government Action on Drunk Driving

- ▶ **1982 – Presidential Commission on Drunk Driving**
(*Renewed in 1983*)
 - Alcohol Countermeasures Incentive Grant Program created by Congress (Section 408)

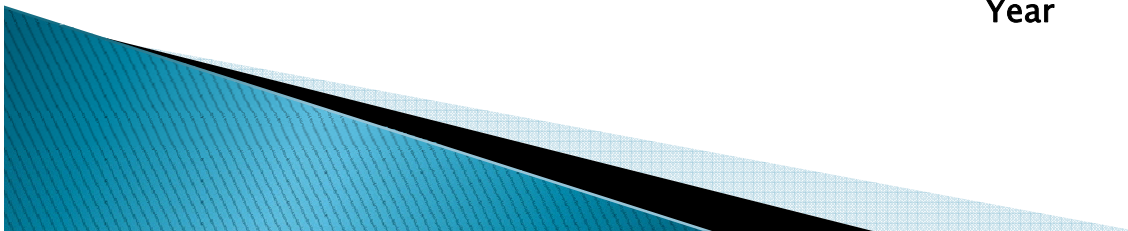
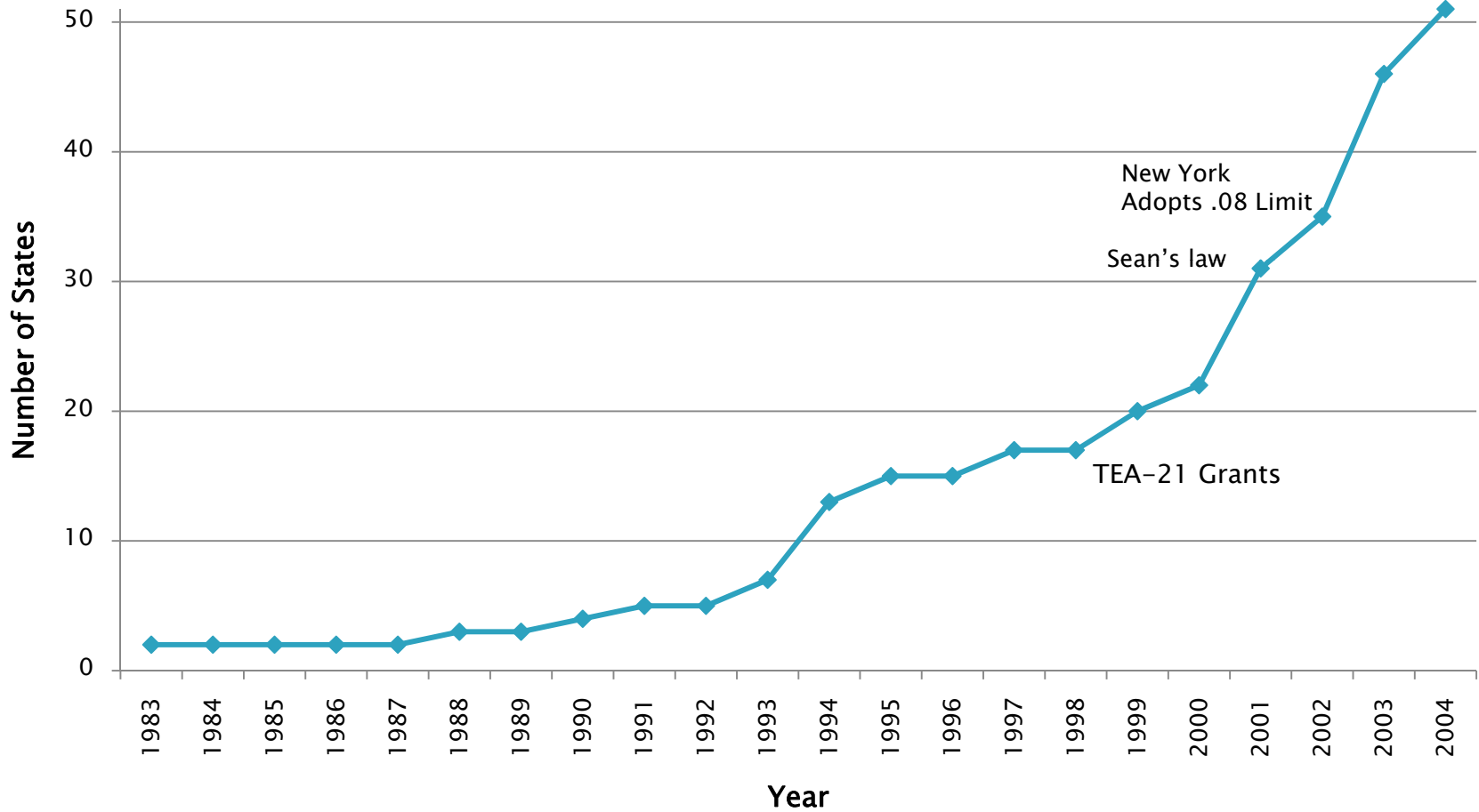
- ▶ **1984 – National Minimum Drinking Age established by Congress** through an amendment of the Surface Transportation Assistance Act of 1982, increase the authorization of funds for highway safety programs (including minimum drinking age)

- ▶ **1988 – Drunk Driving Prevention Incentive Grant Program**
 - Created by Congress (Section 410)
 - All States enact Minimum Drinking Age

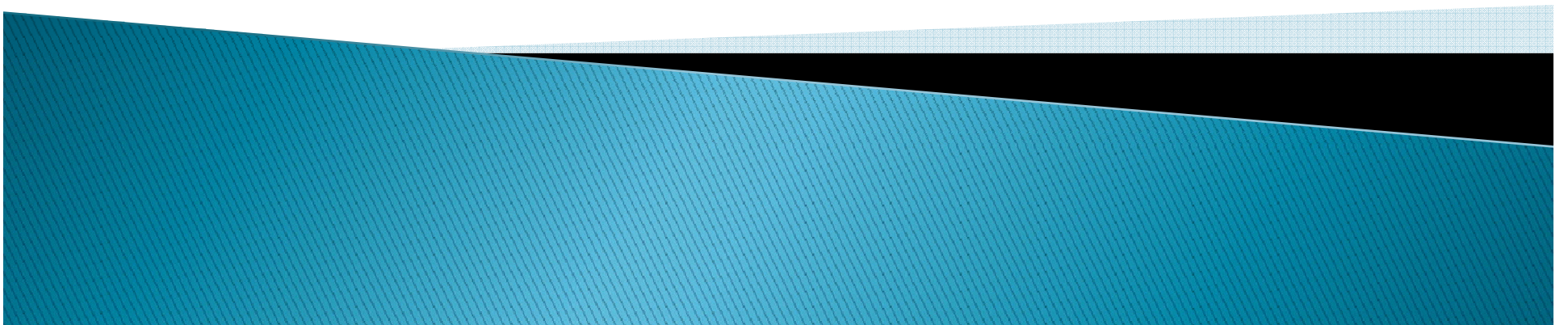
- 1990 – Congress Prevents the discharge in a Chapter 13 bankruptcy** proceeding of certain debts arising out of the debtor's operation of a motor vehicle while legally intoxicated



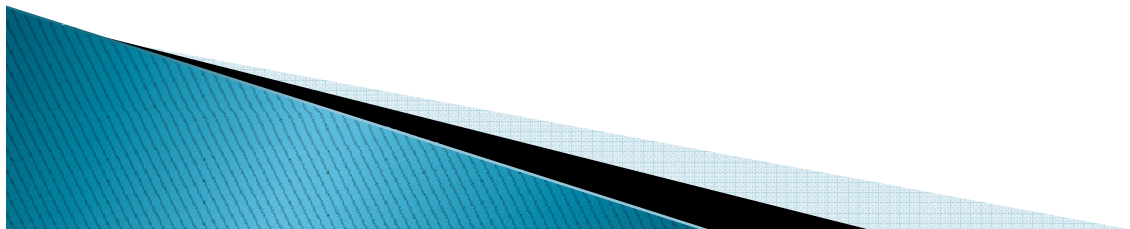
Total States with a .08 BAC Limit



The Case of New York State



Time Line	State/Program Milestones	National Milestones
1978	Four NY Remove Intoxicated Drivers (RID) Chapters (including Prevent Alcohol Related Killings in Tompkins County) formed	The Nation's first anti-DWI citizen group is formed in Schenectady, New York - Remove Intoxicated Drivers (RID)
1980	NY State enacts "No-plea-bargaining-out-of-alcohol" law (plea limitations) and license revocation for chemical test refusals NY Senate Task Force on Drunk Driving	Mothers Against Drunk Driving founded DWI Victim Impact Panel convened (Oswego County, NY)
1981	STOP-DWI Legislation enacted in New York	National "Just Say No" Anti-Drug Campaign
1982	STOP-DWI Local Programs implement Minimum Drinking Age (MDA) 19 years old First Victim Impact Statement in court (Michelle Martin Case, Albany, NY) STOP-DWI Coordinators Association founded	Presidential Commission on Drunk Driving Alcohol Countermeasures Incentive Grant Program created by Congress (Section 408)



1984 First Mandatory Safety Belt law (NY)
Effort to increase MDA to 21 years old fails

National Minimum Drinking Age (21 Years Old) established by Congress

1985 First Evaluation of STOP-DWI

Alcohol "Purchase" Law (changed to Alcohol "Possession" Law in 1990)
MDA 21 years old in New York

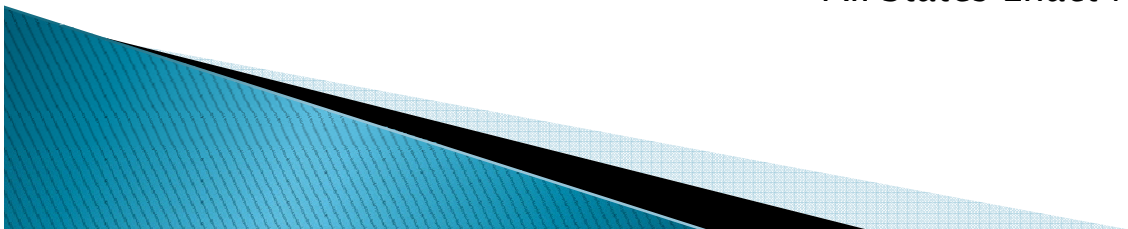
1988 Repeat Offender Administrative License Revocation Law (repeat alcohol offenders driving privileges suspended pending prosecution)

Omnibus Anti-Drug Abuse Act (extends victims of DWI the same compensation rights offered to victims of other crimes)

Drunk Driving Prevention Incentive Grant Program created by Congress (Section 410)

Alcohol Beverage Labeling Act

All States Enact MDA (21 Years Old)

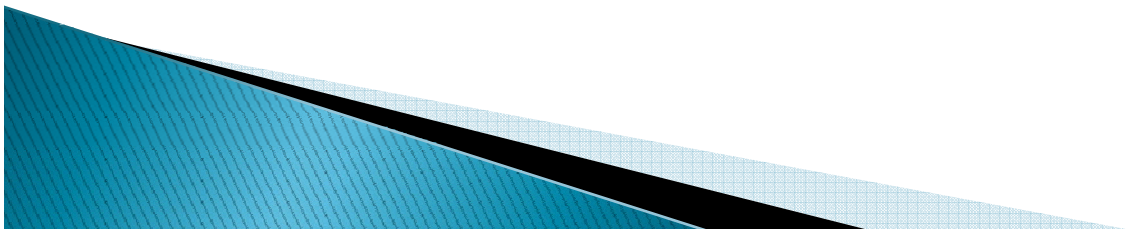


2002 Sean's Law **
.08 BAC Law Passed

Sanction for States without .08 BAC Laws

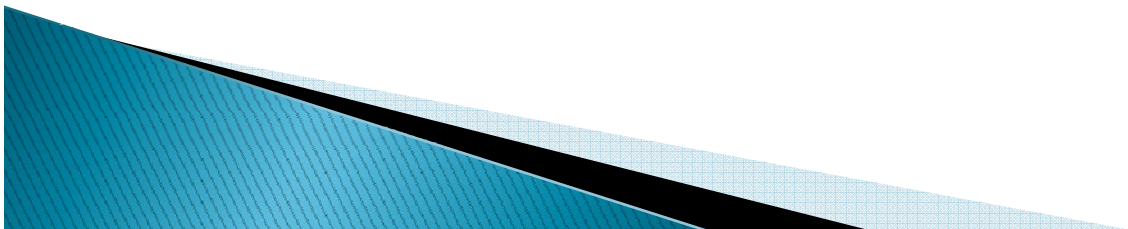
2003 .08 BAC Law Enacted (July)
Repeat Offender Law (September)
Graduated Driver Licensing Law
(September)
Underage drinking hotline (866-
UNDER-21) established
Beer Keg Registration (November)
Certified Alcohol Server Training
Program

Safe, Accountable, Flexible and Efficient
Transportation Equity Act of 2003
(SAFETEA) Introduced



Data Sources: Associations

- ▶ Used year of Association's founding from Associations Unlimited
- ▶ Also Compared Association's budget, staff, and local groups.



Association Foundings

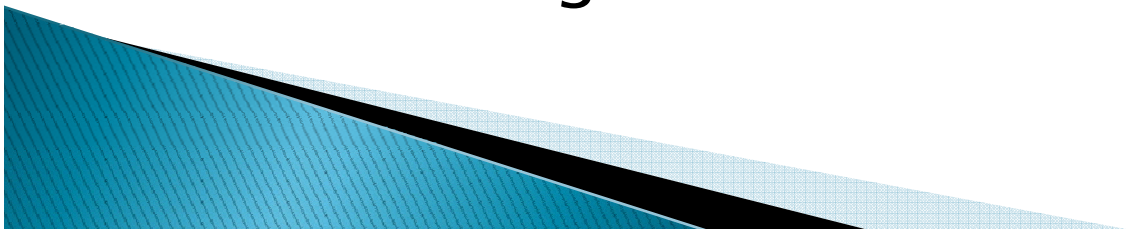
1978–(RID) Remove Intoxicated Drivers
Founded

1980–(MADD) Mothers' Against Drunk Driving
Founded

1981 –(SADD) Students Against Drunk Driving
Founded

1984–(NCADD) National Commission Against
Drunk Driving Founded

1986–(RADD) Recording Artists, Actors and
Athletes Against Drunk Driving Founded



Growth of Drunk Driving Associations

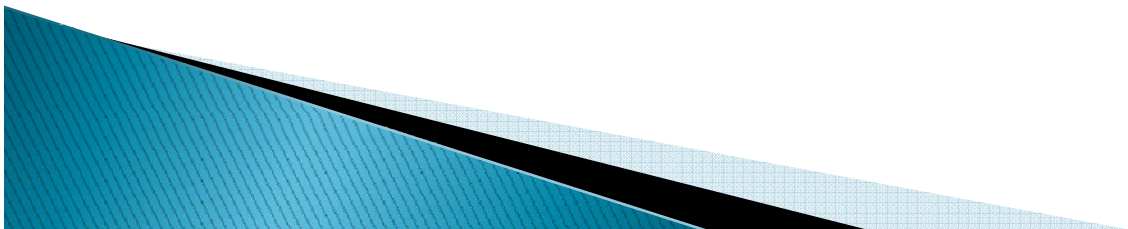
MADD (Mothers Against Drunk Driving) Founded:1980	1982	1992	1997	2002
Members:	600,000	2.8 million	3.2 million	3.2 million
Budget:	N/A	\$38.2 million	\$53 million	\$43 million
Staff:	30	260	317	317
State Groups:	47	48	47	37
Local Groups:		404	430	300

RID (Remove Intoxicated Drivers) Founded:1978	1982	1992	1997	2002
Budget:			\$150,000	\$100,000
Staff:	5	5	5	
Local Groups:	160	136	153	153

Growth of Associations

NCADD (National Commission Against Drunk Driving) Founded:1984	1982	1992	1997	2002
Budget:			\$550,000	\$770,000
Staff:		30	5	
Local Groups:		4		

SADD (Students Against Drunk Driving) Founded:1981	1982	1992	1997	2002
Local Groups:	125	26,000	25,000	25,000



Statistical Data

- ▶ The percent of alcohol-related fatalities has declined from 60 percent in 1982 to 39 percent in 2005.
- ▶ Therefore, while non-alcohol-related fatalities have increased the percent of alcohol-related fatalities have declined.

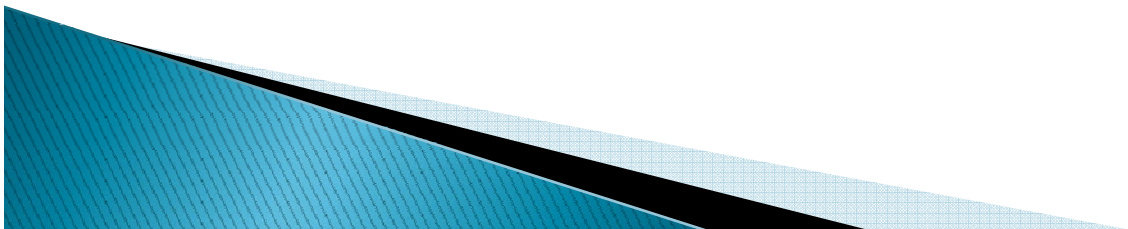
Taken From NHTSA Traffic Safety Factbook
2005 (Early Edition)



Statistical Data

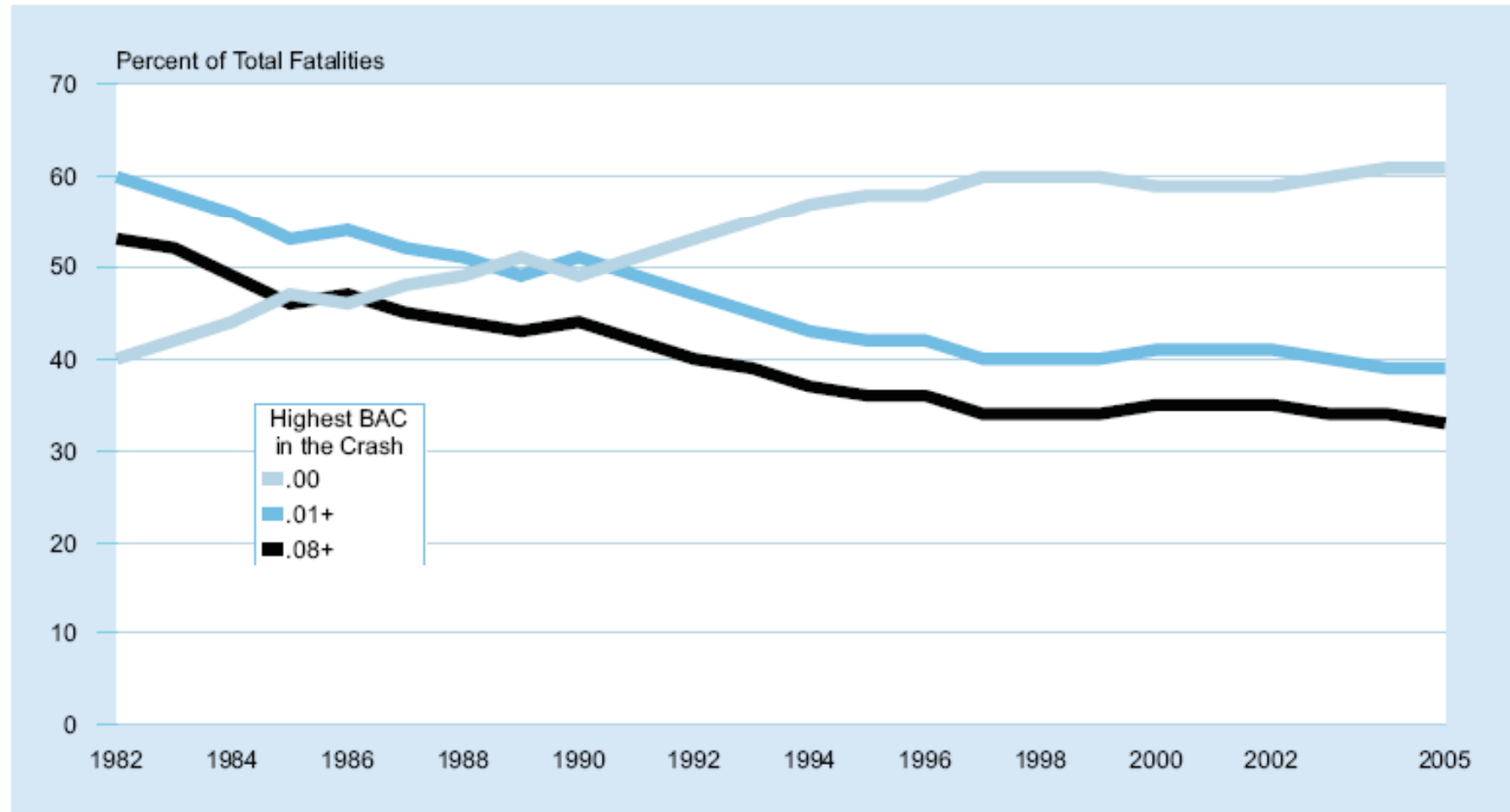
- ▶ The total vehicle miles traveled (VMT) increase 79% between 1982–2002
- ▶ Yet, the number of alcohol-related fatalities per vehicle miles traveled decreased 63%

Taken from NHTSA FARS data 2004



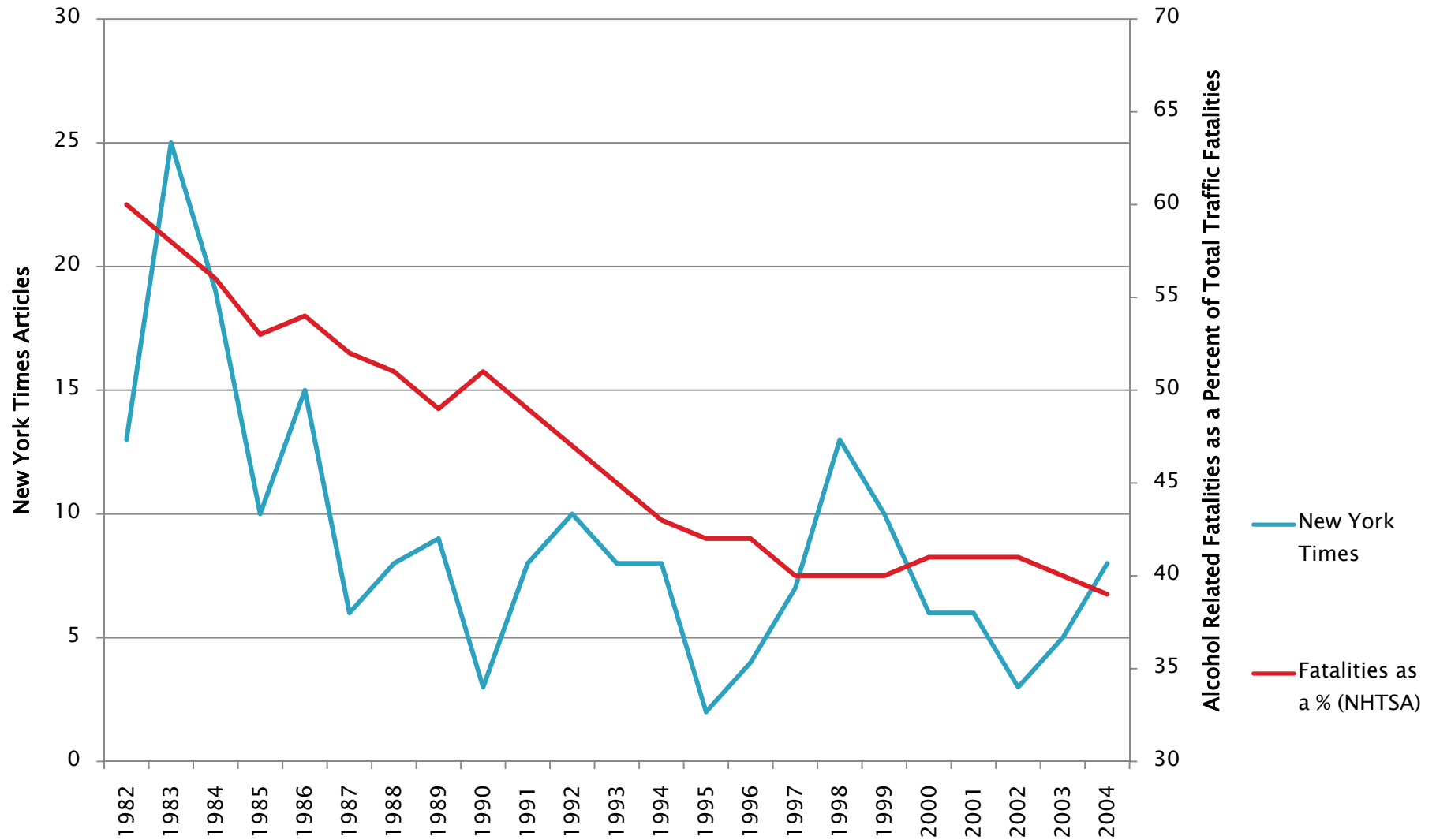
Statistical Data

Proportion of Persons Killed, by Highest Blood Alcohol Concentration (BAC) in the Crash, 1982-2005

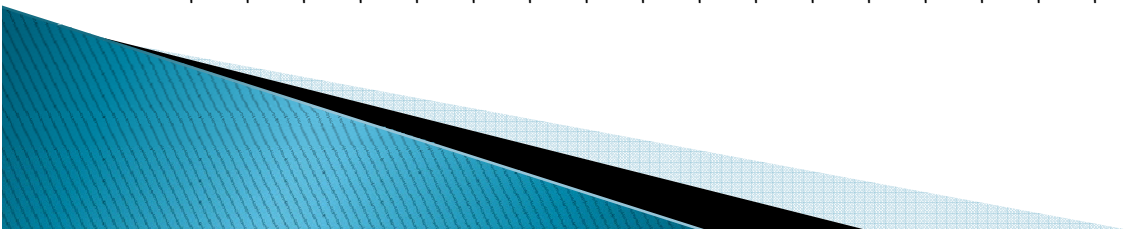


Taken From NHTSA Traffic Safety Factbook 2005 (Early Edition)

New York Times Media Attention vs. Statistical Trends



Correlation = .613



Final Conceptual Model

