



CHECKPOINT STRIKEFORCE

FACT SHEET

Virginia Drunk Driving Facts

- In Virginia during 2005, 322 persons were killed in alcohol-related crashes, a 6.12-percent decrease from 2004.¹
- Over the last three years (since the 2002 debut of Virginia's *Checkpoint Strikeforce* campaign), Virginia has seen more than a 14-percent (14.13%) decline (375 in 2002; 361 in 2003; 343 in 2004; and 322 in 2005) in drunk driving deaths.²
- 7,512 persons were injured in alcohol-related crashes in 2005, a five-percent (5.04%) decrease from 2004 and a more than eleven-percent (11.25%) decrease over the past three years (8,465 injured in 2002).³
- 25,283 persons were tested with blood alcohol content (BAC) of .08 percent or greater in 2005. The average BAC of tested drinking drivers has increased from 2000 to 2005 and now averages .1411 BAC.⁴
- There are still more persons annually convicted of DUI in Virginia (28,070 in 2005) than reside in Vienna, Williamsburg city and Tappahannock...combined.⁵
- Of those convicted for DUI, 81.79 percent were male and 17.73 percent were female.⁶
- Nationally, alcohol related traffic fatalities increased slightly from 16,694 in 2004 to 16,885 in 2005.⁷

Checkpoint Strikeforce

- *Checkpoint Strikeforce* is a research-based, zero tolerance initiative within the Mid-Atlantic states designed to catch and arrest drunk drivers via sobriety checkpoints and to educate the public about the dangers and consequences of drunk driving.
- Males between the ages of 21 and 35 are the primary target audience. This demographic group is typically harder to reach with public awareness campaigns and statistically at the highest risk for drunk driving.
- The campaign is supported locally by a grant from the Virginia Department of Motor Vehicles.

Public Opinion

- A July 2006 MWR public opinion survey of Virginia drivers found:
 - Sobriety Checkpoints are strongly supported. Nearly nine out of ten (89%) of Virginia's drivers support the use of sobriety checkpoints.⁸
 - Well over half of Virginia's drivers perceive drunk drivers as a serious danger. 61% said that drunk drivers are among the most serious dangers they face on the road.⁹
 - 71% of Virginia's drivers are aware of sobriety checkpoints in their area.¹⁰

¹ Virginia Department of Motor Vehicle's "2005 Crash Facts"

² Ibid

³ Ibid

⁴ Ibid

⁵ Ibid and U.S. Census Information

⁶ Ibid

⁷ National Highway Traffic Safety Administration FARS Data 2006

⁸ Checkpoint Strikeforce/MWR Strategies survey of Virginia area drivers, July 2006

⁹ Ibid

¹⁰ Ibid

Results

Checkpoint Strikeforce

(<http://www.nhtsa.dot.gov/nhtsa/whatis/regions/Region03/03checkpoint.html>)

2004 Data ¹¹	Virginia
Number of Checkpoints	253
DWI arrests	529
Vehicle Contacts	107,945
Safety Belt Citations	524
CSS Citations	192
Felony Arrests	141
Stolen Vehicles Recovered	6
Fugitives Apprehended	33
Suspended Licenses	771
Drug Arrests	229

*Since Checkpoint Strikeforce's inception in 2002, nearly a quarter of a million (240,753 as of 2004) drivers in Virginia have been stopped at sobriety checkpoints.¹²

Law Enforcement Component

- Law enforcement agencies will conduct a minimum of one sobriety checkpoint every week in Virginia. The checkpoint blitz will continue through the end of 2006.
- Sobriety checkpoints are a highly targeted way to fight drunk driving because they are strategically timed when and located where drunk driving is more likely to occur. Consequently, they are among the most effective tools to stop drunk driving.
- Aggressively deployed sobriety checkpoints can result in a 20-percent reduction in alcohol-related fatal crashes.¹³

Public Awareness Component

- Complementing the aggressive deployment of sobriety checkpoints is a proactive, highly visible, resonant advertising and public awareness effort.
- This year one million dollars has been dedicated to the ad campaign and educational outreach efforts in Virginia. The ad campaign targeted stations, which will air creative advertisements and were written and produced to resonate with the target audience. The ads utilize the findings of the campaign's opinion poll and focus groups to create messages that hit home with the target audience.
- The ads will run in Virginia over 4 ½ months. The radio and television spots will be played nearly 25,000 (24,495) times.

Visit www.wrap.org/checkpoint.html to review the 2006 Checkpoint Strikeforce ads and for more information.

¹¹ National Highway Traffic Safety Administration (Based on figures available at time of event)

¹² Ibid.

¹³ Insurance Institute for Highway Safety