



You Drink & Drive.  
**YOU LOSE**



# Alcohol MOBILIZATION August 27<sup>TH</sup>, to September 12<sup>TH</sup>, 2004 *report*



**NJ OFFICE OF THE ATTORNEY GENERAL**  
**DIVISION OF HIGHWAY TRAFFIC SAFETY**



## EXECUTIVE SUMMARY

After years of gradual improvement, fatalities in alcohol-related crashes are on the rise. In an effort to remedy the problem, a highly visible enforcement campaign was conducted nationwide from August 27, 2004 to September 12, 2004 as part of the You Drink & Drive...You Lose campaign.

Key components of the You Drink & Drive... You Lose campaign included targeted enforcement by 102 municipal police departments in ten counties. In addition, the New Jersey Division of State Police also participated in the enforcement effort. New Jersey supplemented the enforcement program with a media coverage that included interviews on radio.

The following are highlights of the You Drink & Drive... You Lose campaign:

- A total of 102 municipal police departments participated in the two-week mobilization compared to 55 in 2003.
- Ten counties received You Drink & Drive... You Lose campaign grants and participated in the two-week mobilization. This compares to eight counties in 2003.
- A total of 316 DWI arrests were made by participating local and state law enforcement agencies. This compares to 195 the previous year.
- The total number of summonses issued during the two-week campaign were 13,020 or 38 percent more than the 9,407 issued in 2003.
- There were a total of 1,209 safety belt citations and 3,870 speeding summonses issued as part of the campaign.

The key to deterring impaired driving is highly visible enforcement. Prevention and not arrest is the goal. When drivers perceive the risk of being caught is high their behavior changes. This was the basis of the You Drink & Drive... You Lose campaign.

## **BACKGROUND INFORMATION**

The You Drink & Drive...You Lose campaign, launched in December 1999, is a partnership of criminal justice and traffic safety organizations in all 50 states, the District of Columbia and U.S. territories that is committed to reducing deaths from impaired driving. Thanks to the combined efforts of thousands of devoted public and private partners, more than 50 million Americans have learned about the campaign from print and broadcast media.

After a decade of gradual success, fatalities in alcohol-related crashes have not significantly improved nationally in the last three years. The National Highway Traffic Safety Administration (NHTSA) estimates that alcohol-related fatalities declined slightly from 17,419 in 2002 to 17,013 in 2003. In New Jersey, during the same period, alcohol-related fatalities have also declined slightly from 299 to 283.

Highly visible traffic enforcement, such as sobriety checkpoints and saturation patrols, are an effective law enforcement tools available to communities. Sobriety checkpoints involve the stopping of vehicles or a specific sequence of vehicles at a predetermined location to detect drivers impaired by alcohol and/or other drugs. These operations not only serve as a specific deterrent by arresting impaired drivers who pass through the checkpoint, but more importantly, as a general deterrent to persons who have knowledge of the operation. Sobriety checkpoints increase the perception of the risk of arrest; if they are adequately publicized and highly visible to the public.

To protect families, local law enforcement agencies and the Division of State Police participated in the You Drink & Drive...You Lose national crackdown from August 27, 2004 to September 12, 2004 in an effort to keep citizens safe from impaired drivers. During the mobilization period, ten counties participated in the DWI checkpoint and saturation patrols. These counties included the following: Atlantic, Bergen, Camden, Essex, Gloucester, Middlesex, Ocean, Passaic, Somerset and Union. Additionally, the New Jersey Division of State Police voluntarily participated in the program.

The following provides a measure of activity generated by local and state law enforcement agencies during the campaign.

<b>COUNTY</b>	<b>DWI Arrests</b>	<b>Safety Belt Citations</b>	<b>Child Safety Citations</b>	<b>Traffic Signals</b>	<b>Drug/Criminal Arrests</b>
<b>Atlantic</b>	<b>12</b>	<b>13</b>	<b>0</b>	<b>0</b>	<b>1</b>
<b>Bergen</b>	<b>5</b>	<b>17</b>	<b>2</b>	<b>0</b>	<b>4</b>
<b>Camden</b>	<b>11</b>	<b>6</b>	<b>4</b>	<b>3</b>	<b>1</b>
<b>Essex</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Gloucester</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>4</b>
<b>Middlesex</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Ocean</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Passaic</b>	<b>7</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Somerset</b>	<b>9</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>9</b>
<b>Union</b>	<b>2</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>NJSP</b>	<b>261</b>	<b>1134</b>	<b>64</b>	<b>Unknown</b>	<b>415</b>
<b>Totals</b>	<b>316</b>	<b>1209</b>	<b>70</b>	<b>4</b>	<b>436</b>

COUNTY	Equipment	Non-Moving	Speeding	Other Moving	Other (Specify)
Atlantic	0	25	0	9	0
Bergen	39	46	12	19	0
Camden	49	103	1	40	2 Warrants
Essex	0	0	1	1	0
Gloucester	0	145	0	21	0
Middlesex	19	7	0	4	2 Warrants
Ocean	0	0	0	10	0
Passaic	2	11	0	2	0
Somerset	0	0	0	3	0
Union	11	0	0	8	0
NJSP	Unknown	3989	3856	2909	168 Warrants
<b>Totals</b>	<b>141</b>	<b>4333</b>	<b>3870</b>	<b>3044</b>	<b>172 Warrants</b>

The combined efforts of 102 local police departments and each of the 5 Troops which make up the New Jersey Division of State Police resulted in 24 DWI checkpoint operations and 185 saturation/roving patrols. A total of 2,536 personnel hours were expended which resulted in a total of 9,810 vehicles being checked at various checkpoints and an additional 16,950 motor vehicles were stopped during saturation patrol operations.

In addition to the enforcement campaign, five radio interviews were conducted that advised the public of the campaign and educated the public on the dangers of drinking and driving.

## **CONCLUSION**

Driving While Intoxicated continues to be one of society's major problems. Alcohol is the drug most commonly used by youth and is still one of the most common contributors to injury and death.

The NHTSA estimates two out of every five drivers will be involved in an alcohol related collision during their lifetime. Furthermore, NHTSA estimates that as many as 2,000 alcohol-impaired driving trips occur for every arrest and that even during special drinking-driving enforcement programs, as many as 300 trips occur for every arrest. Many potential offenders are deterred from driving drunk only if there is a public perception that they will be caught and punished. Increase public attention and news coverage of DWI enforcement efforts can help reduce alcohol-related crashes.

We must all do more as communities and individuals if we are to make significant declines in the number of alcohol-related crashes. The Division will do their part by continuing to work with law enforcement agencies to increase participation in future mobilizations and provide for enhanced public information to heighten public awareness of the consequences of drinking and driving.

# Local

Courier News

## Cops ready DWI checks for holiday weekend

Federal enforcement campaign helping fund extra checkpoints, patrols to curb drunken driving.

By LARRY REED  
If you're going to hit the road this Labor Day weekend, you may want to take a few extra precautions. Police officers will be out in force, conducting extra checkpoints and patrols to curb drunken driving during the holiday weekend. The state Division of Motor Vehicle Safety, which is part of the federal enforcement campaign, is providing extra funding for the state's law enforcement agencies. This funding will be used to hire extra officers and to purchase additional equipment. The state also will be providing extra funding for the state's law enforcement agencies to help them pay for the extra officers and equipment. The state also will be providing extra funding for the state's law enforcement agencies to help them pay for the extra officers and equipment. The state also will be providing extra funding for the state's law enforcement agencies to help them pay for the extra officers and equipment.

### Holiday

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Although most of the holiday weekend was dry and clear, there were some rain showers on Labor Day. The weather was generally pleasant, with temperatures in the 60s and 70s. The state Division of Motor Vehicle Safety is providing extra funding for the state's law enforcement agencies to help them pay for the extra officers and equipment. The state also will be providing extra funding for the state's law enforcement agencies to help them pay for the extra officers and equipment. The state also will be providing extra funding for the state's law enforcement agencies to help them pay for the extra officers and equipment.

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PASSAIC PROSECUTORS OFFICE

## Haledon joins national DWI crackdown

By Justo Bautista  
STAFF WRITER

Saturday, August 28, 2004

HALEDON - Borough police will take part in a nationwide crackdown on intoxicated drivers beginning next week.

You can be sure that checkpoints, roving patrols and in-force police Lt. Robert Franco said.

The crackdown, which will last through the weekend, will include a one-square mile borough has 22 special part-time officers during the weekend.

Patrols will be out in force on Labor Day and the following day.

"So chances are if you drive impaired, you'll be caught," Franco said.

## 'YOU LOSE' CAMPAIGN

ASBURY PARK PRESS

SATURDAY, SEPT. 4, 2004

## Cops keeping watch for DWIs over holiday

OCEAN TOWNSHIP: As part of the national "You Drink & Drive, You Lose" campaign, township police will be on patrol this weekend.

Drunken drivers "will be placed in custody, booked, and your car will be impounded. This situation will turn your holiday into a stay in the township jail," Police Chief Robert Swann said in a news release.

Police ask residents planning to drink this weekend to take a taxi or ask a sober friend or designated driver to drive them home.

Jane Zhang

**Inside**  
The death of a 6-year-old child is inspiring a new push to equip the area's homes with smoke detectors.  
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## Glo. Twp. to operate sobriety checkpoint

GLoucester Twp. Police will operate a sobriety checkpoint in the township from Saturday night until Monday morning. The checkpoint, to be held at an undisclosed location, will be funded by a state grant.

# South Jersey

## DWI checkpoint will target intoxicated drivers

By Dan Burns  
Staff Writer  
The Roselle Police Department will conduct a road stop between 9 p.m. Friday and 3 a.m. Saturday to deter people from driving while under the influence of alcohol or drugs. Officers will set up Friday night on the 400-mixed amount of vehicles, according to Lt. Police Sgt. Tommy Nugent. They will be on the lookout for drivers who are intoxicated, but driving on the road. They will be on the lookout for drivers who are intoxicated, but driving on the road. They will be on the lookout for drivers who are intoxicated, but driving on the road.

pharmacia. Those coordinating the project haven't decided how often they will pull over, but it will be something like every fifth car, or every tenth car, Nugent said. Officers will speak to the driver and try to determine if they're intoxicated. If it's obvious that a person appears to be intoxicated, they'll be asked to step out of their car, but police think that will be only an occasional occurrence. "There won't be too much of removing people from their cars. We want this to run as smoothly as possible," Nugent said.

Roselle is running this program with funds acquired from a state grant. The grant will fund officers' overtime pay. About 10 officers and a supervisor will be involved in the 4-hour project. The purpose of the DWI checkpoints is to deter people from driving drunk in the first place. The checkpoints will be in the first place. The checkpoints will be in the first place. The checkpoints will be in the first place.

like it has affected their driving, they can be arrested, according to the New Jersey Department of Law and Public Safety. Penalties for drunk driving range from a \$250 fine and six-month license suspension for a first offense to a \$1,000 fine and 10-year license suspension for a third offense. This is the first time in the last 10 years that Roselle received a grant for this program.

# COMMUNITY



## CAUGHT IN THE ACT BAYSHORE TASK FORCE HOLDS DWI PATROL

Allentown Middlesex Patrolmen Robert Burton heads out to an enforcement patrol after training and an overview at the Middlesex Police Department.

## Bayshore Task Force takes on drunk drivers

By MICHELLE GILBERT  
A program to deter drunk drivers from the road is being implemented in the Bayshore area. The program is being implemented in the Bayshore area. The program is being implemented in the Bayshore area.



Bayshore Task Force officers conduct a DWI patrol in the Bayshore area. The program is being implemented in the Bayshore area. The program is being implemented in the Bayshore area.

The Bayshore Task Force is a joint effort between the Middlesex and Monmouth County Police Departments. The task force is being implemented in the Bayshore area. The task force is being implemented in the Bayshore area. The task force is being implemented in the Bayshore area.

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TRAFFIC  
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**FY 2004 DWI CHECKPOINT GRANT  
PARTICIPATING POLICE DEPARTMENTS BY COUNTY**

**ATLANTIC COUNTY**

Mullica Twp.  
Longport Boro  
Atlantic County Prosecutor's Office  
Egg Harbor Twp.  
Margate City  
Hamilton Twp.

**BERGEN COUNTY**

Elmwood Park  
Ho Ho Kus  
Fort Lee  
Saddle River  
Alpine  
Demarest  
Hasbrouck Heights  
Glen Rock  
Franklin Lakes  
Northvale  
Fairview  
Emerson  
Englewood Cliffs  
Lodi  
Maywood  
Dumont  
Leonia  
Palisades Park  
Hackensack  
Saddle Brook  
Wyckoff  
Westwood  
Closter  
Ridgefield  
Old Tappan  
Midland Park  
Paramus  
Tenafly  
Ridgefield  
Paramus  
Creskill  
Bogota  
Woodcliff Lake

**CAMDEN COUNTY**

Pennsauken Twp.  
Voorhees Twp.  
Haddonfield Twp.  
Oaklyn Boro  
Haddon Heights  
Barrington  
Gloucester Twp.  
Camden City  
Somerdale  
Stratford Twp.  
Winslow Twp.  
Berlin Boro

**ESSEX COUNTY**

Bellville  
Essex Fells  
South Orange  
Fairfield Twp.  
Essex County Sheriff's Office

**GLOUCESTER COUNTY**

Washington Twp.  
Deptford  
Monroe Twp.  
Mantua Twp.  
Franklin Twp.  
Elk Twp.  
East Greenwich Twp.  
Paulsboro  
Pitman  
Clayton

**MIDDLESEX COUNTY**

Carteret Boro  
Old Bridge twp.  
Sayreville  
Metuchen Boro  
North Brunswick Twp.  
Brick Twp.  
Point Pleasant Boro  
Point Pleasant Beach  
Dover Twp.  
Long Beach Twp.  
Manchester Twp.  
Lakewood

**PASSAIC COUNTY**

Clifton City  
Hawthorne Boro  
Little Falls Twp.  
North Haledon Boro  
Pompton Lakes  
Ringwood  
Totowa Boro  
Wanaque  
Wayne Twp.  
West Milford Twp.  
West Paterson Boro

**SOMERSET COUNTY**

South Bound Brook Boro  
Bridgewater  
Franklin Twp.  
Hillsborough  
North Plainfield  
Manville

**UNION COUNTY**

Cranford  
Mountainside  
Rahway  
Roselle Park  
New Providence  
Kenilworth  
Westfield