Impaired Driving Prevention Month

December 2017
Dear colleagues,

Impaired driving remains one of the single most serious threats to public safety in the United States. Despite a broad range of prevention efforts, traffic fatalities have continued to rise for the last two years. Sadly, in 2016, impaired-driving fatalities increased by 1.7% to 10,497.

These are not just statistics; these are human lives, and their deaths were completely preventable.

At the National Center for DWI Courts (NCDC)—made possible through generous support from our federal partner, the National Highway Traffic Safety Administration, and our corporate partners, the Foundation for Advancing Alcohol Responsibility and Beam Suntory—we understand that while prevention efforts, new technology, and increased public awareness can help reduce impaired driving, it is critical that we also address the root problem for repeat offenders and high-blood alcohol content drivers: addiction. That’s why we’re dedicated to helping communities implement, expand, and improve DWI court programs that provide treatment and accountability based on research-driven best practices.

We know that DWI courts work, and Impaired Driving Prevention Month in December is an important opportunity to make sure our fellow citizens and elected officials know that, too. Throughout the month of December, we want to introduce our communities to saved lives, reunited families, and safer streets.

This toolkit contains a wealth of resources to help you plan and execute events, as well as educate your elected officials and the media. For many people in recovery, the holidays can be an especially difficult time; for this reason, we’ve also included tips on ensuring your court staff are prepared to give participants the support they need.

We look forward to highlighting the news and photos you send us all month long on our Facebook and Twitter pages, and we encourage you to use all the resources available to you via the FAAR website, Responsibility.org.

Thank you for the work you’re doing every single day to make our communities safer.

Sincerely,

Jim Eberspacher
Director, National Center for DWI Courts
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Impaired Driving Prevention Month Event Ideas

Below are several event ideas for your DWI court to hold or participate in to celebrate Impaired Driving Prevention Month and foster community support for your program. Remember, elected officials can and should be invited to attend these events!

1) Invite Members of Congress to your graduation ceremony: If possible, schedule a graduation ceremony during the month of December, and invite elected officials and the media to attend (see pages 5-7). Both House and Senate Members will be in their districts December 18-31.

2) Community/alumni breakfast: Hold a community breakfast to allow your program participants to meet and talk with past graduates, as well as to foster local support for your program. Offer free food (ask a local restaurant or caterer to donate!) and invite the public to come learn more about their local DWI court. Here’s an example from Michigan.

3) School assembly: Many courts do outreach to local schools. This is a great way for your participants to give back to the community and spread a positive message to local youth that helps prevent future impaired drivers.

4) 5K holiday run: This is a fun community event that can be turned into an annual tradition and a great fundraising opportunity, especially if program alumni and current participants run or walk and ask their friends and family to sponsor them. You can even encourage participants to dress up in the holiday spirit, like this Ugly Sweater Run.

5) Bike ride: Plan a cycling event to raise awareness about impaired driving, encourage alternative forms of transportation, promote healthy exercise, and raise funds for your court program. Here’s a great example from Arkansas.

6) Donation drive: December is the perfect time to organize a holiday donation drive for a local food bank or charity. Or, hold a year-end fundraiser specifically for your court program to encourage local businesses and nonprofits to support your efforts through donated funds, services, or time.
Invite Members of Congress to Your Event

Nothing educates a Member of Congress better than seeing a DWI court in action. Impaired Driving Prevention Month is one of the best opportunities we have all year to encourage Members of Congress to become lifelong DWI court supporters. **Both House and Senate Members will be in their districts December 18-31.**

Positive community events are important to Members, particularly those covered by the media. Keep in mind that the best way to communicate the purpose and effectiveness of DWI courts is a graduation ceremony. In addition to inviting Members of Congress, you should also invite your governor, mayor, state legislators, and/or sheriff or chief of police to your event. And don’t forget to invite local and regional media outlets to cover your event, especially if an elected official will be in attendance.

Here’s how:

**Step 1: Call your Member of Congress’s office in Washington, DC.**
- [Click here](#) to get your Member’s contact information.
- Ask to speak to the person handling judiciary issues, most often the Judicial Legislative Assistant (JLA). Get his/her email address and ask for the scheduler’s email address as well.
- If the JLA is available:
  - Introduce yourself.
  - Ask your Member to fight for support DWI courts by serving as the keynote speaker at your upcoming graduation ceremony or event. Give the date, location, and details. Inform them that media may be present.
- Follow up with an email (see sample on page 7):
  - Attach the invitation.
  - Send it to the JLA and scheduler.

**Step 2: Send a follow-up email.**
- Follow up with an email to the scheduler to confirm that s/he received the request.
- If your Member **will attend**:
  - Confirm the date, time, and duration of the event, as well as the Member’s role, particularly if s/he has agreed to serve as the keynote speaker.
  - Provide your contact information, including email address and cell phone number, in case the scheduler needs to advise you of any last-minute changes.
  - Coordinate with the media (see page 11).
  - Offer to provide information on the court program for the Member’s speech.
- If your Member has not made a decision: Ask for a good time to follow up.
- If your Member **cannot attend**: Ask if another date would work.
Step 3: Notify NADCP as soon as you have confirmed attendance.
- Contact Brooke Glisson, NADCP Associate Director of Communications, at 571-384-1862 or bglisson@allrise.org. Provide the following information:
  - Name of Member(s) of Congress and/or staff person attending
  - Date, time, and location of graduation ceremony or event

Step 4: Prepare social media.
- Review the sample social media content provided on pages 19-20, and prepare posts and tweets specific to your program and event. Be sure to tag your Members(s) in your posts.

Step 5: Re-confirm that the Member is attending the event via email 3-5 days before.

Step 6: Hold your graduation ceremony or event.
- Appoint a person to greet and/or escort the Member(s) during the event. Expect that staff may accompany Members of Congress, even if their attendance was not explicitly mentioned.
- Provide materials about DWI courts to the Member(s) (see page 8). Include any state or local treatment court information, data, or research.
- Ensure media representatives in attendance know that elected official(s) are present. Likewise, ensure the Member(s) of Congress and staff know that the media are present.

Step 7: Send a personal thank-you letter with photos.
- Consider asking your graduates/participants to send letters of thanks as well.
Sample Email

Fill out the sample below with the specific details pertaining to your court graduation ceremony or other event, and email it to each Member of Congress’s JLA and scheduler within 24 hours of your initial contact with them.

Dear [Congressional Staffer]:

December is National Impaired Driving Prevention Month, an important time to raise awareness about the dangers of impaired driving and the programs that help reduce impaired driving in our neighborhoods. DWI courts are a crucial investment for our community, as they provide treatment and strict accountability to help repeat impaired drivers find long-term recovery from alcohol addiction. Not only do these programs save lives, they are proven to save tax dollars.

As [Senator/Representative] [last name] represents our community, we need his/her continued support for DWI courts and the lives they save each year by making our roadways safer.

It is my honor to invite [Senator/Representative] [last name] to provide the [commencement address/keynote address] at the [graduation ceremony or event] of the [DWI court] on [time and date]. Media will be invited. Attached please find the event invitation with further details.

Thank you for your consideration of this request. If you have any questions, or to confirm the event details, please feel free to contact me at [phone number] or [email address].

Sincerely,

[Your name]
[Your title]
DWI Court Fact Sheet

On the following page is the NCDC DWI court fact sheet. This fact sheet provides national-level information and statistics to help the public and media understand the effectiveness of DWI courts in addressing substance use and mental health, reducing crime and recidivism, and saving taxpayer dollars.

We encourage you to use this fact sheet in a variety of ways:

- Email it to your Members of Congress when requesting their attendance at a graduation or other event (see pages 5-7).
- Include it in your press kit (see page 17).
- Make it available at your events, such as graduation ceremonies and fundraisers, to educate and engage community attendees.
- Make it available in your court for observers or potential local business partners who may be looking for additional information.
- Use it as a template to develop a fact sheet about your specific DWI court (see page 17 for what information to include).
[insert 2017 DWI court fact sheet]
Impaired Driving Prevention Month Media Kit

This media kit will provide you with the necessary tools to reach out to your local, regional, and even national media outlets, as appropriate, and build lasting relationships that will produce press coverage of your DWI court program for years to come.

For all of your media interaction and coverage during Impaired Driving Prevention Month, it will be important to designate individuals to serve in two key roles:

1. **Media coordinator.** The media coordinator is responsible for identifying and contacting all strategic media opportunities for your court (see page 11). This could be the same person coordinating your court program’s activities during Impaired Driving Prevention Month (e.g., planning the graduation ceremony, organizing community events, setting up meetings with Members of Congress). The media coordinator could be a member of the DWI court team, community representative, or volunteer who has experience in event coordination; this person should be trusted by the court to capably perform such responsibilities.

2. **Media spokesperson.** The spokesperson is the primary individual providing quotes and interviews to the media. S/he may also be the person delivering the keynote address at your graduation ceremony or other event. The spokesperson should be knowledgeable about your court and how it relates to the national justice reform movement. S/he must be able to speak from a position of authority; for this reason, it’s preferred that your DWI court judge serve as the spokesperson for your program; however, other members of the court team may also fill this role as appropriate.
Tips for Contacting the Media

Why is media coverage important to the continued success of your DWI court? The media help to influence public perception of your program, and public perception informs political support and funding. Impaired Driving Prevention Month is the perfect opportunity to highlight the many ways your court positively affects your community. Media coverage of your event(s) will be more positive and more effective if you take three simple steps in advance.

Step 1: Determine and create a list of the right types of media to cover your event, including print and/or broadcast.

Print media can include:
- Daily/weekly city or community newspapers
- Local university press
- Regional and trade magazines
- Legal journals, newsletters, magazines, and other publications with a special interest in or focus on court-based intervention programs
- Special-interest (e.g., non-English-language) publications

Broadcast media can include:
- Television stations (news, community interest programs, etc.)
- Radio stations
- Podcasts

Step 2: Identify which specific organizations/media outlets you feel will be most effective at covering your events. Don’t feel as though you must limit your list to local media; regional, state, and national media outlets may also be interested in covering your story. Think carefully about which outlets are most likely to reach the audience you need.

Step 3: Contact each media outlet on your list and ask for the name of the assignment desk editor, planner, or reporter to whom your materials should be directed, and obtain his/her phone number and email address.
- If you’ve noticed certain reporters or journalists in your area already covering community safety and/or justice reform issues, you may want to reach out to them directly.
- If you live in a smaller or more rural area, you may already personally know a local media person (such as a television reporter or news editor); it is acceptable to use these personal contacts.
Print Media: Press Release

A press release provides news about an organization or event. For Impaired Driving Prevention Month, a press release should be used primarily to invite the media to your event(s), such as a graduation ceremony or other event. Such events may or may not be open to the public.

Single-page releases are preferred, with a maximum length of two pages. If your press release is more than one page, it is important that the bottom of the first page includes the “-MORE-” indicator, and that the final page includes “###” to indicate the end of the release.

Press releases are usually emailed to media contacts, but they can also be faxed if necessary. **When emailing a press release, always send it in the body of the email; never send it as an attachment!** If sending the press release via email, insert your court’s logo in the upper right-hand corner; if sending via fax, type the release on your court’s letterhead. Be sure to include your contact information so that you can respond to any media inquiries.

Similar to the instructions for inviting Members of Congress to attend your event (see pages 5-7), you should send out your press release to the appropriate media outlets a few weeks to a few days prior to the event. Include the NCDC DWI court fact sheet (see page 8), as well as a fact sheet about your treatment court (see page 17 for instructions on what to include).

Follow up with a phone call to each media organization to make sure the press release was received; this call also gives you the opportunity to speak to the outlet directly, which will help you to build relationships and better understand how that outlet operates. You should send final email reminders to the media the day before your event, and follow up with phone calls, if time permits.

Use the sample provided on the following pages to ensure your press release is formatted correctly.
Sample Press Release

For Immediate Release

Contact:
[Your name]
[Your title]
[Your phone number and email address]

Local Court Marks National Impaired Driving Prevention Month with [Event]

[Name] Slated to Deliver Keynote Address

[CITY, STATE, DATE]— December is National Impaired Driving Prevention Month, and [court name] is celebrating by holding a [graduation ceremony/event] on [date] at [location]. [Name (judge, Member of Congress, etc.)] will deliver the keynote address.

[If graduation: this is the court’s [#] ceremony since it was founded in [year]. [#] [men and/or women] are expected to be among this year’s graduates. The ceremony marks their completion of an intensive program of comprehensive substance use treatment, close supervision, and full accountability.]

According to the National Center for DWI Courts (NCDC), [court name] is one of 726 DWI courts in the United States helping get repeat DWI offenders off [city/county] roadways by providing them with the accountability and treatment needed to return to being productive members of society.

[If you have a quote from your judge or a local official and/or brief biographical information on graduates, include it here.]

“The holiday season is a dangerous time on our nation’s roadways due an increase in impaired driving,” says Jim Eberspacher, Director of NCDC. “Impaired Driving Prevention Month is a call to action for communities to provide solutions to potentially deadly hazards on our roadways, and DWI courts are one of those solutions, addressing the root problem of addiction by providing repeat DWI drivers with treatment and accountability. DWI courts help to keep our roads and communities safer while ensuring program participants learn to make safer, healthier choices for everyone.”

[Court name] is a specialized court docket that reduces correctional costs, enhances community safety, and improves public welfare. [Provide specific information/statistics on your court here.]

DWI courts are an incredibly effective strategy to reduce recidivism among those who repeatedly drive while impaired; in fact, top DWI courts reduce recidivism by as much as 60%. Nationally, the cost of alcohol-impaired crashes in the US in 2010 was $44 billion; by contrast, for every $1 invested, DWI courts save communities $3.19. To learn more about DWI courts and NCDC, visit DWICourts.org.
Impaired Driving Prevention Month typically receives significant media attention, and one way to enhance this attention locally and regionally to ensure our message gets out across the country is to write an Opinion Editorial (op-ed).

There is a clear, renewed interest in justice reform in the US; recovery advocates, DWI court professionals, and concerned citizens alike recognize that by changing the way we think about addiction and enact justice in our judicial and prison systems, we can save lives and put the money our courts save to better use in our communities. An op-ed is a great way to remind your legislators that DWI court programs save lives, save money, increase safety, and must have their support.

We’ve provided a sample op-ed for you to adapt and use as appropriate on the following page. Here are some general tips to help ensure that any op-ed you write gets published:

- **Find a news hook.** Your court’s graduation ceremony or other event is newsworthy; give it an extra hook by relating it to the broader discussion of impaired driving, justice reform, and finding proven solutions for your community. If your court is in jeopardy of losing funding, say so!

- **Know the word limit.** In general, 750-800 words is sufficient, but check the specific newspaper’s op-ed page to find out their preferred length.

- **Humanize your piece.** Anecdotes and personal stories help illustrate and bring clarity to complicated issues. Think about personal experiences in your DWI court, and use them as examples in the op-ed (but only use names with permission).

- **Stick to a single point.** You only have so much space; make a single, strong point clearly and persuasively. Your first paragraph should draw the reader in, but if you choose to open with an anecdote, make sure you get to the point quickly.

- **Make a specific recommendation.** This is an opinion piece: state your opinion on what is needed to ensure your court can continue to operate effectively.

- **End with a bang.** Your final paragraph is as important as your opening paragraph. Be sure to summarize your argument in one strong final paragraph and include a poignant quote from a key stakeholder or participant, if you have one.

- **Follow up.** Most op-ed editors will respond to you or publish the piece within 1-2 weeks. If you haven’t had a response in that timeframe, or if your piece is particularly time-sensitive, you can make a follow-up phone call to be sure it was received and ask about its status.
Sample Op-ed

Alcohol-Impaired Driving Is on the Rise; Here’s What We Can Do About It

In 1988, Larry Mahoney drove his pickup truck down the wrong side of Kentucky’s I-71, hitting a church bus head on and killing 24 children and three adults. The incident, which became known as the Carrollton Bus Crash, remains the deadliest impaired-driving incident in American history. The crash received national media attention and resulted in a crackdown on impaired driving. Between 1982 and 2014, the number of annual alcohol-impaired driving fatalities decreased by 51%. But after nearly three decades of declining, these numbers once again began to climb.

A new report from the National Highway Traffic Safety Administration shows that in 2016, alcohol-impaired driving fatalities increased for the second year in a row to 10,497—the highest level since 2009. While the opioid epidemic has rightly received significant attention of late, impaired driving remains one of the single most serious threats to public safety—and it’s one that is entirely preventable. Progress has been made, but the rising number of fatalities shows more must be done.

December marks Impaired Driving Prevention Month, and there is no better time to explore solutions to this public safety issue. The National Center for DWI Courts (NCDC) and the Foundation for Advancing Alcohol Responsibility (FAAR) recently embarked on a nationwide Reform & Responsibility Tour to promote ways to immediately reduce impaired driving deaths. Here is what we recommend:

1. **Screen and assess all driving while intoxicated (DWI) offenders.**
   More robust clinical screening and assessment for DWI offenders allows them to be matched to the appropriate level of supervision and treatment, and research shows that the earlier this occurs, the greater the likelihood of success.

   For the majority, a DWI arrest is a huge wakeup call: many need only one arrest to never reoffend. They can change their behavior and do so out of fear of being rearrested. But others are not capable of changing without outside intervention. According to FAAR, repeat DWI offenders commonly suffer from mental health and substance use disorders. Left untreated, repeat offenders are statistically the most dangerous drivers on the road and overrepresented in fatal crashes. Better screening and assessment can identify drivers likely to become repeat offenders and ensure they receive more supervision, stricter accountability, and evidence-based treatment.

2. **Expand and improve DWI courts.**
   For over two decades, drug treatment courts in the US have proven that a combination of accountability and treatment can lead people into recovery, reduce crime, and save resources. DWI courts build on the success of the drug treatment court movement by focusing on repeat and/or high blood alcohol content (BAC) DWI offenders with substance use disorders. DWI court participants are under strict supervision: they have mandated home visits, continuous alcohol monitoring, and frequent appearances in court. They undergo rigorous, evidence-based individual treatment and participate in group therapy. They must pass frequent and random drug tests. In addition to all of this, they’re required to hold down a job, perform community service, or advance their education.
Research on this combination of accountability and treatment shows that DWI courts are the most successful way to reduce impaired driving, decreasing recidivism by as much as 60%, all while saving taxpayers money: an incredible $3.19 is saved by society, for every $1 invested in a DWI court. Learn more at DWICourts.org.

3. **Increase evidence-based supervision technology.**

   Used in conjunction with clinical assessment and appropriate treatment interventions that target individual needs, technology can play a vital role in getting DWI offenders the supervision and support they need. For example, many states have adopted ignition interlock programs for repeat offenders. Ignition interlock requires offenders to pass a breath test before their car will start and has been found to reduce repeat impaired driving by about two-thirds. Continuous alcohol monitoring (CAM) technology is another effective tool for ensuring compliance with supervision requirements: it relays real-time alcohol consumption data to law enforcement. Research has found that the use of CAM improves enforcement of abstinence orders and is more effective than random drug testing.

   Unfortunately, despite the passage of legislation supporting the use of such technologies, they remain underutilized by local communities in their efforts to reduce impaired driving.

   Larry Mahoney was not a first-time offender on the night he took 27 lives. Several years before the crash, he was arrested and charged with a DWI. If we knew then what we know now, would the Carrollton bus tragedy have been avoided? We may never know the answer to that question, but we do know that we must do everything we can to prevent another tragedy like it. There is an urgent need to robustly implement and strengthen solutions that will protect public safety and save resources while holding impaired drivers accountable and getting them the evidence-based treatment and they need to achieve long-term recovery.

   We’ve made tremendous progress on this issue since the 1980s, but we must act if we are to reverse this dangerous upward trend, and we must act now. Simply put, saving lives cannot wait.
Print Media: Reusable Press Kit

A press kit is a package of information to present to the reporters/journalists covering your event. It’s typically a standard two-pocket folder that can display your county or DWI court logo and include a place for your business card. If a printed press kit is not desirable, you can also produce a digital press kit by placing all of the electronic versions of the contents on a flash drive (which can also be branded with your county or treatment court logo). Some media outlets may prefer the information be sent in advance via email.

Your press kit should include the following:

- A press release describing your court’s graduation ceremony or other event (see page 12);
- The NCDC DWI court fact sheet (see page 8);
- A fact sheet about your DWI court—you should include such information as the court’s history, presiding judge and stakeholders on the DWI court team, numbers of participants and graduates, effect on local crime and recidivism rates, other positive community improvements, and amount of money saved by the program;
- Any prior, positive newspaper articles, television reports, or other media coverage on your court, such as published stories about a graduation, graduate, or event; and
- Additional information on the problem of impaired driving in the US from Responsibility.org/get-the-facts.

On the day of the event, make sure you have plenty of press kits available to pass out to the media and other important public officials in attendance. Often news personnel do not RSVP to an event, but instead make last-minute decisions about whether to send reporters. It’s also helpful to have a sign-in sheet to keep track of the media in attendance and to gather their contact information.

Your kit does not need to be glossy or expensive, but consider it an investment: it’s easily made reusable for other purposes and audiences. With a few simple adjustments, it can serve as a general information kit for speaker bureau pitches, potential program investors (e.g., local business owners or philanthropic organizations), volunteers, events/conferences, and other important purposes.
**Broadcast Media**

Broadcast media can include television stations (news, community interest programs, etc.), radio stations, and podcasts.

Your identified media outlets may want to conduct an interview with your media spokesperson (see page 10). It’s important that your spokesperson be well prepared for these interviews and have practiced how to respond to questions that may be asked about the DWI court model and other relevant topics such as impaired driving, addiction, treatment, recovery, and justice reform. S/he should be familiar with the various media outlets (their format, questioning techniques, etc.). S/he may also want to have talking points and/or fact sheets available to guide the conversation as necessary.

Remember that the goal of your interaction with the media is to increase positive awareness and solicit public and political support for your court program and the national justice reform movement.

For assistance with media outreach or for contact information for media in your state, contact: Brooke Glisson, Associate Director of Communications, at bglisson@allrise.org.

**Social Media**

Not only can social media help engage and educate DWI court participants, graduates, and the community, it has proven to be one of the most effective ways to get the attention of Members of Congress, even better than email. The vast majority of Members of Congress have official social media accounts, and they take notice of comments on Facebook and Twitter. [Click here to look up your Members’ social media account handles.](#)

**Remember that anything you post on social media (words, photos, videos, etc.) is considered public content.** As with any public content, it is critical that a system be put in place to ensure that content posted or shared on behalf of your court program is 1) appropriate, 2) factual, and 3) in accordance with the principles and responsibilities of your court and the US judicial system.

Like and follow our All Rise [Facebook](#) and [Twitter](#) accounts and share the inspiring stories, news, photos, and videos we’ll be posting about the power of DWI courts all month long. On the following pages, we’ve provided sample content that you can use during Impaired Driving Prevention Month. If you would like to see your court highlighted on our social media accounts, see page 23 for instructions on how to contact us.
Sample Facebook Posts

Below are some posts you can use for followers and friends on Facebook. Remember to include photos and videos whenever possible. You can also share relevant posts from our All Rise Facebook page or the Foundation for Advancing Alcohol Responsibility (FAAR) Facebook page to your page. Don't forget to tag us using @ALL RISE, and be sure to tag your Members of Congress!

December is Impaired Driving Prevention Month! DWI courts all over the country are working to get impaired drivers off the road and into treatment. Through a combination of accountability and compassion, DWI courts are advancing justice by providing help and hope instead of a jail cell. See for yourself: http://bit.ly/2hYd741

Impaired driving is one of the biggest threats to public safety in America, and it's an even bigger threat during the holidays. December is Impaired Driving Prevention Month, and DWI courts across the nation are coming together to prove that these programs work. For someone like Patricia, whose family has struggled with alcohol addiction for generations, DWI court is much more effective at breaking the cycle than a prison cell. Watch her tell her powerful story in her own words: http://bit.ly/2k5WuIh

Did you know that impaired-driving deaths went for the second consecutive year? This month is Impaired Driving Prevention Month, and we say no more! The [DWI court name] is committed to leading repeat impaired drivers, like Patricia, on a path to recovery through a combination of compassion, treatment, and accountability. Listen to her story of how DWI court saved her life and changed the future for her family: http://bit.ly/2k5WuIh

We all have a responsibility to end impaired driving. During Impaired Driving Prevention Month, our [DWI court name] is celebrating the many lives we’ve been privileged to help lead away from the justice system and into long-term recovery. Lives like Patricia’s. Watch: http://bit.ly/2k5WuIh

The holiday season can be one of the most difficult times of the year for people in recovery. There are many strategies for enjoying the holidays while maintaining your sobriety. Here are six of them. What are yours? Share with us in the comments! http://bit.ly/1lc6rPG
Sample Tweets

Below are some tweets you can share with followers on Twitter. Remember to include photos and videos whenever possible. You can also retweet relevant posts from our Twitter account or the FAAR Twitter account. Don’t forget to tag us using @_ALLRISE_, and be sure to tag your Members of Congress!

*It’s Impaired Driving Prevention Month! DWI courts provide treatment, not handcuffs, for people struggling with addiction. Together, we’re #AdvancingJustice to help #EndImpairedDriving. Learn more: [http://bit.ly/2hYd741](http://bit.ly/2hYd741)*

*During Impaired Driving Prevention Month, learn how DWI courts are saving lives, breaking the cycle for future generations, and making our communities safer: [http://bit.ly/2k5Wulh](http://bit.ly/2k5Wulh)*

*December is Impaired Driving Prevention Month. [DWI court name] is #AdvancingJustice by working to #EndImpairedDriving every single day. Learn how: [http://bit.ly/2hYd741](http://bit.ly/2hYd741)*

*Patricia’s family struggled with alcohol addiction for generations. DWI courts give people like Patricia a chance to break that vicious cycle, all while making our roads and communities safer: [http://bit.ly/2k5Wulh](http://bit.ly/2k5Wulh)*

*Over the holidays, be a hero. Help us save lives. Help us protect our communities. Help us #EndImpairedDriving. [http://go-faar.org/2bjpxlO](http://go-faar.org/2bjpxlO)*

*December is Impaired Driving Prevention Month, and the holidays can be difficult for people in #recovery. Tell us what helps you stay sober, and watch Patricia’s powerful story of recovery through DWI court: [http://bit.ly/2k5Wulh](http://bit.ly/2k5Wulh)*

*The holidays can be a difficult time to maintain sobriety. This Impaired Driving Prevention Month, here are 12 tips for those in #recovery: [http://bit.ly/2dsRY0W](http://bit.ly/2dsRY0W)*
Preparing Your Team & Participants for the Holidays

It’s important to remember that for people in recovery, the holidays can be a particularly challenging time for their sobriety. As DWI court professionals, it’s critical to recognize this fact and be prepared to support your participants throughout the holiday season.

The efforts of your team to understand how most holiday events include and even focus on alcohol consumption, and the challenges this can present to your participants, will go a long way to help your participants feel supported during this season. During your court staffing meetings prior to each holiday, discuss the following with your team:

- Ensure each team member receives, reads, and understands this page of the toolkit, especially if s/he has never struggled with addiction or a substance use disorder.
- Discuss how the court team can demonstrate understanding, empathy, and support for those in recovery during the holiday season.
- Discuss how your team will interact with and prepare DWI court participants during the court sessions immediately before and after each holiday.
- Plan at least one sober holiday event for your court team, participants, and families to attend. Some ideas include:
  - Host a party or potluck dinner
  - Plan a bowling night (explain the event and ask bowling alley management ahead of time if they would be willing to close the bar for a few hours that evening)
  - Hold a movie night at a local theater or community center
  - Attend a local college or professional sporting event (such as a basketball game)
  - Organize your own sporting event (such as a 5K, bike ride, volleyball or basketball tournament)

For your DWI court participants, be aware of the date closest to each holiday when s/he will come before the judge, and address the following:

- Ask, “What are your plans for [Christmas/New Year’s]?”
- Ask, “How do you plan to maintain your sobriety over the holiday?” You can also give them some specific tips for staying sober through the holiday season.
- Instruct them to plan ahead for the busy holiday season and to schedule and keep appointments with their therapist, counselor, and/or case manager around each holiday.
- If they have sponsors, remind them to check in and even meet up as necessary.
- If they participate in group therapy or community organizations, encourage them not to miss these group meetings around each holiday.
- Encourage them to choose their activities and company wisely.

In addition, FAAR works collaboratively with experienced partners to develop resources for DWI system practitioners, from law enforcement to judges to treatment providers. These free, online publications and courses can help guide practice and improve outcomes for people in need.
Let NCDC Promote Your Court

Remember that NCDC is dedicated entirely to supporting and promoting the expansion of DWI courts just like yours across the US so that we can reach more people in need. But we can’t promote the incredible work your court is doing to improve your community if we don’t know about it!

Use the response form on the following page to tell us how your court decides to prepare for, celebrate, and support your DWI court participants during Impaired Driving Prevention Month in December. Send us your ideas, stories, photos, and videos so that we can help tell the world about the impact your program is making in your community. For all images, please be sure to send us the signed photo release form on the following page.

You can contact us in any of the following ways:

- Email Brooke Glisson, Associate Director of Communications, at bglisson@allrise.org.
- Tag us on Facebook by typing the “@” symbol followed immediately by “ALL RISE,” or send us a direct Facebook message.
- Tag us on Twitter by typing @_ALLRISE_ or include #AdvancingJustice or #EndImpairedDriving in your tweet.
Response Form & Photo Release

Please complete and submit this form to bglisson@allrise.org as soon as possible.

Organization: _____________________________________________________________

Address: _________________________________________________________________

City, State, Zip: __________________________________________________________

Coordinator/Point of Contact: ______________________________________________

Phone Number: ___________________________________________________________

Email Address: ___________________________________________________________

Date of Graduation Ceremony: _____________________________________________

Expected Number of Graduates: _____________________________________________

Event Keynote Speaker(s) (Name, Title/Position): ______________________________

Invited Members of Congress: _____________________________________________

Proclamation/Resolution (State, County, or Local) ____ YES* ____ NO
   *If yes, please send NADCP a copy of the proclamation/resolution used.

Additional Information: ___________________________________________________

**Photo Release**: For valuable consideration received, I hereby grant to the National Association of Drug Court Professionals, the National Center for DWI Courts, and its legal representatives, licensees, and assigns the irrevocable and unrestricted right to use and publish photographs of me, or photographs in which I may be included, for editorial trade, advertising, and any other purpose and in any manner and medium; and to alter the same without restriction. I hereby release the National Association of Drug Court Professionals, the National Center for DWI Courts, and its legal representatives, licensees, and assigns from all claims and liability relating to said photograph.

Printed Name*  
Signature*

Date*  
DWI Court Name*

*Indicates required field for photo release
Thank You

We at NCDC would like to express our profound gratitude to you, the individuals doing the most difficult, important, rewarding work we can think of on a day-to-day basis. Without your belief in the effectiveness of DWI courts and your unwavering dedication to ensuring that your court provides real solutions to people in real need in your communities, there would not be more than 1.4 million Americans leading lives of recovery today. And the impact of your efforts doesn't stop there: it reaches every participant’s family, friends, coworkers, and neighbors. Because of you, our roads and communities are safer. Because of you, many millions of lives have seen a level of restoration that would not have been possible otherwise.

**DWI courts are justice reform in action.** You’re transforming the US justice system for the better every day. You’re taking a bold stance by declaring that impaired driving can be reduced, substance use and mental health disorders can be treated, and lives can be saved, all while saving money and making communities safer and more productive. We could not be prouder to stand with you.

**Because of you, we All Rise. Thank you.**