
**ALCOHOL/SAFETY PUBLIC INFORMATION
MATERIALS CATALOG
NUMBER 10**

**Ann C. Grimm
Margaret B. T. Wiviott
Elizabeth A. Schoenborn**

JUNE 1986

UMTRI **The University of Michigan
Transportation Research Institute**

ALCOHOL / SAFETY PUBLIC INFORMATION

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The University of Michigan
Transportation Research Institute
Ann Arbor, Michigan 48109

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16. Abstract The <u>Alcohol/ Safety Public Information Materials Catalog</u> is designed for use by persons developing public information programs on alcohol and highway safety. It lists materials produced for campaigns along with journal articles and reports describing and evaluating such programs. Materials and reports listed in the catalog may be borrowed free of charge.					
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PREFACE

The purpose of the Public Information Materials Center is to foster coordination of public information campaigns and to encourage cooperation among agencies planning campaigns on safety-related subjects. The collection is primarily intended to aid in the design of public education programs by making available materials produced for previous campaigns.

We encourage those about to embark on a new program to use this unique Center to see what other organizations have created. Use of the collection should help prevent errors made in the past and also encourage more widespread use of innovative and effective ideas. Users are encouraged to contribute materials to this collection and to refer others to us.

This collection serves also as a general resource in the highway safety/public information area. Materials available for loan include those produced for public information campaigns as well as research reports, evaluative and survey reports, and journal articles.

INTRODUCTION

PROCEDURES FOR BORROWING MATERIALS

Request materials 1) BY NUMBER (found to left of each item); 2) BY SUBJECT (describe as completely as possible); or 3) BY TYPE OF MATERIAL & SUBJECT. In the latter case you will be sent a representative sample which conforms to your request. Send request to Public Information Materials Center, University of Michigan Transportation Research Institute, 2901 Baxter Road, Ann Arbor, Michigan 48109-2150. Requests may also be telephoned to Ann Grimm at 313/764-2171.

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REQUESTS TO BORROWER

Condition of Materials

Please keep the materials in good condition. Access to films and tapes should be limited to persons experienced in the use of audio-visual equipment.

Returning Materials

Materials should be returned either First Class or via UPS, Federal Express, or an equivalent. Films and tapes must be insured!

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Note: Items in ITALICS are new to this edition of the Catalog.

PART I

PRINT MATERIALS

Addiction Research Foundation of Ontario, Toronto

Pamphlet

- 38979 But everybody knows...myths about drinking and driving. 1977. 23 p. Color. (6 3/4 x 9).
Discusses 10 basic myths about alcohol and the way it affects driving ability.

Promotional Gimmick

- 31080 A holiday party survival guide. 1973. 2 p. (Blood alcohol chart.)

Aetna Life and Casualty, Hartford, Conn.

Pamphlet

- 18934 Under the influence...behind the wheel. (1972). 8 p. Color. (3 1/2 x 9).
Discusses experiment with drinking and driving volunteers. General information on drinking and driving with BAC chart.

AID, Lansing, Mich.

Pamphlets

- 26949 I am the driver. 1974. 4 p. (5 1/2 x 8).
Cartoon illustrated, provides four responsible alternatives to driving drunk.
- 26950 I am the driver. How do you rate? Check your score. 1974. 6 p. (4 x 9).
Fifteen multiple choice questions and answers on drinking and driving.

Alaska Highway Safety Planning Agency, Anchorage

Pamphlet

- 75620 *It's an easy decision...when you know Alaska's law. 1985. 5 p.*
Explanation of state DWI laws.

Posters

- 75621 *Drinking drivers are murder on Alaska's streets. 1985. color. 16x20.*
Photograph of tricycle smashed by automobile.
- 75622 *Spirits can dampen graduation. 1985. color. 16x20.*
Close-up of mortar-board on ground next to beer bottle.

Bumper Sticker

- 75623 *Drunk driving is breaking Alaska's heart. 1985. color.*

Albany County Traffic Safety Board, STOP DWI Program, N.Y.

Pamphlet

- 75315 Friends don't let friends drive drunk. 1984. 2 p. (3 1/2 x 8 1/4).
Envelope stuffer - tips for hosting a responsible party.

Poster

- 75331 Don't drive drunk New Years eve. 1984. black & white. (8 1/2 x 11).
Telephone number for safe-ride free taxi.

Alcohol Research Information Service, Lansing, Mich.

Pamphlets

- 49735 Say no to drunk driving. Michigan's new drinking and driving laws. 1982. 14 p. Color. (5" diameter).
General information on drinking and driving. Explanation of Michigan drunk driving law, the provisions and penalties.

Poster

- 49732 How do you say no to drunk driving? Give us your ideas!! 1982. 1 p. color. (11 x 17).
Cartoon illustrated. Promotes "Say No to Drunk Driving" campaign.

Bumper Sticker

- 49733 Say no to drunk driving. Have a happy holiday season.

Promotional Gimmick

- 49734 Say no to drunk driving. Have a happy holiday season. 1982. 1 p. (Coasters.)

Alcohol Safe Driving Program, Philadelphia, Pa.

Pamphlets

- 35167 Bottoms up. S.O.B.E.R. Slow on the bottle. Enjoy the road. 1976. 11 p.
Looseleaf folder announcing 1979 SOBER poster contest for 10-12th graders. Folder includes general information on drinking and driving.

Posters

- 44175 Stay on course. Don't drink and drive. (1979). 1 p. color. (17 x 22).
Illustration of car swerving on roadway.
- 35166 Bottoms up. S.O.B.E.R. Slow on the bottle. Enjoy the road. 1976. 1 p. black & white. (20 x 22).
Promotional poster for Philadelphia "Bottoms Up" campaign (December 19, 1976 - January 1, 1977).

Alcohol Safe Driving Program, Reading, Pa.

Pamphlets

- 31223 If you are driving, take it easy. (1975). 2 p. black & white. (3 1/4 x 5 1/2).
General discussion of drinking and driving emphasising affects of alcohol.

Poster

- 35165 Friends don't let friends...drive drunk! 1976. 1 p. color.
Photograph of free-standing poster exhibit.

Bus Card

- 31319 Friends don't let friends drive drunk. (1975). 1 p. color.

Bumper Sticker

- 31314 Friends don't let friends drive drunk. (1975). 1 p.

Promotional Gimmicks

- 31313 Who's driving home? (1975). 1 p. (Placard for use in bars.)
- 31315 Friends don't let friends drive drunk. (1975). 1 p. (Placard for use in bars, liquor stores, etc. Includes tear-off leaflet.)

Alcohol Safe Driving Program, Williamsport, Pa.

Pamphlet

- 39413 Did you know... (1979). 2 p. (4 1/2 x 8 1/2).
Presents facts on the effects of alcohol on driving and offers alternatives to drinking and driving.

*This Center has a complete collection of ASAP materials from the period 1970-1975. A list of those materials will be provided upon request.

Alcohol Safety Action Project--Lawrence, Ks.

Pamphlet

- 49461 Responsible drinking is a must in Kansas. 1978. 6 p. (3 3/4 x 8 1/2).
General information on drinking and driving including BAC chart, and what can be done to solve the problem.

Alcohol Safety Action Project--Virginia, Richmond

Pamphlets

- 39216 It's free. Life of the party pack. 1978. 7 p. color. (8 x 8).
Packet targeted toward party hosts on how to hold a safe party. Includes recipes for non-alcoholic drinks, hors d'oeuvre, and suggestions for party games.
- 35321 DUI arrest...what happens next? (1977). 6 p. (3 3/4 x 8 1/2).
Discusses what happens after a DUI arrest: penalties, court proceedings, and VASAP program.
- 35319 Virginia's favorite drug is her most popular killer. [Revised edition.] 1976. 8 p. color. (3 3/4 x 8 1/2).
General information on alcohol, drinking and driving, and VASAP.

Posters

- 49238 Being the life of the party can be dead serious. (1981). 1 p. black & white. (12 x 19).
Photograph of male teenager in driver's seat holding driver's license out for police officer.
- 49239 Sometimes the life of the party is in your hands. (1981). 1 p. black & white. (11 x 17).
Photograph of woman taking car keys from man.

Promotional Gimmick

- 35322 Don't be a reckless drinker. Know your limit. (1977). 3 p. (Blood alcohol chart.)

Allstate Insurance Companies, Northbrook, Ill.

Pamphlets

- 75499 *Checklist of 1st tier DUI countermeasures. 1985. 2 p. Co-produced by the National Commission Against Drunk Driving, Washington, D.C. Describes possible sanctions for drinking drivers.*
- 75501 *Drinking, driving, drugs - a deadly combination. How do we stop our teens? 1985. 4 p. Advertisement for 2 Allstate films: "Just Along for the Ride" and "Danger Ahead: Marijuana on the Road." Includes descriptive information and ordering form.*
- 75125 Allstate drunk driver advocacy - arresting police agency pickup of permanent driver licenses from drivers failing or refusing drunk driving BAC tests. 1 Sept 1983. 2 p. (8 1/2 x 11).
Detailed information on drivers license statute reforms regulating alcohol related license withdrawals.
- 75169 The war against drunk driving. Believe me, you can make a difference. May 1983. 7 p. (8 1/2 x 11).
Article reprinted from 50 Plus magazine on drinking and driving.
- 75126 Allstate drunk driver advocacy - return the minimum legal drinking age to 21, by one year elevations. This graduated change won't affect those under 21 who already have been given the legal privilege. 15 Jan 1983. 1 p. (8 1/2 x 11).
Allstate position statement on raising minimum drinking age to 21 years.
- 75124 Allstate drunk driver advocacy - strengthen existing drunk driving laws from "presumptive level" to "illegal per se" statutes, making it an offense to drive or otherwise be in control of a motor vehicle with an 0.10% or greater blood alcohol concentration (BAC). 12 Jan 1983. 1 p. (8 1/2 x 11).
Detailed information on "illegal per se" statutes.
- 75123 *Drinking, driving, drugs - a deadly combination. How do we stop our teens? (1983). 4 p. (3 1/2 x 8 1/2). Information on two 16mm films on teenage drinking and driving.*
- 75127 Estimated amount of 80 proof liquor needed [sic] to reach approximate given levels of alcohol in the blood. (1983). 2 p. (8 1/2 x 11).
Two charts (empty stomach/full stomach) illustrating estimated amount of 80 proof liquor needed to reach given levels of BAC, considering body weight and amount of liquor consumed in one hour.
- 75135 The Baton Rouge combined drunk driving effort - a model for the nation. (1983). 20 p. (3 3/4 x 8 1/4).
Information on DWI "Checkmate" enforcement program.

Print Ads

- 75128 Estimated amount of 80 proof liquor needed to reach approximate given levels of alcohol in the blood. (1983). 1 p.
Print ad to accompany pamphlet 75127 above.

- 18142 Happy New Year: by the time 1971 ends, the drunk driver will have killed 35,000 of us. (1970). 1 p. black & white.
Explanation of Allstate's advocacy position of DUI enforcement and education. Promotes's Allstate's booklet "The Drunk Driver May Kill You".

American Academy of Pediatrics, Elk Grove Village, Ill.

Pamphlets

- 75592 *Teens who drink and drive: reducing the death toll. 1985. 8 p.*
Discussion of teenage drinking and driving, prevention programs, seat belt use, delayed licensing, and suggestions for parents.
- 75614 *Make every ride a safe ride. 1985. 64 p. Looseleaf folder.*
Kit containing samples of AAP material dealing with teenage drinking and driving. Includes 4 brochures, price list, resource list, and fact sheets.

American Automobile Association, Washington, D.C.

Pamphlets

- 70286 Why the legal drinking age should be 21. (1984). 4 p. (8 1/2 x 11).
Information on alcohol related accidents. Advocates raising drinking age.
- 49756 Starting early. An alcohol education and traffic safety program for elementary school. (1982). 8 p. Color. (9 x 6).
Explanation of AAA Starting Early education program. Provides general alcohol/traffic safety information and explains the importance of beginning education early.
- 49913 DWI countermeasures: past, present and future. J.L. Malfetti. 1982. 8 p. Color. (4 x 9).
Address presented by Dr. James L. Malfetti, Director, Safety Research and Education Project, Teachers College, Columbia University, at AAA Traffic Safety Workshop, November, 1979.
- 49757 Alcohol. 1978. 7 p. (Produced by Channing L. Bete Company.) Color. (5 1/2 x 8).
Cartoon illustrated, detailed information on drinking and driving.
- 49225 One drink can be too many. 1975. 8 p. Color. (4 x 9).
General information on drinking and driving.
- 31458 If you drive...what about drinking: 1975. 40 p.
Instructional package designed as teaching aid for high schools, driver education, and adult education programs. Includes 16 overhead transparencies.
- 49138 Alcohol, vision and driving. 1975. 6 p. color. (4 x 9).
Detailed information on how alcohol affects vision.

News Release

- 75483 AAA delegates adopt policy endorsing police checkpoints. 16 May 1985. 2 p.

Bumper Sticker

26331 Drinking blurs vision. (1972). 1 p. color.

Promotional Gimmicks

26167 DWI demonstration glasses. (1971). (Designed to simulate blurred vision.)

26322 The sober facts from AAA. n.d. 1 p. (Restaurant placemat.)

American Automobile Association, Bancroft Auto Club, Worcester, Mass.

Promotional Gimmick

75133 Smart drivers limit drinking. (1983). Note: Litter bag.

American Automobile Association, Foundation for Traffic Safety,
Washington, D.C.

Pamphlet

75590 *Al-co-hol for junior high school. An alcohol awareness program. 1985. 6 p.*

Brochure promoting alcohol education program targeted toward junior high students.

49625 Drunk driving: is there an answer? 1982. 4 p. black & white. (8 1/2 x 11).

Detailed information on drunk driving including: deterring DUI, intervention and rehabilitaiton, and prevention.

American Council on Alcohol Problems, Washington, D.C.

Pamphlet

38702 Half drunk drivers are dangerous, too! (1977). 4 p. black & white. (8 1/2 x 11).

Article discussing DUI including why alcohol impairs driving ability.

American Driver and Traffic Safety Education Association,
Washington, D.C.

Pamphlet

27807 People do drink and drive; a guide to personal decisions. 1973. 25 p. black & white. (5 1/2 x 8 1/2).

General information targeted toward teenagers on drinking and driving. Provides nine situations designed to provoke thoughts on DUI.

American Motorcyclist Association, Westerville, Ohio

Pamphlet

75630 *Ride straight. 1983. 13 p.*

Folder including poster and print ad with C.H.I.P.S. star Bruce Penhall, press release, newsletter, and brochure. Materials promote sober use of motorcycles.

American Public Health Association, Washington, D.C.

Pamphlet

35141 Healthier social hours. (1976). 6 p. (3 3/4 x 8 1/2).

Tips on how to make social events safer, including drinking and driving.

American Red Cross, Washington, D.C.

Poster

- 75503 *Some tips for good hosts. 1985. 1 p. color. 11x17.*
Produced by Great Alternatives.
Tips for hosting a good and safe party.

Anheuser-Busch, Inc., St. Louis, Mo.

Pamphlets

- 75049 Know when to say when. 1983. 6 p. Color. (2 1/2 x 3 1/2).
Distributed by Anheuser-Busch for Florida residents.
Includes information on Florida DUI laws and BAC chart.
- 75050 Know when to say when. 1983. 2 p. color. (2 1/2 x 3 1/2).
BAC chart plus tips for safe, responsible drinking.
- 75051 Plain talk: responsible drinking. Know when to say when. (1983). 10 p. color. (4 x 9).
Message about responsible drinking, Anheuser-Busch "Know When To Say When" education program, and other DUI projects.
- 75053 Know when to say when - a campaign to promote responsible drinking. 1983. 4 p. color. (8 1/2 x 11).
Explanation of Anheuser-Busch "Know When To Say When" campaign with photographs and descriptions of on- and off-premise point of sale materials.

Promotional Gimmick

- 75229 Eat, drink and be careful! Know when to say when. 1983. 1 p. color. Restaurant tent card.

Auto Dealers Traffic Safety Council, Washington, D.C.

Pamphlets

- 26332 Who me? Demonstrate safety? 1972. 8 p. color. (3 1/2 x 9).
Cartoon illustrated discussion of traffic safety including seat belt use and DUI.
- 26289 Drive for safety with Dan and Dick. D. Rowan/ D. Martin. (1972). 6 p. (3 3/4 x 8 1/2).
Rowan and Martin discuss traffic safety including DUI.

Automobile Club of Michigan, Dearborn

Pamphlet

- 75589 *The great pretenders party guide. 1985. 19 p.*
Brief discussion of drinking and driving; tips for party hosts, recipes, BAC, and DUI laws information.
- 49765 Michigan's new drinking and driving laws. What could happen to you! 1983. 6 p. black & white. (4 1/2 x 8 1/2).
Explanation of Michigan's drunk driving law, arrest process, and penalties. Also provides brief overview of DUI problem.

Poster

- 49240 Alcohol education center. First...a friend...then a host. (1980). 1 p. color. (12 x 47).
Tips for hosting a responsible drinking party.

Promotional Gimmick

18151 Blood-alcohol calculator. 1971.

Automobile Club of Southern California, Public Safety Department,
Los Angeles

Poster

35296 Don't risk it! Loss of license. 1976. 1 p. color. (12 x 18 1/2).
Illustrations reminding drivers that drinking and driving can mean loss of license.

Avanti Technologies, Meadville, Pa.

Pamphlet

39202 Under the influence. 1978. 5 p. (3 3/4 x 8 1/2).
General discussion of alcohol and driving, including BAC chart.

Bumper Stickers

39247 Boozers are losers. 1979. 1 p. color.
39203 Alcohol is a dangerous drug. 1978. 1 p. color.
39204 Drink and drive won't rationalize. 1978. 1 p. color.
39205 Make one for the road milk. 1978. 1 p. color.
39206 One for the road is not a safety belt. 1978. 1 p. black & white.
39207 When drinking don't drive. When driving don't drink. 1978. 1 p. color.

Ayerst Laboratories, New York, N.Y.

Print Ad

35142 One for the road. 1976. 2 p. black & white. (8 1/2 x 11).
Brief discussion of drunk driving as a portion of the problem of alcoholism.

Bacardi Imports, Inc., Miami, Fla.

Print Ad

26697 Bacardi rum mixes with everything. Except driving. (1973). 1 p. color. (8 1/2 x 11).
Photograph of bottle caps of Bacardi rum mixers and steering wheel.

Poster

75224 Bacardi rum mixes with everything. Except driving. (1973). color. (21 x 48).
Companion piece to print ad 26697 above.

Beam, James B., Distilling Company, Clermont, Ky.

Print Ads

35231-35236 If you're going to have one too many, don't make it this one. 1976. 1 p. color. (8 1/2 x 11).
Series of six print ads for Beam's Choice bourbon whiskey, encourages moderate use of alcohol.

Bell County Citizens DWI Task Force, Tex.

Pamphlet

- 49960 Taking drunk drivers to task in Texas. (1983). 17 p. (3 3/4 x 8 1/2).
Information on Bell County DWI Task Force.

Bete, Channing L., Company, Greenfield, Mass.

Pamphlets

- 75340 How alcohol and drugs affect your driving skills. 1984. 15 p.
Cartoons illustrate alcohol/drug physiological effects on driving.
- 49635 What everyone should know about alcohol and health. 1982. 15 p. color. (5 1/2 x 8).
Cartoon illustrated, provides detailed information on alcohol and health, including brief information on drinking and driving.
- 31082 Let's get the problem drinker off our highways. 1974. 15 p. color. (5 1/2 x 8).
Cartoon illustrated, provides detailed information on drinking and driving and community ASAP programs.

Blue Cross Blue Shield of Greater New York

Pamphlet

- 75302 Think before you drink. 1984. 8 p. (3 3/4 x 8 1/2).
General information on drunk driving.

Bumper Sticker

- 75303 None for the road. 1984. color. Co-produced by Greater New York Safety Council.
- 49634 Facts about drinking and driving that could save your life... July 1982. 4 p. (3 1/2 x 8 1/2).
General information on drunk driving, including eight life saving suggestions.

Boy Scouts of America, Inc., Fairfield County Council, Norwalk, Conn.

Pamphlet

- 49991 How to organize a Safe Rides Explorer Post. (1983). 43 p. (5 1/2 x 8 1/2).
Booklet designed to provide information on how to establish an Explorer's Safe Ride program.

British Columbia Ministry of the Attorney General, Vancouver

Pamphlets

- 75461 A deadly place. 1984. 6 p. Co-produced by Insurance Corporation of British Columbia.
Discusses drinking attitudes and social drinking.
- 49471 Learn to know your limit - it could save your life. 1981. 1 p. (3 1/2 x 7 1/2).
General information on drunk driving including BAC chart.
- 49473 You hold the key. Help us stop drinking drivers. 1981. 8 p. color. (4 x 9).
General information on drinking and driving. Advocates community/employer involvement in the solution.

- 49474 Impaired. The effects of alcohol on drivers. 1981. 8 p. color. (4 x 9).
Discussion of how alcohol impairs driving.
- 49475 Public enemy number one. Drinking drivers and the law. 1981. 8 p. color. (4 x 9).
General information on drinking and driving. Discussion of drunk driving laws and penalties.
- 39328 Drinking and driving...some sober facts. (1979). 2 p. color. (3 3/4 x 9).
Detailed information on drinking and driving including BAC chart.

Promotional Gimmick

- 49472 Do you need one more drink? 1981. (litter bag).

Broome County STOP DWI Program, N.Y.

Posters

- 75333 Play it safe! And consider this: the money you'll spend for a cab ride home is a lot better than the \$250 to \$500 fine you'll pay if you're caught for drunk driving! 1984. color.
Penalties of getting caught driving drunk.
- 75334 Drinking buddies don't let drinking buddies drive drunk. Play it safe! 1984. color.
Don't let friend drive drunk.
- 75335 You don't have to be convicted of drunk driving in court to get fined or have your license suspended! 1984. color.
Penalties for drunk driving.
- 75336 So who's counting? You should be. Play it safe - know your limits! 1984. color.
Blood alcohol concentrations explained.
- 75337 STOP DWI. The penalties for drunk driving. The stakes are high when you gamble with drinking and driving! 1984. color.
Penalties for drunk driving and laws explained.

California Highway Patrol, Sacramento

Pamphlets

- 49492 Enough! 1980. 1 p. color. (3 x 5 1/2).
Stuffer - international sign prohibiting drinking and driving.
- 49494 Ya Basta! Los Californianos no lo toleran. [Enough! Californians won't tolerate it.] 1980. 1 p. (4 x 6).
California DUI statistics. Text in Spanish.

Promotional Gimmick

- 49479 Happy driving. (1980). (Restaurant placemat.)
- 49485 DUI. Will you be next... (1980). (Matchbox.)
- 49486 DUI. Will you be next? (1980). (Matchbox.)
- 49487 Enough!! 1980. (Coaster.)
- 49488 Haven't we had enough? 1980. (Eyeglass lens cleaners.)
- 49491 Enough!! Californians won't tolerate it. 1980. 1 p. (Card to be placed on rearview mirror.)
- 49495 Enough!! Californians won't tolerate it. 1980. 1 p. (Three versions of paycheck stuffers.)

- 49496 California Highway Patrol reminds you... Enough!!
 Californians won't tolerate it. 1980. (Car litterbag.)
- 49482 Drinking and driving is a... gamble. You lose! (1979).
 (Matchbox.)
- 38732 Let's get the drunk off the road. Dial operator, ask for
 ZE12000. (1977). 1 p. (Cocktail napkin.)
- 49480 Let's get the drunk off the road. 1977. (Cocktail
 napkin.)

Posters

- 49489 Enough!! 1980. 1 p. color. (9 x 12).
 International sign prohibiting drinking and driving.
- 49490 To all this we say... enough!! 1980. 1 p. black & white.
 (12 x 18).
 California DUI statistics.
- 49484 Drinking and driving is a . . . gamble. You lose! (1979).
 1 p. black & white.
 Photograph of billboard.
- 49481 The highway patrol needs your assistance. Help us get the
 drinking driver off the road. 1977. 1 p. color. (5 1/2
 x 8).
 Phone number for motorists to call to report drunk drivers.

Bumper Stickers

- 49493 Enough!! 1980.
- 49483 Drinking and driving is a... gamble. You lose! (1979).

California Traffic Safety Foundation, San Francisco

Pamphlet

- 18155 "Implied consent" is not a lady's smile! n.d. 6 p. (3 3/
 4 x 8 1/2).
 Questions and answers on California implied consent law.

Canada, Health and Welfare Canada, Ottawa

Pamphlet

- 38507 Dialogue on drinking. 1976. 77 p.
 Looseleaf folder containing information on Operation
 Lifestyle, a program on sensible alcohol use. Text in
 French.

Canada Safety Council, Ottawa

Pamphlets

- 75261 Alcohol. Safe. 1984. 4 p. (3 3/4 x 9).
 Information on drinking and driving.
- 75262 L'alcool. Securite. [Alcohol. Safe.] 1984. 4 p. (3 3/
 4 x 9).
 French version of 75261.
- 39000 Drugs and driving. (1978). 10 p. (4 x 9).
 Discussion of drugs and driving. Includes chart describing
 drugs, side effects, and effects when combined with
 alcohol. Text in English and French.
- 38532 10 steps to safe driving. (1976). 2 p. (4 x 9).
 Stuffer - Tips for safe driving including seat belt use and
 DUI. Text in French and English.
- 31053 Si vous prenez le volant apres avoir bu... [If you drive
 after drinking...] (1972). 8 p. (4 x 8 1/2).

- General information on drinking and driving including BAC chart. French text version of 18204.
- 26694 You and the law on drinking and driving. (1971). 2 p. (4 x 9).
Stuffer - Information on Canadian drunk driving laws.
- 18204 If you drive after drinking. n.d. 8 p. (4 x 8 1/2).
See 31053.

Print Ads

- 75268 If you drive after drinking...then here are some things to consider. 1983. black & white.
Discusses penalties for drunk driving.
- 75267 On entretient des mythes envers l'alcool et la conduite. [People have myths about alcohol and driving.] 1984. black & white. (8 1/2 x 11).
- 31321 If you drive after drinking...know when to say when. (1975). 1 p. black & white. (8 1/2 x 11).
Advocates time as only cure for that "one too many".
- 31322 Your guests should enjoy the party. Even when it's over. (1975). 1 p. black & white. (8 1/2 x 11).
Tips for hosting a responsible party.

Promotional Gimmicks

- 35181 The key to safety is in your hands. 1976. 1 p.
(Restaurant placemat.)
- 26667 If you drive after drinking... (1972). 1 p. color.
(Restaurant placemat.)
- 31052 Blood-alcohol chart. For use before drinking. (1972).
4 p.

Canada, Transport Canada, Ottawa

Pamphlet

- 35316 Drinking, driving and the law. (1976). 10 p. (3 1/4 x 8 1/2).
Detailed information on Canadian drunk driving laws. Text in English and French.

Canada, Transport Canada, Road and Motor Vehicle Traffic Safety Branch, Ottawa, Ontario

Pamphlet

- 39264 Smashed. The magazine on drinking-and-driving. 1978. 35 p. color. (5 1/2 x 7 1/2).
Articles on alcohol and driving.

Canadian Department of Transportation and Communication, Toronto, Ontario

Poster

- 18156 No! (1971). 1 p. color. (9 x 24).
Illustration of automobile and cocktail glass.

Chautauqua County Council on Alcoholism, Jamestown, N.Y.

Pamphlet

- 75307 A safe spring! A guide for parents and teens. 1984. 12 p. (7 x 8).
Information for parents and teens on drinking and driving.

Childress Buick, Phoenix, Ariz.

Print Ad

- 35252 Friends don't let friends drive drunk. 1976. 1 p. black & white. (8 1/2 x 11).
Photograph of George Childress. Text encourages driving friends home during holiday season.

Citizens Against Alcohol Related Traffic Accidents (CARTA), Spokane, Wash.

Pamphlet

- 49610 Don't drink and drive! 1982. 3 p. (3 1/4 x 8 1/2).
Information on drunk driving in Spokane County with recommendations for solving the problem.

Bumper Stickers

- 49608 If you drive don't drink - drink don't drive. 1982.
49609 Don't drink and drive! 1982.

Promotional Gimmicks

- 49606 [CARTA]. 1982. (Note: Dashboard stickers.)
49607 CARTA. 1982. (Note: Lapel pin.)

Citizens for Highway Safety, Washington, D.C.

Pamphlet

- 35223 Give a gift of life to a friend or loved one this holiday season. W. Hathaway. 1976. 6 p. (3 3/4 x 6 1/2).
Information on drinking and driving, particularly among young drivers, from Senator William Hathaway, Chairman, Senate Subcommittee on Alcohol and Narcotics. BAC chart provided.

Coast Guard, Washington, D.C.

Bumper Sticker

- 75148 Alcohol and boat operation don't mix. (1984). color.

Colorado Division of Highway Safety, Denver

Pamphlets

- 44444 Still the biggest problem. (1980). 2 p. (4 1/4 x 8 1/2).
General information on drunk driving in Colorado. Detailed information on DUI arrest procedure and the role of the Colorado Division of Highway Safety.
- 35320 What's being done about Colorado's drinking drivers? (1977). 6 p. (3 3/4 x 8 1/2).
Information on drunk driving in Colorado and the Alcohol-Driving Countermeasures Office.
- 39005 Criminal and administrative adjudication for the alcohol-related traffic offense. (1977). 6 p. (3 3/4 x 8 1/2).
Detailed information on criminal and administrative sanctions for convictions of DUI (Driving Under the Influence) and DWAI (Driving While Ability Impaired).
- 39006 With apologies to Mark Twain... (1977). 4 p. (3 1/2 x 8 1/2).
Brief discussion of traffic safety issues in Colorado including DUI.

Promotional Gimmick

- 39330 Colorado blood/alcohol concentration calculator. (1979).

- 31119 Be a life saver: drive the heavy drinker home yourself. (1974). 2 p. (Blood alcohol chart.)
- 31120 A can of beer might hit the spot... (1974). (Reversible coaster.)

Commercial Union Assurance Companies, Boston, Mass.

Print Ad

- 39355 One little reason you should never drive drunk. 1979. 1 p. black & white. (8 1/2 x 11).
 Photograph of boy with bicycle. Text discusses drunk driving.

Connecticut Office of Highway Safety, Wethersfield

Posters

- 75619 *Friends don't let friends drive drunk. 1985. color.*
- 75242 Friends don't let friends drive drunk. 1984. color. (21 x 24).
 International symbol for DUI.
- 75250 Before you drink that one for the road...think about the chaser. 1984. black & white.
 Police enforcement theme.
- 49716 Friends don't let friends drive drunk. 1982. 1 p. color. (13 x 18).
- 49717 Friends don't let friends drive drunk. Be a true friend.... 1982. 1 p. color. (15 x 22).
- 49049 Friends don't let friends drive drunk - a billboard editorial. 1980. 1 p. black & white.
 Photograph of billboard.

Bumper Stickers

- 49715 Friends don't let friends drive drunk. 1982. 1 p.
- 49429 Friends don't let friends drive drunk. (1981). 1 p. color.

Promotional Gimmick

- 75291 Friends don't let friends drive drunk. 1984. 67 p.
 Sponsored by NHTSA. Litter bag containing pamphlets and blood alcohol calculator.
- 49048 Friends don't let friends drive drunk. 1980. (Cocktail napkin.)

Continental Insurance Companies, New York, N.Y.

Print Ads

- 26014 Which one of these drivers should lose his license? (1971). 2 p. black & white. (8 1/2 x 11).
 Photograph of well-dressed, middle-aged man and a young man with long hair and sports car.
- 26016 If every drunk, crazy and incompetent driver were taken off the road, thousands would still be killed on the highways in 1970. (1970). 2 p. black & white. (12 x 29).
 Photograph of wrecked car being towed. Text discusses highway safety hazards including drunk driving.
- 18169 Win your own chauffeured limousine. n.d. 1 p. black & white. (16 1/2 x 22).
 Photograph of hearse and driver. Text gives "contest rules", nine points of wreckless driving.

Country Companies, Bloomington, Ill.

Pamphlet

- 49470 Alcohol and the driver. May 1981. 12 p. color. (5 1/2 x 8).
General information on drinking and driving. Also briefly addresses drugged driving.

Delaware Office of Highway Safety, Dover

Pamphlet

- 49245 Drunk drivers dead ahead. 1981. 2 p. color. (3 3/4 x 9).
Stuffer - Information on drunk driving, myths and facts, and BAC chart.

Bumper Stickers

- 49247 Drunk drivers dead ahead. 1981. color.
49248 Your friend for life. 1981. color.

Promotional Gimmick

- 49246 Drunk drivers dead ahead. 1981. color.

Delaware State Police, Dover

Promotional Gimmick

- 39417 Both agree; give the most precious gift of this holiday, the gift of life; drive safely. (1979). 1 p. color.
(Placemat.) (Co-produced by Delaware Office of Highway Safety, Dover.)

Distilled Spirits Council of the United States, Inc., Washington, D.C.

Pamphlets

- 75606 *A guide to good spirits. May 1985. 18 p.*
Booklet describing different types of liquor. Brief discussion of issue of drinking and driving, BAC chart, and alcohol content.
- 39430 If you choose to drink, drink responsibly. Sixth edition. (1972-1978). 36 p. (6 x 8 1/2).
Collection of DISCUS print ads (1972-1978) on responsible driving.
- 39122 Know your limits. A sound approach to safe driving. Third edition. 1978. 16 p. (6 x 9).
Explanation and development of the "Know Your Limit" campaign.
- 39259 Winning decisions. T.C. Schmidt, Rhode Island Education Commission, Providence. 1978. 5 p. color. (4 x 9).
(Co-produced by Education Commission of the States, Denver, Colo. and National Football League, New York, N.Y.)
Offers suggestions and guidelines for teenagers to make winning decisions.

Print Ads

- NOTE: the following 14 print ads are part of an educational campaign (1972-1978) to promote responsible drinking.
- 38991 Anyone who can't walk a straight line can't drive one. (1978). 1 p. black & white.
- 38994 A safe way to find out how much liquor you can hold. (1978). 1 p. black & white.

- 39257 Make a responsible decision about drinking and you're a winner in the biggest game of all...life. R. Bleier. 1978. 1 p. black & white. (Co-produced by Education Commission of the States and National Football League.)
- 39258 Make a responsible decision about drinking and you're a winner in the biggest game of all...life. D. Pearson. 1978. 1 p. black & white. (Co-produced by Education Commission of the States and National Football League.)
- 35175 Drinking: when your weight counts. 1976. 1 p. black & white.
- 35177 The donut. It can do more for a drinker than a pot of coffee. 1976. 1 p. black & white.
- 35237 If you're going to drink and drive, drink at a safe speed. 1976. 1 p. black & white.
- 31296 The sober truth of drinking and driving. 1975. 1 p. black & white.
- 31087 There's another limit you should know: your own. 1974. 1 p. black & white.
- 26364 Know your limits. (1973). 1 p. black & white.
- 26672 If you can't stop drinking, don't start driving. 1973. 1 p. black & white.
- 18693 The hostess who pours the mostest is a poor hostess. 1972. 1 p. black & white.
- 18884 If you can't stop drinking. 1972. 1 p. black & white.

Poster

- 35170 You've got to know how to call it. (1976). 1 p. color. (13 1/2 x 22). (Co-produced by Education Commission of the States, Denver, Colo. and National Football League, New York, N.Y.)
Football signals providing tips for responsible drinking including DUI.

Promotional Gimmick

- 26796 Know your limits. Chart for responsible people who may sometimes drive after drinking. n.d. 2 p. (Blood alcohol chart.)

District of Columbia Department of Motor Vehicles, Washington, D.C.

Promotional Gimmick

- 18172 Has alcohol affected your driving ability? Blood alcohol chart. 1964. 2 p.

Do It Now Foundation, Phoenix, Ariz.

Pamphlet

- 39419 Substance use and safety: alcohol and other drugs. 1979. 2 p. (3 3/4 x 8 1/2).
Discussion of the use of alcohol, "downers", amphetamines, and marijuana while driving.

Essex County STOP DWI Program, N.Y.

Pamphlet

- 75328 STOP DWI - Essex County. 1984. 8 p. (5 1/2 x 8 1/2).
Brief information on drunk driving in Essex County, Stop DWI Program, and DUI penalties.

Etobicoke Safety Council, Ontario (Canada)

Pamphlets

- 38941 RIDE. A program to reduce impaired driving in Etobicoke.
1977. 8p.
General information on drinking and driving, the Canadian
DUI law, breath testing, and suggestions for hosting a
responsible party.

Florida Governor's Highway Safety Commission, Tallahassee

Pamphlet

- 39329 Before the party; after the party. (1979). 2 p. (8 1/2 x
11).
Offers six suggestions for getting friends who have had too
much to drink home safely.
- 39358 Drinking affects your driving sooner than you think.
(1979). 2 p. color. (4 x 8 1/2).
General information on how quickly alcohol affects a
drinker, implied consent, and penalties for DUI. Also
provides BAC chart.

Poster

- 39415 Drinking affects your driving sooner than you think.
(1979). 1 p. color. (13 x 17 1/2).
Text briefly discusses how quickly alcohol impairs driving
ability.

Print Ads

- 35283-35286 [Driving under the influence]. (1976). 1 p. black
& white. (Various sizes).
Series of cartoon illustrated spots on drunk/drugged
driving. Spanish text version of 35429-35432.
- 35429-35432 [Driving under the influence]. (1976). 1 p. black &
white. (Various sizes).
Series of cartoon illustrated spots on drunk/drugged
driving.
- 31417-31424, 30532 [Driving under the influence]. (1975). 1 p.
black & white. (Various sizes).
Series of seven cartoon illustrated ads on drunk/drugged
driving. (31417, 31418, 30532 in Spanish).
- 26933-26940 [Driving under the influence. (1973). 1 p. black &
white.
Series of eight photograph ads on drunk driving.

Promotional Gimmicks

- 39357 Drink chart card. (1979). 1 p.
38928 A safe route to follow. 1978. 26 p. (Calendar.)

Good Samaritan Hospital of Schuylkill County, Pottsville, Pa.

Promotional Gimmick

- 49038 Drink/drive calculator. 1980.

Great Britain Ministry of Transport, London (England)

Print Ads

- 39178-39181 [Drunk driver]. 1977. 1 p. black & white.
Four similar ads addressing the problem of drunk driving
and what happens to the drunk driver.

Bus Cards/ Transit Advertising

- 39176-39177 [Drunk drivers]. 1977. 1 p. color. (15 x 44).
Outlines penalties for DUI convictions and compares alcohol content of beer and liquor.

Guam Office of Highway Safety, Agana

Posters

- 44434 Excessive drinking and driving don't mix, know your limit. (1980). 1 p. color. (17 x 22).
Illustration of steering wheel, speed limit sign, liquor bottle, beer can, and bottle of pills. Also provides BAC chart.
- 39361 Alcohol and driving don't mix. (1979). 1 p. color. (9 1/2 x 18).
Illustration of wrecked car, liquor bottle, and bottle of pills.

Hawaii State Judiciary, Division of Driver Education, Honolulu

Pamphlets

- 75477 The roadblock law. June 1984. 1 p.
Describes use of police roadblocks.
- 75474 Drunk driving - the drunk driving experience. 1984. 6 p.
Lists penalties for drunk driving.
- 75478 After having one too many...what can I do? 1984. 2 p.
Options for potential drinking drivers.

Print Ad

- 75479 Be aware. Hawaii's drunk driving law. 1984. 1 p. color.
Describes law; include blood alcohol chart.

Poster

- 75480 It's a crime...the way some people drink and drive. 1984.
1 p. color.

Promotional Gimmick

- 75481 It's a crime...the way some people drink and drive. 1984.
Litterbag.

Health Education Foundation, Washington, D.C.

Pamphlet

- 75052 Drunk driving. What can I do? A sensible look at the drunk driving problem. 1983. 14 p. color. (5 1/2 x 8 1/2).
Discussion of drunk driving problem. Offers suggestions for changing societal attitudes about alcohol.

Highway Users Federation, Washington, D.C.

Pamphlets

- 26990 Getting the drunks off the road. (1974). 6 p. color. (4 x 9).
Detailed information on drunk driving.

Horry County Commission on Alcohol and Drug Abuse, Conway, S.C.
Horry County Council on Alcohol and Drug Abuse, Myrtle Beach, S.C.
Georgetown County Commission on Alcohol and Drug Abuse, S.C.

Print Ad

35194 Nobody likes striped sunshine. If you drink don't drive!
1976. 1 p. color. (5 1/2 x 8 1/2).
Briefly describes penalties for DUI.

Poster

35193 Nobody likes striped sunshine. If you drink don't drive!
1976. 1 p. color. (13 x 20).
Directed toward vacationers. Text explains penalties for
DUI conviction in South Carolina. Also gives general
information on drunk driving.

Illinois Governor's Official Traffic Safety Coordinating Committee,
Springfield

Print Ads

18200-18201, 20687 [Drink/drive calculator]. n.d. 1 p. black &
white.
Three similar ads with coupon to send for free drink/drive
calculator.
18202 That 'last drink' could cost the most! n.d. 1 p. black &
white.
Brief ad on drunk driving.

Illinois Secretary of State, Springfield

Pamphlet

49347 Taking aim at the no. 1 killer on the highways: Illinois'
new drunk driving law. 1981. 6 p. (3 1/2 x 8).
Detailed information on Illinois DUI law.
75152 DUI. 70 died today. The costs of driving under the
influence. March 1983. 6 p. (3 1/2 x 8).
Information in Illinois DUI law, penalties, and costs.

Illinois State Department of Transportation, Springfield

Promotional Gimmick

49346 Drink/drive calculator. 1981. (Blood alcohol calculator.)

Indiana Governor's Traffic Safety Program, Indianapolis

Pamphlet

39348 Friends don't let friends drive drunk. (1979). 2 p. (3
3/4 x 8 1/2).
Brief information on drunk driving and its penalties in
Indiana. Also gives drunk driving quiz with eight true/
false questions.

Promotional Gimmick

39349 Drink/drive calculator. (1979). ("Spin wheel".)

Insurance Company of North America, Philadelphia, Pa.

Print Ad

18227 Remember you've still got to drive home. n.d. 1 p. black
& white.
Photograph of two parties in apartment building, taken from
outside looking in.

Insurance Corporations of British Columbia, Vancouver

Pamphlet

- 49477 An "ideas" collection. 1981. 46 p.
Spiral bound outline of steps to be taken by high school students in initiating and/or supplementing a local traffic safety program.

Insurance Information Institute, New York, N.Y.

Pamphlet

- 75485 Taking on the drunk driver: tips for alcohol servers. R.M. Detwiler, Jr. 1984. 5 p.
Discusses responsibilities of bartenders and liquor licensees.
- 49755 Drunk driving: a killer we can stop. Feb 1983. 13 p. (3 3/4 x 8 1/2).
Detailed information on what individuals can do to stop drunk drivers. Includes resource list.

Print Ads

- 75486 Do something about drunk driving. 1984. 1 p. black & white.
Encourages social intervention.
- 75487 Drunk driving in America. 1984. 1 p. black & white.
Lists state legal drinking ages and some state drunk driving measures.

Insurance Institute for Highway Safety, Washington, D.C.

Pamphlets

- 06411 A07 Insurance Institute for Highway Safety...to prevent harm. 1978. 108 p.
Detailed information on IIHS research projects.

News Release

- 75610 *New device to catch drunk drivers proves effective. 28 May 1985. 4 p.*
Use of passive alcohol sensor in detecting impaired drivers.

Iowa Department of Substance Abuse, Des Moines/ Iowa Substance Abuse Information Center, Grand Rapids

Pamphlet

- 39342 Holiday party hosting guide. (1978). 15 p. color. (7 x 8 1/2).
Tips for hosting a responsible party. Includes recipes for hor d'ouvres and non-alcoholic drinks.

Iowa [State] Governor's Highway Safety Office, Des Moines

Print Ads

- 49233-49234 [Drinking limits]. (1981). 1 p. black & white.
Two similar ads on drinking and driving.
- 49235 If you weigh 150 lbs., this much beer is enough to make you legally drunk. (1981). 1 p. black & white.
Describes drinking limits and weight. Provides BAC chart.
- 49236 Say "no" to Iowa's blood alcohol test and you'll do your future driving from the back seat. (1981). 1 p. black & white.

Junior League of Spokane, Wash.

Pamphlet

- 35065 How to be a good host. A guide to responsible drinking. (1975). 16 p. (5 x 8). (Originally produced by Florida Department of Health and Rehabilitation Services, Mental Health Program Office, Alcohol Rehabilitation Program.) Detailed information on how to be a good/responsible host.

Kansas Department of Transportation, Topeka

Pamphlet

- 38997 The olde keg party fable. (1976). 6 p. color. (3 3/4 x 8 1/2).
Cartoon illustrated history of drinking and driving.

Kemper Insurance Group, Long Grove, Ill.

Pamphlets

- 35031 The way to go. K.A. Rouse. 1976. 16 p. (5 x 8 1/4). Detailed information on drinking and driving, how alcohol affects the body, implied consent laws, and defensive driving principles.
- 26278 The roadside breath tester could save countless lives every year. 1973. 15 p. (Co-produced by NHTSA.) Detailed information on roadside breath tests, arrest procedures, and BAC levels.

Kent Drinking Driver Task Force, Wash.

Pamphlets

- 75599 *The key to great holiday parties is yours free! 1985. 2 p.*
Suggestions to party hosts for insuring safe holiday parties.
- 75603 *Do something about it! 1985. 5 p.*
Discussion of impact of drinking and driving in Kent County and role of Task Force.
- 75447 Arrested for DWI. What now? Offender's pamphlet. April 1985. 8 p.
Given to those arrested for DWI.
- 75445 This year, 25,000 people will be killed in alcohol related auto accidents. Here's how you can...do something about it! 1985. 6 p.
Suggests community involvement against drunk driving.

Posters

- 75600 *Drinking and driving can get you in the end. 1985. Bus card.*
Line drawing of head-on car crash.
- 75601 *Drunk driving can ruin your complexion. 1985.*
Line drawing of skeleton driving car.

Promotional Gimmicks

- 75602 *Teenagers, just one DWI and you've lost your license. 1985. Draft book cover.*
- 75604 *Buckle-up pledge. 1985. Pledge card (pledge not to drink and driving and to buckle up seat belts.)*

Kentucky Traffic Safety Coordinating Committee, Frankfort

Promotional Gimmick

18255 Failing the test is throwing away your driving license for a full six months. n.d. 1 p. (Pocket-sized card explaining Kentucky's breath testing law.)

King Kullen Grocery Company, Inc., Westbury, N.Y.

Promotional Gimmick

75002 None for the road. Don't drink and drive! (1983). Note: Grocery bag.

Lafayette Alcohol-Traffic Action Program, La.

Pamphlets

- 35338 The preventable crime. OWI. Operating while under the influence. (1977). 15 p. color. (5 1/2 x 8 1/2). Statistics and information on drunk driving in Lafayette County, Louisiana.
- 35339 LATAP. The Lafayette Alcohol-Traffic Action Program. (1977). 15 p. color. (4 x 9). Detailed information on Lafayette Alcohol Traffic Action Program and the DUI problem in Lafayette county.
- 35342 Student guide to LATAP's alcohol education program. (1977). 6 p. (3 3/4 x 8 1/2). Information on LATAP's alcohol education program.
- 35343 Three Louisiana laws you should know if you drive or drink and drive. (1977). 6 p. (3 3/4 x 8 1/2). Information on Louisiana's implied consent habitual offender and financial responsibility DUI laws.

Poster

35344 Bottoms up! (1977). 1 p. color. (14 x 20 1/2). Illustration of wrecked automobile resting on its roof.

Bumper Sticker

35341 Help a friend stay alive! When he's been drinking, don't let him drive. (1977). color.

Promotional Gimmick

35340 Safe drinking dial. (1977). (Blood alcohol calculator.)

Lancaster County Beverage Association, Lincoln, Neb.

Poster

31172 If you're driving, we want you to know your limit. (1974). 1 p. color. (16 x 20). Photograph of man and woman in bar.

Promotional Gimmicks

- 31170 Know the law. (1974). 2 p. (Blood alcohol chart; Produced by ASAP--Lincoln.)
- 31171 If you're driving, we want you to know your limit. (1974). 2 p. (Restaurant table card.)

Licensed Beverage Industries SEE Distilled Spirits Council
of the United States

Los Angeles Police Department, Calif.

Pamphlet

75706 *Habits for life. Traffic safety. 1985. 7 p.*

Promotes good driving habits including sober driving; available in English, Spanish, Chinese, Japanese, and Korean.

Louisiana Department of Public Safety, Baton Rouge

Pamphlet

- 49324 Dealing with the number 1 high. A book about alcohol, driving and friendship. 1981. 7 p. color. (5 1/2 x 8 1/2). (Co-produced by Louisiana Highway Safety Commission). Discusses the problem of drinking among teenagers, including drunk driving.

Poster

- 49310 I'm ok, you're wasted. 1981. 1 p. color. (11 x 17). (Co-produced by Louisiana Highway Safety Commission). Cartoon illustration of sober friend driving drunk friend home. "Friends Don't Let Friends Drive Drunk".

Maine Highway Safety Committee, Augusta

Pamphlet

- 75611 *Project graduation: friends for life. 1985. 24 p. See description of same title under Mich. State Office of Highway Safety Planning.*

Poster

- 49526 Friends... for life. 1982. 1 p. color. (17 x 22). Cartoon illustration of dog preventing a drunk master, dressed in graduation cap and gown, from getting into automobile.

Marine Corps, Washington, D.C.

Pamphlet

- 75498 *Too many good men!...are arrested for drunk driving. 1985. 1 p. Co-produced by California Highway Patrol, Sacramento. Envelope stuffer for military pay checks.*

Poster

- 75504 *Too many good men!...are arrested for drunk driving. 1985. 1 p. color. Co-produced by California Highway Patrol, Sacramento. Aimed at military audience.*

Maryland State Police, Pikesville

Pamphlet

- 75033 Drinking and driving is a deadly combination. (1983). 4 p. (4 x 9).
Designed specifically for distribution at sobriety checkpoints. Provides information on Maryland checkpoints, DUI, and BAC chart. Includes seven question survey card to be returned to Maryland State Police.
- 49627 A citizens guide on how to detect and report drunk drivers. Remember Laura Lamb. 1982. 6 p. (3 3/4 x 8 1/2).
Information on how to detect and report a drunk driver. Also gives story of Laura Lamb.
- 49839 People who drive drunk in Maryland probably won't be driving much longer. 1982. 2 p. black & white. (3 3/4 x 8 1/2).

Stuffer - Provides information on what happens to individuals arrested for DUI, BAC chart, and questions and answers on alcohol.

Posters

- 49842 People who drive drunk in Maryland probably won't be driving much longer. 1982. 1 p. black & white. (17 1/2 x 22 1/2).
Photograph of man's hands cuffed behind his back. Provides BAC chart.
- 49843 Remember Laura Lamb. Report drunk drivers. 1982. 1 p. color. (14 x 25).
Photograph of Cindi and Laura Lamb.

Bumper Stickers

- 49626 Help save lives. Report drunk drivers. Contact your local or state police. 1982.
- 49840 Help save lives. Report drunk drivers. 1982. 1 p.

Promotional Gimmicks

- 49841 Yield to common sense: 1. use your seat belt; 2. obey the speed limit; 3. don't drive drunk. 1982. (Litter bag.)
- 39327 Operation Yellow Jacket. Yield to common sense. (1979). (Litter bag.)

Massachusetts Governor's Highway Safety Bureau, Boston

Poster

- 75631 *Seat belts. Best defense against the drunk driver. 1986. 10 3/4 x 16 1/2.*

Media Group, Ltd. Grand Rapids, Michigan

Pamphlet

- 75134 It's a deadly combination. 1983. 1 p. black & white. (17 x 22).
Photograph of spilled cocktail and car keys.

Metropolitan Area Safety Council of Minnesota, Minneapolis

Pamphlet

- 31155 What does the baggie bill do? (1974). 3 p. color. (3 1/2 x 1/2).
Explains Minnesota "baggie bill", a proposed law requiring DUI suspects to take a breath test.

Michigan Interfaith Council on Alcohol Problems, Lansing

Promotional Gimmick

- 75591 *Say no to drunk driving. 1985. color. Stickers.*

Michigan Licensed Beverage Association, Lansing

Promotional Gimmick

- 31324 Know your limits. Chart for responsible people who may sometimes drive after drinking. n.d. 2 p. (Blood alcohol chart.)

Michigan State Office of Highway Safety Planning, Lansing

Pamphlet

- 75593 *Sobering advice can save a life. 1985. 16 p.*

Brief discussion of drunk driving in Michigan. Discusses effects of DUI arrest; embarrassment, inconvenience, expense, criminal charges.

75612 *Project graduation: friends for life. May 1985. 24 p. Discusses Project Graduation, a campaign promoting alcohol- and drug-free celebrations during graduation season. Discusses how to involve school, students, and community; gives party ideas; ideas for fundraising and media participation.*

49999 Michigan's 1983 holiday awareness campaign, "Say NO to drunk driving...have a happy holiday." (1983). 43 p. (Sponsored by Michigan Traffic Safety Information Council, Lansing and Michigan Substance Abuse Information Clearinghouse, Lansing.)

Looseleaf folder containing lapel button, napkin, stickers, print ads, and fact sheets.

44406 Operation C.A.R.E. 1980. 2 p. color. (3 3/4 x 1/2). Information on Operation CARE (Combined Alcohol Reduction Effort) in Michigan.

Bumper Sticker

75035 A lot of teenagers are dying for a drink. 1984. color.

Michigan Traffic Safety Information Council, Lansing

Pamphlet

49328 We need your help. 1981. 6 p. (3 1/2 x 8 1/4). (Co-produced by the Michigan State Police and the Michigan State Office of Highway Safety Planning).
DUI statistics for Michigan. Encourages safe driving during holiday season.

Middlesex County Bureau of Traffic Safety Coordination,
New Brunswick, N.J.

Pamphlet

49364 Instant sermons. 1981. 1 p. (8 1/2 x 11).
Fourteen traffic safety points including seat belts and DUI.

Promotional Gimmicks

49363 The party's over. Friends don't let friends drive drunk. 1981. 1 p. (Bookmark.)
26363 To whom it may concern: a motorist's prayer. A.A. Bass. (1973). 1 p.

Minnesota Department of Public Health, St. Paul

Pamphlet

18848 For those who drink, drive, or do both. n.d. 6 p. (3 3/4 x 8 1/2).
Questions and answers on Minnesota's drunk driving laws.

Minnesota Department of Public Safety, St. Paul

Pamphlets

39252 How much do you know about getting smashed? 1979. 8 p. (5 1/2 x 8 1/2).

Twenty multiple choice questions on drinking and driving. Specifically designed for young drivers. Includes accident photographs.

- 39253 In Minnesota we care. Let's keep the drinker driver out of the driver's seat! 1979. 2 p. (4 x 8 1/2).
Stuffer - Brief information on drunk driving. Provides list of free materials on DUI.
- 39254 The drinker's guide to driving. 1979. 8 p. (4 x 8 1/2).
Cartoon illustrated information on drinking and driving, penalties for DUI conviction, BAC chart, and drugged driving.
- 35310 What are you going to do about drunk driving? (1976).
1 p. (3 x 7 3/4).
Stuffer - Briefly discusses an individual's responsibility in solving the drunk driving problem.

Poster

- 39256 In Minnesota we care. Let's keep the drinker out of the driver's seat! 1979. 1 p. color. (11 x 13 1/2).
Map of Minnesota with illustration of hands giving car keys to someone else.

Promotional Gimmicks

- 49467 Drink/drive calculator. 1981.
- 39255 No thanks I'm driving. 1979. 1 p. (Lapel button.)
- 39433 In Minnesota we care. (1979). 1 p. (Placemat.)

Mississippi Governor's Highway Safety Program, Jackson

Pamphlet

- 75244 Are drunk drivers killing your chance for a safe community? You can stop them. How? The DUI Comprehensive Community Program. 1984. 6 p. (3 3/4 x 8).
Discusses local deterrent program.

Missouri Division of Highway Safety, Kansas City

Pamphlets

- 38995 Traffic safety tips. (1977). 2 p. (4 3/4 x 7 1/2).
Stuffer - Ten traffic tips including DUI and seat belt use. Also provides BAC chart.
- 38999 Municipal and magistrate judges handbook for administration of the Missouri traffic law systems plan. (1977). 16 p. (5 1/2 x 8 1/2).
Targeted toward judicial professionals; provides information on the Alcohol Related Traffic Offender Program.

Promotional Gimmick

- 38996 Drink/drive calculator. Drive alert. (1977). 1 p.

Monterey County Health Department, Salinas, Calif.

Posters

- 49617-49619 [Drunk driving]. 1982. 1 p.
Three cartoon illustrated posters on DUI.

Mothers Against Drunk Driving, Ann Arbor, Mich.

Pamphlet

49458 Introduction: Mothers Against Drunk Drivers. 1981. 1 p.
(8 1/2 x 11).

Brief information on MADD with volunteer form.

Bumper Sticker

49459 Drunk drivers kill 70 people a day... Are you next? - Join
M.A.D.D. 1981.

Mothers Against Drunk Driving, Hurst, Tex.

Pamphlet

75649 *Arrive alive when you drive. 1985. 4 p.*
Discussion of drunk driving problems, MADD's objectives,
hints for entertaining without alcohol.

75507 *The unique grief of parents. 1985. 29 p.*
Targeted toward parents whose children are the victims of
drunk drivers. Discusses grieving process and suggestions
for coping.

75508 *Helping children cope with death in the family. 1985. 22*
p.
Discussion of how children grieve and cope with a family
death. Includes suggestions for parents.

75509 *Victim's rights in alcohol impaired crashes. 1985. 6 p.*
Twenty-five articles in victim's "bill of rights."
Discusses what a victim of a drunk driver should be
entitled to.

75041 9 things you can do to help MADD. Get drunk drivers off
the streets now! (1983). 8 p. color. (3 1/2 x 8 1/2).
Nine suggestions for individuals who want to combat the
drunk driver.

75042 That's why we're MADD. Death caused by drunk drivers is
the only socially acceptable form of homicide. (1983).
6 p. (3 3/4 x 8 1/2).
Information on MADD and drunk driving. Also provides
membership form.

75043 Victim information pamphlet. (1983). 28 p. (4 x 9).
Information to victims of drunk driving on what to expect
as a victim, what can be done, community resources, and
MADD.

49231 Don't let your child be a victim.... (1981). 5 p. (4 3/
4 x 8 1/2).
Information on MADD and drunk driving.

Bumper Sticker

75039 When you've had enough, join MADD: Mothers Against Drunk
Drivers. (1983). color.

Promotional Gimmick

75040 MADD. (1983). color. Note: Sticker.

Mothers Against Drunk Driving, Indianapolis, Ind.

Pamphlet

49460 [M.A.D.D. goals and petition.] 1981. 2 p. (8 1/2 x 14).
Information on MADD and drunk driving. Provides membership
form and petition to Indiana Governor to establish a State
Task Force.

Mothers Against Drunk Drivers, Linn County Chapter, Cedar Rapids, Iowa

Pamphlet

- 49993 Face facts: a summary of statistics on alcohol-related crashes. (1983). 3 p. (8 1/2 x 11).
Fact sheet on DUI statistics.

Motor Vehicle Manufacturers Association, Detroit, Mich.

Pamphlet

- 49958 It's your problem! March 1984. 8 p. color. (3 3/4 x 8 3/4).
Information on drunk driving including BAC chart.

Narcotic Educational Foundation of America, Los Angeles

Pamphlet

- 49325 Drugs and the automotive age. 1981. 6 p. (3 3/4 x 8 1/2).
Detailed information on drugged driving.

Nassau County Department of Drug and Alcohol Addiction, Mineola, N.Y.

Poster

- 75301 This popular high school sport killed and maimed thousands of students last year. Friends don't let friends drive drunk. SADD. 1984. color. (11 x 17).
Promotes Students Against Drunk Driving.

Nassau County Traffic Safety Board, Mineola, N.Y.

Pamphlet

- 75312 Guide for detecting drunk drivers at night. 1984. 17 p.
Co-produced by National Highway Traffic Safety Administration. (4 1/4 x 9).
20 clues for identifying drunk drivers.
- 75321 ABC's of drinking and driving. Facts about America's no. 1 safety problem. 1984. 16 p. (5 1/2 x 8).
Cartoon illustrations provide detailed information on drinking and driving.
- 75010 Stop DWI. The driver was drunk. (1983). 4 p. (4 x 8 1/4).
Information on drunk driving including NY state laws and penalties.

Bumper Sticker

- 75012 Stop DWI. (1983). color.

National Commission Against Drunk Driving, Washington, D.C.

Pamphlet

- 75282 National Commission Against Drunk Driving. The public is united in demanding solutions - no one is in favor of drunk driving, not even drunk drivers. 1984. 4 p. (5 1/2 x 8 1/2).
Brief summary of Commission's funding and implementation plan.
- 75314 STOP-DWI in New York State - an anti-drunk driving program. 1984. 6 p. (8 1/2 x 11).
Newsletter describing program.

National Congress of Parents and Teachers, Chicago, Ill.

Pamphlet

- 35086 How to talk to your teenager about drinking and driving. 1975. 16 p. (3 1/2 x 8). (Co-produced by NHTSA.)
Illustrated information on teenage drinking and driving.

Posters

- 49249-49251 [Teenage drinking and driving]. (1980). 1 p. black & white.
Three similar posters on teenage drinking and driving.

National Council on Alcoholism, Delaware Valley, Philadelphia, Pa./
United States Jaycees, Philadelphia Chapter, Pa.

Poster

- 31359 Bottoms up. S.O.B.E.R. Slow on the bottle. Enjoy the road. (1975). 1 p. black & white. (16 1/2 x 22).
Photograph of wrecked car flipped onto roof.

Bus Card

- 31356 S.O.B.E.R. Slow on the bottle. Enjoy the road. (1975). 1 p. (6 x 20).

Bumper Stickers

- 31354 S.O.B.E.R. Slow on the bottle. Enjoy the road. (1975). 1 p. color.
31355 S.O.B.E.R. Slow on the bottle. Enjoy the road. (1975). 1 p. color.

Promotional Gimmicks

- 31352 S.O.B.E.R. Slow on the bottle. Enjoy the road. (1975). (Matchbook.)
31353 S.O.B.E.R. (1975). (Lapel pin.)
31358 Drinking and highway safety. S.O.B.E.R. Slow on the bottle. Enjoy the road. (1975). 1 p. (Blood alcohol chart.)

National Highway Traffic Safety Administration, Washington, D.C.

Pamphlets

- 75269 How much do you know about drinking and driving? A self evaluation for teenagers. July 1983. 16 p. (8 1/2 x 8 1/2).
Questions designed for teenagers to evaluate how much they know about drinking and driving.
- 75037 Young people and alcohol - drinking practices, drinking problems, initiatives in prevention and treatment. 1982. 10 p. black & white. (8 x 10 1/2). (Co-produced by NIAAA.)
Article reprinted from Alcohol, Health and Research World on teenage drinking.
- 49418 Guide for detecting drunk drivers at night. Second edition. 1982. 11 p. (4 x 9).
Explains 20 visual clues and probability values for identifying drunk drivers.
- 49357 Three ways to keep a friend.... 1981. 6 p. color. (5 3/4 x 7).
Three illustrated alternatives to letting a friend drive drunk.

- 44399 A message to our friends: your personal decision. 1980.
8 p. (4 x 9).
Detailed information on drinking and driving, common myths,
how to help, and BAC chart.
- 44338 A message to my patients. 1979. 8 p. (4 x 9).
Discusses alcohol, including drinking and driving, as a
major health problem.
- 49046 So you really want to do something about the drunk driver?
1979. 8 p. color. (6 x 9).
Detailed and illustrated information on drunk driving.
Provides suggestions to help stop drunk driving.
- 35333 Only one for the road. (1977). 11 p. (6 x 9). (Sponsored
by NHTSA.)
Detailed information on drunk driving including information
on: affects of drinking, legal limits, and hints for party
hosts.
- 38856 An activist's guide for curbing the drunk driver. 1977.
21 p. (9 x 11 1/2).
Detailed information on drunk driving. Provides
suggestions to individuals, parents, employees, and
employers on how to help solve the drunk driving problem.
- 35086 How to talk to your teenager about drinking and driving.
1975. 16 p. (3 1/2 x 8). (Co-produced by National
Council on Alcoholism, New York, N.Y.)
Information to parents on teenage drinking and driving.
- 31184 Presentence investigation. A brief guide to court-related
problem drinker driver identification. (1974). 6 p. (3 1/
2 x 8). (Subject is HSRI.)
Information on presentence investigation.
- 31224 How to keep the life of the party alive. (1974). 4 p.
black & white. (9 x 11).
Suggestions for hosting a responsible party and six
suggestions for getting drunk friends home.
- 26278 The roadside breath tester could save countless lives every
year. 1973. 15 p. (5 1/4 x 8 1/4). (Co-produced by
Kemper Insurance, Long Grove, Ill.)
Detailed information with photographs on roadside breath
testing.

Print Ads

- 49362 Friends don't let friends drive drunk. 1982. 1 p. black &
white.
Three illustrated alternatives to letting friends drive
drunk.
- 35081, 35096 [Teenage drinking and driving]. 1976. 1 p. black
& white.
Two similar ads with photographs of teenagers in cars
drinking. Text discusses teenage drinking and driving.
- 31290 10 minutes ago everyone drank to Harry's health. 1975.
1 p. black & white. (8 1/2 x 11).
Aimed at physicians to encourage involvement in DUI issue.
- 31291-31292 [Drunk driving]. 1975. 1 p. black & white.
Two similar ads with photographs of auto crashes. Text
discusses drunk driving.

Posters

- 75122 It's getting tough for drunk drivers. 1984. color. (20 1/2 x 24).
Directed toward teenagers. Drunk driving video game.
- 75147 Wouldn't it be a pain...to lose your driver's license??
It's getting tough for drunk drivers. 1984. color.
(24 x 24).
Directed toward teenagers. Photograph of boy and girl at drive-in without a car.
- 75151 Want to change your lifestyle? It's easy, lose your driver's license. It's getting tough for drunk drivers. 1984. color. (24 x 24).
Directed toward adults. Photograph of businessman in suit riding in the back of a pick-up truck.
- 49361 Friends don't let friends drive drunk. 1982. 1 p. color. (13 1/2 x 18).
Three illustrated alternatives to letting friends drive drunk.
- 31348 This popular high school sport killed and maimed thousands of students last year. (1975). 1 p. color. (18 x 22).
Directed toward teenagers. Illustration of varsity letter, beer can, and automobile.

Bus Card

- 31121 A drinking problem could kill him. 1974. 1 p. black & white.

Bumper Sticker

- 39164 Operation CARE. 1978. 1 p. color.

Promotional Gimmicks

- 44208 Operation CARE. 1978. 2 p. (Tent table card.)
- 26908 Form for review of NHTSA alcohol safety public education campaign. (1973). 1 p.

National Institute on Alcohol Abuse and Alcoholism, Rockville, Md.

Pamphlets

- 75531 *Is beer a four letter word? An alcohol abuse prevention program idea book. 1985. 62 p. Targeted toward teenagers. Outlines 12 action plans to educate teenagers about alcohol.*
- 49614 Talking to your teenager about drinking and driving. 1981. 7 p. (5 1/2 x 8 1/4).
Directed to parents of teenagers. Discusses the problem of teenager drinking and driving.
- 49616 Play it smart: facts for teenagers about drinking. 1981. 8 p.

Poster

- 49615 Play it smart. Don't drink and drive. Traffic accidents are the leading cause of death among teenagers... 1982. 1 p. color. (19 x 27).
Photograph of rear light streaks on roadway. Passenger asks driver if he is able to drive.

Bumper Sticker

- 26668 You've got to know when to say when. (1973). 1 p. color.

National Institute on Drug Abuse, Rockville, Md.

Pamphlet

- 75248 Drugs and driving. Why take the risk? 1984. 4 p.
Hazards of combining alcohol or other drugs and driving.

National Liquor Stores Association, Bethesda, Md.

Pamphlet

- 75615 *Yield the keys when driving. 1985. 6 p. Looseleaf folder.*
"Starter kit" for restaurant, tavern, or business which promotes giving keys to sober friends after drinking. Includes lapel buttons, window decal, BAC calculator, and membership application.

National Publications, Omaha, Neb.

Poster

- 49730 It's rough surviving drunken driving. (1982). 1 p. black & white. (18 x 24).
Photograph of young boy holding a picture of his father.

National Safety Council, Chicago, Ill.

Pamphlets

- 75462 The designated driver - being a friend. 1984. 4 p.
Suggests designating a non-drinker to drive home at holiday functions.
- 49986 Holiday lifelines. 1983. 63 p.
Looseleaf folder containing pamphlets, fact sheets and information on how to keep holidays safe.
- 49986 Drink or drive - the choice is yours. (1983). 31 p.
Looseleaf folder containing fact sheets and sample speech on drunk driving.
- 49988 Support 21. (1983). 51 p.
Looseleaf folder containing sample speech, sample letters, and fact sheets on raising the minimum drinking age to 21.
- 75120 Will you make it home tonight? (1983). 16 p. (3 3/4 x 8).
General information on drunk driving including: how to recognize drunk drivers, how to protect yourself, affects of alcohol, BAC, drugged driving, and possible solutions.
- 75119 Drinking and accidents - the choice is yours. 1977. 12 p. (3 3/4 x 8).
General information on drinking and driving.

Print Ads

- 18406-18409 [Scream bloody murder]. 1970. 1 p. black & white.
Series of four ads sarcastically explaining the benefits of drunk drivers.
- 18497, 18494-18495 [Drunk drivers]. 1970. 1 p. black & white.
Brief text on drinking and driving.

Posters

- 35293-35294, 35113-35114, 18567-18568, 18596 [Drunk driving].
color. (8 1/2 x 11).
Collection of illustrated posters on drinking and driving.

Nebraska Highway Safety Program, Hastings

Pamphlets

- 38985 Drinking, driving and you. 1977. 5 p. (3 3/4 x 8 1/2).
General information on drinking and driving including BAC levels.

Print Ad

- 49242 Sometimes a car key can keep a friend for life. You'll know when. (1981). 4 p.
Collection of four different ads. Text discusses how to keep friends from driving drunk.

Bumper Sticker

- 49254 Thinking drivers don't... (1981). 1 p. color.

Nebraska Highway Safety Program, Lincoln.

Pamphlet

- 49462 Drunk drivers hurt people. Be REDDI. 1981. 4 p. color. (3 3/4 x 8 1/2).
Information and phone numbers for Nebraska REDDI program (Report Every Drunk Driver Immediately).

Poster

- 49453 Drunk drivers hurt people. Be REDDI. 1980. 1 p. color. (14 x 21 1/4).
Promotional for Nebraska REDDI program. Space provided for sponsoring agency's name and phone number.

Nevada Office of Traffic Safety, Carson City

Print Ads

- 39117 Traffic accidents have killed more people than all wars combined. Sober up. Buckle up. Slow up. 1978. 1 p. black & white.
Photograph of war memorial.
- 39208 Breakfast in bed is a lousy way to spend the holiday. Slow up. Sober up. Buckle up. 1978. 1 p. black & white.
Photograph of woman in hospital bed.
- 39209 Don't be a turkey behind the wheel. Slow up. Buckle up. Sober up. 1978. 1 p. black & white.
Cartoon illustration of turkey driving car with backseat filled with beer cans.

New Canaan Safe Rides Explorer Post 966, Conn.

Pamphlet

- 49990 New Canaan Safe Rides. (1983). 6 p.
Information on Explorer Post 966 Safe Ride program.

New Hampshire Highway Safety Agency, Concord

Print Ads

- 39332 So you just got your license... 1979. 1 p. black & white. (various sizes).
Collection of ads promoting sober driving among new drivers.
- 44145 Dad never missed a game. Now he'll never see another. 1979. 1 p. black & white.
Photograph of young boy at baseball field. Text explains that the boy's father was killed by a drunk driver.

44146-44147 Operation Stop Death. 1979. 1 p. black & white.
(various sizes).
Collection of print ads on highway safety including DUI and
55 mph.

Bumper Sticker

39331 If you booze it you lose it.

New Jersey State Division of Motor Vehicles, Trenton

Pamphlet

26858 How to become a better drinker. (1973). 10 p. color.
(3 1/4 x 6).
General information on drinking and driving in New Jersey.
Includes information on New Jersey DUI law and BAC chart.

Promotional Gimmick

26859 Point-zero-five. (1973). 2 p. (Blood alcohol chart.)

New South Wales Department of Motor Transport, Traffic Accident
Research Unit, Sydney (Australia)

Pamphlet

31217 Slob: a man who drinks 6 middies or more in an hour and
then attempts to drive. (1974). 4 p. (8 x 11).
Brief information on drunk driving. Explains two-stage
communication campaign and includes reduced copies of print
ads and radio scripts.

Print Ads

31212-31216 Slob. (1974). 1 p. black & white.
Series of five ads from Slob campaign on drinking and
driving.
31218, 31220 [The law is tough on drinkers who drive. It just
isn't worth it]. (1974). 1 p. black & white.
Two similar ads describing Australian DUI law.

New York City Department of Transportation, N.Y.

Promotional Gimmicks

75251 Stop DWI. Drive sober.... 1984. 26 p. Litter bag
containing posters, bumper stickers, rulers, cocktail
napkins, match book, and other items.
75019 Drive sober...stop DWI. Drunk driving can cost you your
license...or worse, a trip to the morgue. 1983. Note:
Litter bag.
75021 Drive sober...stop DWI. (1983). Color. Note: Sticker.

New York City STOP-DWI Program, N.Y.

Pamphlet

75313 Friends don't let friends drive drunk. Drive sober...STOP
DWI. 1984. 2 p.
Brief program information.
75324 New York City is tough on drunk drivers! Drive
sober...STOP DWI. 1984. 2 p. (4 1/4 x 5 1/2).
Penalties for conviction of DWAI and DUI.

New York State Department of Motor Vehicles, Albany

Pamphlets

- 75311 You and the drinking driving laws. Aug 1984. 8 p. (3 1/2 x 8 1/2).
Questions and answers on state DUI laws.
- 75285 The drinking driver program and you. Drinking and driving don't mix. Feb 1984. 4 p. (3 1/2 x 8 1/2).
Information on state program.
- 49996-49998 [Drunk/drugged driving]. 1983, 1983, 1979. 2 p.
Three similar pamphlets with brief information on drunk/drugged driving.
- 39265 Drunk. The New York State Drinking Driver Program - can you live without it? 1978. 1 p. (5 1/2 x 8 1/2).
Information on NY state Drinking Driver Program.
- 39428 A program for drinking drivers written for judges, magistrates, prosecutors. 1979. 6 p. (5 x 7).
Targeted toward judicial professionals. Provides explanation of Drinking Driver Program.

Posters

- 49630 When you're taking certain medicines, even one drink can be too much. 1982. 1 p. color. (11 x 17).
Text on mixing drugs with alcohol and drugged driving.
- 35281 The alcohol in just 2 or 3 drinks... 1976. 1 p. color. (11 x 17).
Discusses affects of alcohol on driving ability.
- 35277 Medicines can affect driving. 1975. 1 p. color. (11 x 17).
Word of caution on drugged driving.
- 35279 It doesn't take many. 1975. 1 p. color. (11 x 17). (Co-produced by New York State Liquor Authority and New York State Traffic Safety Council.)
Illustration of car crashed into giant martini glass.

Print Ads

- 49629 A special message about drinking and driving for everyone who drives. If you need it, call a special hot line number. 1982. 1 p. black & white.
Text encourages calling for a ride or giving a ride.

Bumper Sticker

- 75011 Stop DWI. Drive sober. (1983). color.
- 49628 Stop DWI. Drive sober. 1982.

News Releases

- 75464 You and the drinking driver laws. 8 May 1985. 2 p.
For young adults; discusses new drunk driving laws.
- 75343 Comprehensive report reveals STOP-DWI laws work. 2 April 1985. 3 p.
Summary findings show fatality reductions due to STOP-DWI Program.

Promotional Gimmicks

- 49611 Play it safe. Know how much alcohol you can handle before you decide to drive. 1982. 2 p.
- 39266 If you love NY, don't drink and drive. 1979. 1 p. (Cocktail napkin.)
- 39267 If you love NY, don't drink and drive. 1979. 2 p. (Blood alcohol chart.)

26602 Driver rehabilitation program certificate of completion. (1972). 1 p. (Co-produced by Nassau County Traffic Safety Board, Mineola, N.Y.)

New York State Division of Alcoholism and Alcohol Abuse, Albany

Pamphlets

75003 19 reasons why! (1983). 2 p. (3 1/2 x 8).
Stuffer - Provides 19 reasons why New York raised the minimum drinking age to 19 years.

New York State Senate, Albany

Pamphlet

75007 Cracking down on drunk driving. Aug 1982. 4 p. (4 x 9).
Information on laws and penalties for drunk driving.

New York State STOP DWI Coordinators Association, Syracuse

Pamphlet

75338 New York State STOP DWI Coordinators Association Newsletter. 1984. 6 p. (8 1/2 x 11).
Newsletter issue provides overview of program.

North Carolina Governor's Highway Safety Program, Raleigh

Pamphlet

75234 Operation RADD: Report All Drinking Drivers! Drinking drivers kill people. Let's get them off our roads! 1984. 6 p. (3 3/4 x 8 1/2).
Discusses Operation RADD and provides telephone numbers for all N.C. counties for people to use to report drunk drivers.

75233 The Safe Roads Act of 1983. 1983. 6 p. (3 1/2 x 8 1/2).
Explanation of North Carolina's new drunk driving laws.

49339 Drinking drivers are everybody's business! Get concerned! 1981. 6 p. (4 x 8 1/2).
Discusses drunk driving in North Carolina and the costs of DUI conviction.

Print Ads

49337 Drinking drivers are everybody's business. Get concerned! 1981. 1 p. black & white.

44142 Friends don't let friends drive drunk. (1979). 1 p. black & white.
Illustration of red nosed reindeer (drunk) handing keys to scolding Santa Claus.

Promotional Gimmick

39215 Governor's highway safety program. 1978. 1 p. color.
(Photograph of large standing display.)

North Carolina State Department of Motor Vehicles, Raleigh

Promotional Gimmick

31328 Know your limits. Chart of approximate blood alcohol percentage. n.d. 3 p. (Blood alcohol chart.)

Nova Scotia Department of Highways, Halifax (Canada)

Print Ads

- 31097 Labour Day weekend: tragedy or fun? It all depends on you. 1973. 1 p. black & white.
Shattered photograph of family. Text discusses highway safety, including DUI.
- 31098 Before you refresh your body with holiday spirits, let us refresh your memory. 1973. 1 p. black & white.
Detailed information on Nova Scotia and Criminal Code of Canada's provisions for drunk driving. Also provides BAC chart.
- 31099-31100 [Breath tests]. 1973. black & white.
Information on breath testers and drunk driving in Canada.

Posters

- 31186-31187 [You may have to drive but you don't have to drink]. (1974). 1 p. black & white. (19 x 25).. (Co-produced by Nova Scotia Commission on Drug Dependency, Halifax.)
Two similar posters discouraging drinking and driving.

Ohio Department of Highway Safety, Columbus

Pamphlets

- 38698 Ohio's implied consent law. 1977. 4 p. (5 1/2 x 8 1/2).
General information on Ohio's implied consent law.
- 38699 What you can do for highway safety. (1976). 6 p. (3 3/4 x 8 1/2).
General information on highway safety including DUI and seat belt/child restraint use.

Ohio Insurance Institute, Columbus

Pamphlet

- 31470 The worst of the bad guys. (1974). 2 p. (3 x 6).
Brief information on drunk driving in Ohio.

Print Ads

- 31468 Don't expect a drunk to do anything about drunk driving. (1975). 1 p. black & white. (12 x 19).
Photograph of drunk behind the wheel. Text discussing drunk driving problem.
- 31469 Dead drunk. Last year more than 55,000 people died on the nation's highways. Over half of them killed by drunk drivers. Had enough? n.d. 1 p. black & white.
Brief information on drunk driving problem. Provides coupon to be clipped and mailed urging stronger penalties and enforcement.

Oklahoma Highway Safety Office, Oklahoma City

Pamphlet

- 75107 A summary of Oklahoma law - drinking and driving. Jan 1984. 6 p.
Information on Oklahoma DUI laws and penalties. Also provides BAC chart and myth/facts on drunk driving.
- 75106 YODDA - Young Oklahoman Drinking Driver Alternative curriculum guide. (1983). 37 p.
Curriculum on drinking and driving geared toward 15-21 year age group.

- 75105 YODDA - Young Oklahoman Drinking Driver Alternative. (1983). 26 p.
Activity booklet to accompany YODDA curriculum guide.
- 75088 It's for sure.... (1983). 6 p. color. (4 x 9).
Directed toward young drivers. Cartoon illustrations give ways to being a responsible host, friend, and drinker.

Print Ads

- 35287 If you drink and drive...the deck is stacked against you! (1976). 1 p. (Co-produced by Oklahoma Highway Patrol, Oklahoma City.)
Brief information on BAC levels.
- 35288 It's the season to be jolly...not dead. (1976). 1 p. black & white.
Christmas season ad on drinking and driving.
- 35289 But it's only 3.2 beer! (1976). 1 p. black & white.
Brief information on alcohol content of beer.
- 35290 Drinking drivers kill themselves and others! (1976). 1 p. black & white.
Brief message on drunk driving.

Posters

- 75111 Good ole boys don't drink and drive! (1983). color. (17 x 20).
Photograph of barmaid holding drunk customer's keys at Bubba's.

Promotional Gimmick

- 75032 Make the prom a night to remember. (1983). 1 p. (Co-produced by Oklahoma Florists' Association.) Note: table tent card.
- 35292 Driving after drinking is dangerous! (1976). (Blood alcohol chart.)

Oklahoma Students for Responsible Driving

Poster

- 75112 Tomorrow: be a part of it - don't drink and drive. (1983). color. (10 x 20).
Illustration of international sign prohibiting drinking and driving.

Bumper Sticker

- 75108 Tomorrow: be a part of it - don't drink and drive. (1983). color.

Oneida County STOP DWI Program, Utica, N.Y.

Pamphlet

- 75317 For the drinking driver in Oneida County...the party's over! Stop DWI. Play it safe, don't become a statistic. 1984. 6 p. (3 3/4 x 8 1/2).
Brief information on STOP DWI Program, penalties, and BAC levels.

Ontario County STOP-DWI Program, N.Y.

Pamphlet

- 75319 How to protect yourself from a drunk driver. 1984. 4 p. (8 1/2 x 11).

- Encourages seat belt use as protection against drunk drivers, and provides clues for identifying drunk drivers.
- 75327 Ontario County STOP-DWI Program semi-annual report; January 1-June 30, 1984. 1984. 8 p. (5 1/2 x 8 1/2).
Update on program activities.

Ontario Ministry of Transportation and Communications, Downsview
(Canada)

Pamphlets

- 38942 Drinking and driving can cost you money and put you in jail in Ontario. 1977. 2 p. (3 x 7 1/4).
Stuffer - Information on penalties for conviction of DUI.

Posters

- 31070-31071 [Holiday party survival]. 1973. 1 p. color. (Co-produced by Addiction Research Foundation, Toronto.)
Two similar posters with hints on how to survive holiday parties.
- 31078-31079 [Holiday parties]. 1973. 1 p. color.
Two similar posters advocating safety during holiday parties.

Promotional Gimmick

- 31080 A holiday party survival guide. 1973. 2 p. (Modified blood alcohol chart. Co-produced by Addiction Research Foundation, Toronto.)
- 31081 How are you going to get home safely from holiday parties? 1973. 1 p. color. Note: restaurant placemat.

Ontario Trucking Association, Rexdale (Canada)

Pamphlet

- 38922 "Mobile billboard" safety promotion campaign. 1977. 6 p. color. (3 3/4 x 8 3/4).
Targeted toward truck drivers. Advertisement for "mobile billboards" on highway safety, including seat belts and DUI.

Orange County Trauma Society, Orange, Calif.

Pamphlet

- 75561 *Staying alive. 1985. 10 p.*
Explanation of Staying Alive education program, designed to make students aware of dangers of drinking and driving.

Oregon Traffic Safety Commission, Salem

Pamphlets

- 75529 *If you drink and drive, the least you'll lose is your license. 1985. 6 p.*
Brief explanation of Oregon DUI law. Includes BAC chart.
- 75628 *Stop highway robbery. A corporate commitment to traffic safety. 1985. 50 p. approx. Looseleaf folder.*
Folder including materials for corporate traffic safety program.

Posters

- 75625 *Oregon's tough new law. 1985. 11x14.*
Explanation of DUI law.
- 75626 *The drinking driver's guide to great hotels. 1985. 11x14.*

Jail, hospital, and graveyard.
75627 *Call before a friend really blows it. 1985.*
Encourages friends stopping friends from driving drunk.

Paramedics Against Drunk Drivers, Winter Park, Fla.

Pamphlet

75136 Paramedics Against Drunk Drivers. J. Horn. (1983). 1 p.
(8 1/2 x 11).
Brief information on PADD.

PARKIT (Prevent Alcohol Related Killings and Injuries in Tompkins
County), Ithaca, N.Y.

Pamphlets

49014 Parkit information kit. 1980. 25 p.
Kit contains general information on PARKIT.

Pelham/Parents/People United for Community Health (PUNCH), N.Y.

Pamphlets

75013 Drinking/driving/drugs. Feb 1983. 2 p. color. (4 x 9).
Facts and questions and answers on drinking and driving.

Pennsylvania Bureau of Traffic Safety, Harrisburg

Pamphlet

44081 Drugged drivers: what can a pill do to your driving
reactions? (1978). 2 p. (3 1/2 x 8 1/2).
brief discussion of the use of medication with driving.

Pennsylvania Governor's Traffic Safety Council, Harrisburg

Pamphlets

39010 Drinking and driving. A guide for prevention. (1978).
18 p. (5 x 8).
Information with illustrations on drunk driving. Includes
tips for party hosts and parents.
39011 Keep the life of the party alive! A guide for hosts and
hostesses. (1978). 5 p. (5 1/2 x 8 1/2).
Tips for hosts on how to make a drinking party safe.
Includes recipes for hor d'ouvers and non-alcoholic drinks.
49227 How to deal with teenage drinking and driving. A parent's
guide. (1980). 7 p. (4 1/4 x 9).
Information to parents on teenage drinking and driving.

Print Ads

39191-39192 [Highway safety tips]. 1978. 1 p. black & white.
Two similar ads promoting safe driving habits: speed
limits, sober driving, and seat belt use.
39196 He needs your help. 1978. 1 p. black & white.
Advocates taking care of friends who drink too much.
Coupon for free party guide provided.

Posters

39323 At equal BACs, do they all get equal treatment? (1979).
1 p. black & white. (11 1/2 x 15).
Photograph of businessman, housewife, and laborer at bar.
39324 Bust 'em, don't baby 'em. (1979). 1 p. black & white.
(11 1/2 x 15).

Photograph of teenage boy in car holding beer bottle with baby bottle nipple attached.

Bumper Sticker

31316 You've got to know when to say when. (1974). 1 p. color.
(Co-produced by United States Jaycees, Pennsylvania Chapter.)

Promotional Gimmick

31327 Know when to say when... n.d. 2 p. (Blood alcohol chart.)

Pennsylvania Youth Traffic Safety Council, Harrisburg

Pamphlet

39012 Teenage self-test. Drinking and driving. How do you score? 1978. 14 p. (5 1/2 x 8 1/2).
Series of 68 questions which measure the teenager's attitudes and knowledge of drinking and driving.

Poster

39326 I'm OK, you're wasted. (1979). 1 p. color. (11 x 16 1/2).
Cartoon illustration of friend driving drunk friend home.

Pepsico, Inc., Purchase, N.Y.

Bumper Sticker

35218 If you must drink and drive...drink Pepsi! 1976. 1 p. color.

Phoenix Traffic Safety Coordination Office, Ariz.

Pamphlet

75004 Arizona has a new DWI law - a sobering message for drunk drivers! (1983). 6 p. color. (3 3/4 x 8 1/2).
Information on Arizona DUI laws.

75005 The party planner. (1983). 4 p. color. (5 1/2 x 8 1/2).
Tips on how to host a responsible drinking party.
Including recipes for hor d'ouvres and non-alcoholic drinks.

49335 Check list for traffic survival. 1981. 4 p. (4 x 9).
Several points to insure safe driving including DUI and seat belt use.

Playboy Enterprises, Inc., New York, N.Y.

Pamphlet

75239 In the public spirit. 1984. 4 p.
Pocket folder containing Playboy news release explaining commitment to Stop DWI cause. Print ad, promotional gimmicks, bumper stickers, and poster also included.

Postal Service, Washington, D.C.

Poster

35297 Go fourth without a fifth. If you drink, don't drive--if you drive don't drink. (1976). 1 p. color. (14 x 18).
Cartoon illustration of family in car on Fourth of July outing.

Potters Industries, Inc., Hasbrouck Heights, N.J.

Pamphlet

75632 *The visual link of prevention. 1984. 7 p.*
*Flyer and brochure promoting film regarding use of pavement
edge marking as preventor of drunk driving accidents.*

Preferred Risk Mutual Insurance Company, West Des Moines, Iowa

Print Ads

35189-35192 [Drunk driving]. 1975-1976. 1 p. black & white.
Four similar ads on drinking and driving.

Public Affairs Committee, Inc., New York, N.Y.

Pamphlet

49612 Teenagers and alcohol: patterns and dangers. J. Saltman.
1983. 29 p. (5 x 7).
Detailed information on teenage drinking, including DUI.

Puerto Rico Commission for Transit Safety, San Juan

Poster

35303 Su proximo trago puede ser fatal. Cuastos tragos vale su
vida? [Your next drink could be fatal. How many drinks is
your life worth?] (1976). 1 p. color. (14 x 17 1/2).
Illustrations of death character mixing drink and a car
swirving on roadway.

Puerto Rico Department of Public Works, San Juan

Poster (also available as a slide)

18445 La formula fatal. [The fatal formula.] n.d. 1 p. color.
Illustration of death character mixing liquor and gasoline
into a beaker.

REACT International, Inc., Northbrook, Ill.

Pamphlets

75034 Use your CB radio. Help stop drunk driving. (1983). 6 p
(3 3/4 x 8 1/2).

Targeted toward drivers with CB radios. Tips on how to
identify drunk drivers, how to use a CB radio to give an
Impaired Driver Alert, and general information on drunk
driving.

75031 Impaired Driver Alert - CB radio coalition against drunk
driving. July 1983. 8 p.
Kit for news editors. Includes camera-ready art work: news
story on CB Radio Impaired Driver Alert Program, question
and answer feature story, consumer leaflet, and print ad.

Remove Intoxicated Drivers, Schenectady, N.Y.

Pamphlet

75528 *Will you be the next victim of the drunk driver? RID says:
we can change the odds. 1985. 6 p.*
*Brief introduction to RID organization. Includes
membership information.*

Red Cross SEE American Red Cross

Rensselaer County STOP DWI Program, Troy, N.Y.

Pamphlet

75316 Drinking drivers...your luck could take a turn for the worse! 1984. 4 p. (4 x 9).
Brief information on DWI penalties.

Rhode Island Governor's Office of Highway Safety, Providence

Pamphlet

75629 *In Rhode Island, drunk drivers get court. 1985. 6 p. Co-produced by the Automobile Club of Rhode Island. Explanation of state DUI laws.*

RIDE: Reduce Impaired Driving Everywhere in Metro Toronto, Ontario (Canada)

Pamphlet

39427 RIDE phase II: Reduce Impaired Driving Everywhere in Metro Toronto. (1979). 2 p. (3 3/4 x 8 1/2).
Brief information on RIDE Phase II program, drinking and driving, and DUI laws and penalties.

Rockland County S.T.O.P.-D.W.I. Project, New City, N.Y.

Pamphlet

75318 STOP DWI. Remember, friends don't let friends drive drunk. 1984. 2 p. (3 x 5).
BAC information.

75320 ABC's of drinking and driving. Facts about America's no. 1 safety problem. 1984. 16 p. (5 1/2 x 8).
Cartoon illustrations provide detailed information on drinking and driving.

75325 Learn about drinking and driving. 1984. 16 p. (5 1/4 x 8 1/4).
Cartoon illustrations with detailed information on drunk driving.

75326 The booze information handbook for teens. 19 April 1983. 20 p. (4 x 7 1/2).
Detailed information on teenage drinking, include DUI.

Royal Canadian Mounted Police, Regina, Saskatchewan

Pamphlet

39356 After the party you could sleep at our place; apres la fete, vous risquez de passer la nuit chez nous. (1979). 2 p. (3 1/2 x 8 1/2).
Cartoon illustrations describe what happens to individuals convicted of DUI. Also provides BAC chart. Text in French and English.

Saskatchewan Safety Council, Regina (Canada)

Promotional Gimmick

39353 Blood-alcohol chart. 1979. 1 p.

Saskatchewan Transportation Agency, Regina (Canada)

Pamphlet

- 39352 Saskatchewan's new impaired driver control program. 1979.
2 p. (3 1/2 x 8 1/2).
General information on drinking and driving including
Saskatchewan DUI laws, educational programs and BAC chart.

Seagram, Joseph E. & Sons, Company, New York, N.Y.

Print Ads

- 75613 *Moderation. The story of a point of view. 1985. 28 p.*
Collection of Seagram ads which advocate moderate drinking.
- 75616 *National alcohol awareness test. 1985. 8 p.*
Magazine insert providing eight multiple choice questions
and answers about alcohol equivalence and BAC.
- 39418 Were you an accessory to this crime? 1979. 1 p. black &
white.
Photograph of shattered windshield. Text discusses the
responsibilities of individuals in solving the drunk
driving problem.
- 38929 Your guest is trying to tell you something. Please listen.
1977. 1 p. black & white.
Photograph of hand covering cocktail glass. Text discusses
how to be a good host by not pushing drinks.
- 31481 How to keep the life of the party alive. (1975). 1 p.
color.
Tips to party hosts on how to get drunk guests home safely.
- 31486 Of all the good advice Seagram has ever offered to
partygivers, we think this is the best yet. (1975). 1 p.
color.
Tips on how to host a responsible drinking party. Includes
recipes for hor d'ouvers and non-alcoholic drinks.
- 26905 Don't expect miracles from a cup of coffee. (1974). 1 p.
black & white.
Text discusses the myth of coffee's sobering powers.
- 26340 I can drive when I drink. 1973. 1 p. color.
Handwriting samples taken at various stages of a party
illustrate alcohol's affect on coordination.

Poster

- 75156 You have to look up to a man who never drinks when he
drives. (1983). color. (21 x 33).
Illustration of Santa Claus driving sleigh off roof top.

Smith and Wesson, Springfield, Mass.

Print Ads

- 49045 Get drunks off the road. 1980. 1 p. color.
Manufacturer's advertisement for breathalyzer.

Snohomish County Drinking Driver Countermeasure Program, Wash.

Pamphlet

- 75460 Do your friends drink and drive? 1984. 2 p.
General information on social drinking and driving.

South Carolina Commission on Alcohol and Drug Abuse, Columbia

Posters

- 49427 Drive straight. 1981. 1 p. color. (11 x 14).
44200 Too often it's the people who don't drink who get smashed.
(1979). 1 p. black & white. (18 x 24).
Photograph of accident scene, police officer talks to young man with ambulance in background.

Print Ads

- 49426 Drive straight. 1981. 1 p. black & white.
Series of three ads. (Various sizes).
49252 Guess who Jerry Burns ran into after the party? (1980).
1 p. black & white.
Photograph of police officer talking to young man at the scene of an accident.
44201 Bottoms up. (1979). 1 p. black & white.
Photograph of flipped automobile. Text discusses drunk/drugged driving among young drivers.
44202 The deadliest weapon is usually loaded. (1979). 1 p. black & white.
Photograph of drunk behind the wheel. Text encourages people who drink to let someone else drive.

Bumper Sticker

- 44197 Too often it's the people who don't drink who get smashed.
(1979). 1 p. color.

Promotional Gimmicks

- 44198 Too often it's the people who don't drink who get smashed.
(1979). (Cocktail napkin.)
44199 Too often it's the people who don't drink who get smashed.
(1979). (Placemat.)

South Carolina Law Enforcement Officers Association

Print Ad

- 49228 Don't be the death of the party. Don't drink and drive.
(1981). 1 p. black & white. (Co-produced by South Carolina Beer Association).
Photograph of teenagers at party drinking beer.

Poster

- 49229 Don't be the death of the party. Don't drink and drive.
(1981). 1 p. black & white. (18 x 24). (Co-produced by South Carolina Beer Association).
Photograph of teenagers at party drinking beer.

South Dakota State Highway Patrol, Pierre

Pamphlet

- 18453 What is "mobat" breath testing? Who will be tested? n.d.
1 p. (5 1/2 x 8 1/2).
Information on Mobat breath test.

Promotional Gimmicks

- 18454 Percent of alcohol in blood. n.d. 1 p. (Blood alcohol chart.)
18455 Blood-alcohol chart. n.d. 1 p.

Storer Broadcasting Company, Miami, Fla.

Print Ads

- 31364 A lot of teenagers are dying for a drink. (1975). 2 p.
black & white. (11 1/2 x 17).
Photograph of police officer pulling young man from wrecked
car. Text discusses teenage drinking and driving.

Students Against Driving Drunk, Marlboro, Mass.

Pamphlet

- 75069 Contract for life - a contract for life between parent and
teenager. The SADD drinking-driver contract. (1983). 1
p. (8 1/2 x 11).
Contract to be signed by teenager and parent agreeing to
call for sober rides.
- 75068 If we dream it, it can be done. (1983). 6 p. (5 x 8 3/
4).
General information on SADD including SADD contract and how
to start a SADD program.
- 49633 Students Against Driving Drunk. S.A.D.D. 1982. 6 p. (3
3/4 x 8 1/2).
General information on SADD.

Students Against Driving Drunk, Georgia Southern College Chapter,
Statesboro

Pamphlet

- 75067 Suggested guidelines for parents on teenage parties. 1984.
4 p. (8 1/2 x 11).
Suggestions to parents on hosting responsible teenage
parties.

Suffolk County Stop-D.W.I. Program, Hauppauge, N.Y.

Pamphlet

- 75310 Last year in Suffolk County, over 10,000 people were
arrested for drunk driving. 1984. 6 p. (3 1/4 x 8 1/2).
DUI statistics and penalties.
- 75016 Last year in Suffolk County, over 9000 people were arrested
for drunk driving. (1983). 6 p. color. (3 3/4 x 8 1/2).
General information on drunk driving, DUI laws, and
penalties in Suffolk County.

Poster

- 75001 Stop DWI before it stops you dead! Don't drink and drive.
1983. color. (10 1/2 x 17).
Photograph of automobile crashed into tree.

Bumper Sticker

- 75015 Stop DWI. Suffolk is tough on drunk drivers. (1983).
color.

Promotional Gimmick

- 75253 Stop DWI. County of Suffolk. 1984. color. Dry transfer
sticker.
- 75017 Stop DWI. (1983). color. Decal.

Texas Alcohol Narcotics Education, Inc., Dallas

Pamphlet

- 26767 Alcohol...or highway safety? L.R. Curtis. 1975. 47 p. color. (5 1/2 x 8 1/4).
Cartoon illustrated information on alcohol and highway safety including: alcohol affects, BAC levels, and DUI laws.

Texas Governor's Traffic Safety Program, Austin

Pamphlet

- 18876 The drunk driving test: introductory remarks. n.d. 7 p. (7 x 7).
Companion piece to movie, "Drunk Driving Experiment in San Antonio". (See Movie Section 18679).

Print Ads

- 38947 That last drink cost me my driver's license and over \$2,000. 1977. 1 p. black & white.
Brief text discusses costs of DUI conviction.
- 38976 This couple is about to see something they've never seen before. 1977. 1 p. black & white.
Photograph of couple. Brief text on drunk driving.
- 35305 What are the facts on holiday driving hazards? Read what the pros have to say. (1976). 1 p. black & white.
Questions and answers on highway safety, including DUI.
- 35306 Show him the way to go home. (1976). 1 p. black & white.
Photograph of friend putting drunk friend into taxi.
- 35307 Drinking drivers are losing their heads. (1976). 1 p. black & white.
Photograph of broken windshield taken from driver's seat.
- 35308 Drinking and driving will really get you into things. (1976). 1 p. black & white.
Photograph of ambulance attendants putting accident victim into ambulance.
- 35309 Don't tell us you can drive holding that much liquor. (1976). 1 p. black & white.
Photograph of man getting into car holding several cocktails.

Tioga County S.T.O.P. D.W.I., Oswego, N.Y.

Poster

- 75332 You're not driving me home 'til you're sober! Make sure your driver is sober before you get in the car. 1984. color. (8 1/2 x 14).
Photograph of horse in harness.

Tompkins County STOP-DWI Program, Ithaca, N.Y.

Pamphlet

- 75322 Think before you drink and drive. STOP DWI - Tompkins County. 1984. 4 p. (5 1/2 x 8 1/2).
Brief program description.
- 75323 Directory of speakers, services and material resources on alcohol, drugs, drinking and driving in Tompkins County. 1984. 21 p. (5 1/2 x 8 1/2).
Directory of people, etc. involved in local program.

Traffic Improvement Association of Oakland County,
Bloomfield Hills, Mich.

Pamphlet

- 75249 If you're ready to do something about drunk drivers....
1984. 4 p. (3 3/4 x 8 1/2).
Information on REDDI (Report Every Drunk Driver
Immediately) program in Oakland County.
- 49244 The party's over. (1980). 3 p. (4 x 9).
Brief information on drunk driving in Oakland County.

Posters

- 49455-49456 [The party's over in Oakland County]. 1982. 1 p.
black & white. (15 x 22).
Two similar posters on the increased effort (enforcement
and judicial) to decrease drunk driving in Oakland County.
- 49326-49327 [The party's over in Oakland County]. 1981. 1 p.
black & white. (15 x 22).
Two similar posters on the increased effort (enforcement and
judicial) to decrease drunk driving in Oakland County.

Traffic Safety Association of Detroit, Mich.

Pamphlet

- 26992 Drinking and driving facts and fiction: for the young
driver and those not so young. (1974). 10 p. color.
(4 x 8 1/2). (Co-produced by Detroit Police Department,
Mich. and Michigan State Office of Highway Safety Planning,
Lansing.)
Cartoon illustrated, general information on drinking and
driving.

Posters

- 35498 In the past year 20,658 drivers flunked the breath test.
(1975). 1 p. color. (34 x 22 1/2).
- 35499 Drinking drivers. Point ten is now the law. (1974). 1 p.
color. (34 x 22 1/2).

Promotional Gimmick

- 31017 Slide rule for drinking drivers. (1974). 2 p. (Co-
produced by Detroit Police Department, Mich. and Michigan
State Office of Highway Safety Planning, Lansing.)

Traffic Safety Association of Michigan, Detroit

Pamphlet

- 75609 *New drivers: a parent's guide. 1985. 6 p.*
Tips for parents of new drivers. Includes discussion of
general safe driving techniques, DUI, and use of seat
belts.

Travelers Insurance Company, Hartford, Conn.

Print Ad

- 39001 Is putting drunk drivers behind bars the only way to teach
them a lesson? (1978). 1 p. black & white.
Photograph of man in jail cell. Text advocates revoking
licenses of individuals convicted of DUI.

United Services Automobile Association, San Antonio, Tex.

Pamphlet

- 7516 *Special report: teenagers and driving. 1984. 8 p.*
Reprint of Aide article discussing teenage drinking and driving.
- 75170 Striking back at the drinking driver. 1983. 5 p. (8 1/2 x 11).
Reprint of article from Aide, 1983, on the new efforts to strike back at the drinking driver.

Poster

- 75054 Strike back at drunk driving. (1983). color. (22 x 28).
Photograph of snake coiled around 6-pack of beer in roadway.

Utah Alcoholism Foundation, Salt Lake City

Pamphlet

- 26743 Drinking and driving. Common questions and answers on the problem. n.d. 4 p. (4 1/2 x 9).
Answers to common questions on drinking and driving.

Utah Highway Safety Office, Salt Lake City

Bumper Sticker

- 35248 Buckle up. Slow down. Go sober. 1976. 1 p. color.

Valley Stream Subaru, N.Y.

Bumper Sticker

- 75287 N.Y. State Troopers say: don't waste innocent lives. 1984. color.

Videsupra, New Canaan, Conn.

Pamphlet

- 49989 The Safe Rides videotape - a way to save lives. (1983). 6 p. (3 3/4 x 8 1/2).
Information on Safe Ride program and video tape. (See Movie Section 75180).

Virginia Division of Motor Vehicles, Richmond

Pamphlet

- 75062 It couldn't happen to me. May 1984. 8 p. (3 1/2 x 8 1/4).
Photographs of Virginians killed by drunk drivers.
Information on how to identify and report drunk drivers.

Virginia Highway Safety Division, Richmond

Pamphlets

- 38926 The medicine that's good for you may not be good for your driving. 1977. 2 p. (3 x 6). (Co-produced by Virginia Department of Mental Health and Mental Retardation, Virginia Pharmaceutical Association, and Virginia Academy of Family Physicians.)
Stuffer - Information on drugs and driving.
- 26707 How much is too much? Safe drivers know. n.d. 6 p. (3 3/4 x 8 1/2).
Information on Virginia's legal BAC limit.

Print Ads

- 38923 Too many Virginians are getting flowers for Christmas.
1977. 1 p. black & white.
Photograph of funeral arrangement.
- 38924 Give your family what they've always wanted for Christmas.
You. 1977. 1 p. black & white.
Photograph of mother and father greeting visitor at door.

Poster (also available as a slide)

- 18207 I kin drife ash good ash n'body. n.d. 1 p. black &
white.
Close-up photograph of intoxicated man.

Washington State Patrol, Olympia

Pamphlet

- 44377 Jenny and Angie survived... 1980. 2 p. color. (4 x 9).
Provides information on how to identify drunk drivers and
phone numbers throughout the state to report them.

Poster

- 44378 Jenny and Angie survived... 1980. 1 p. color. (17 x 22).
Photograph of two girls and wrecked pick-up truck. Space
provided for local phone number to report drunk drivers.

Washington Traffic Safety Commission, Olympia

Pamphlets

- 75594 *What you should know about the Washington State drunk
driving laws...they're tough. 1985. 6 p.
Discussion and explanation of state DUI laws.*
- 75595 *Let's live it up...responsibly. 1985. 12 p.
Booklet for party host to ensure safe parties. Includes
recipes, coasters, designated driver stickers, and family
contract.*
- 75596 *Family safe driving contract. 1985. 1 p.
Parents and teenagers agree to call for ride after
drinking.*
- 75597 *The key to great holiday parties in yours free! 1985. 25
p. Looseleaf folder.
Kit includes designated driver stickers, tips for party
hosts, and brochures promoting sober driving.*
- 75598 *Give and let live. 1985. 30 p. Looseleaf folder.
Includes brochure for party hosts, outline of statewide
traffic safety events, news release.*
- 75605 *Como ahorrar diner y evitar problemas. 1985. 6 p.
Spanish discussion of drinking and driving, use of seat
belts and car seats.*

Poster

- 75618 *Causa y efecto. 1985. color. 17x22 1/2.
Illustration of beer, wine, liquor, and traffic crash; in
Spanish.*
- 75444 Last year's vacation was: flurried, hurried and worried.
1985. 14 p.
General information on drunk driving.
- 75457 How to spot a drunk driver. 1984. 2 p.
Describes what to look for and how to report a drunk
driver.

Promotional Gimmicks

- 75497 *We Love you. Buckle up! Washington drives sober. 1985. Key chain.*
- 75443 Drive Washington friendly this summer. 1985. 34 p. Includes trashbag, lotto game, and travel guide.
- 75448 The key to great holiday parties is yours free! 1984. 17 p. Packet contains pamphlets and dashboard stickers.
- 75458 We love you. Buckle up! 1984. Dashboard sticker.
- 75459 Please don't buy it for kids! 1984. Sticker.

Washtenaw County Health Department, Ann Arbor, Mich.

Pamphlet

- 75540 *The kids are out tonight, are they driving o.k.? New drivers: a parent's guide. 1985. 6 p. Co-produced by Traffic Safety Association of Michigan, Detroit. Suggestions for parents of teenagers apt to drink and drive.*

West Virginia Governor's Highway Safety Administration, Wheeling

Promotional Gimmicks

- 35268 You drive...and keep the life of the party alive! (1976). 1 p. color. (Television station identification tag.)
- 35269 Have a safe and sober 4th! (1976.) 1 p. (Television station identification tag.)
- 35270 The cost of a cab ride could save your friend's life! (1976). 1 p. color. (Television station identification tag.)
- 35271 Friends don't let friends drive drunk. (1976). 1 p. color. (Television station identification tag.)
- 35272 Make your next party a safe one! (1976). 1 p. color. (Television station identification tag.)

Will Rogers Institute, White Plains, N.Y.

Bumper Sticker

- 75304 Stay alive - don't drink and drive. 1984. color.

Wisconsin Clearinghouse for Alcohol and Other Drug Information, Madison

Pamphlet

- 38513 Responsible drinking party ideas. 1977. 23 p. Looseleaf folder including: tips on how to host a responsible drinking party and recipes for non-alcoholic drinks.

Wisconsin Department of Transportation, Madison

Pamphlet

- 75607 *Wisconsin's new drinking/driving law: revocations and suspensions. 1985. 2 p. Envelope stuffer with information on new law.*
- 75608 *Drunken driving penalties. 1985. 2 p. Envelope stuffer.*
- 49454 Facts about Wisconsin's drunk driving law... (1982). 12 p. color. (4 x 8 1/2). Detailed information on Wisconsin DUI laws.

Wisconsin Division of Highway Safety Coordination, Madison

Pamphlets

- 35219 The three wise persons. 1976. 3 p. (3 3/4 x 8 1/2).
Tips on highway safety including speed limits, seat belt use, and DUI.
- 31400 Safe winter "holiday hopes and helps." 1975. 2 p. (3 3/4 x 8 1/2).
To ensure a safe holiday season, tips on highway safety including DUI and seat belt use.
- 31185 Are you giving a party? (1974). 2 p. (3 3/4 x 8 1/2).
Advocates "I'm the driver" buttons at holiday parties.
- 18195 How many drinks make an accident? What's the difference a drug makes? n.d. 4 p. (3 3/4 x 8 1/2).
Information on BAC levels and affects of drugs.

Poster

- 35330 When you drive in Wisconsin it is implied you consent to a chemical test if arrested for drunk driving. (1976). 1 p. color. (7 x 11).
Information on Wisconsin implied consent law.

Promotional Gimmick

- 18212 How much can you drink---and still drive? n.d. 2 p. (Blood alcohol chart.)

Wisconsin [Governor's] Office of Highway Safety, Madison

Pamphlets

- 49255 Predictions - your future. 1979. 4 p. (3 3/4 x 8 1/2).
Flow chart illustrating what can happen to people who drink and drive.
- 39245 Wisconsin arrests drunk drivers. What does this sign mean to you? 1978. 6 p. color. (3 3/4 x 8 1/2).
Information on Wisconsin DUI laws.
- 38730 Save a life for Christmas. 1977. 3 p. (3 3/4 x 8 1/2).
Tips on highway safety including seat belt use and DUI.

Print Ad

- 35317 Your teenagers need to know about drinking and driving. You need to know how to tell them. 1976. 1 p. black & white. (8 1/2 x 12).
Ad for booklet on teenage drinking and driving.

Posters

- 39333 Drive with C.A.R.E. 1979. 1 p. color.
Wisconsin CARE project urging highway safety including DUI and speed limits.
- 38740 Highway happiness is no accident. (1975). 1 p. color. (8 1/2 x 11).
Tips for highway safety including seat belt use, speed limits, and DUI.

Promotional Gimmicks

- 31329 Highway happiness is no accident. (1975). 2 p. (Restaurant table card.)
- 35336 Take two! They're good for you. Watch out for 3, or sad you'd be. (1975). 1 p. color. (Restaurant placemat.)

Wyoming Governor's Office of Highway Safety, Cheyenne
Promotional Gimmick

31325 Know your limits. Chart for responsible people who may
sometimes drive after drinking. n.d. 2 p. (Blood alcohol
chart.)

PART II

TELEVISION MATERIALS

Alaska State Troopers, Anchorage

Television Spot

75567 *Broken heart (drunk driving). 1986. 60 sec.*
videocassette.
Consequences of drunk driving.

Alcohol Safety Action Project--Virginia, Richmond

Television Spots

49266 Dangerous stunt. 1981. 30 sec. 16mm. and videocassette.
color.
Discussion of deadly stunts, including drinking and
driving.

38966 Alcohol Safety Action Program news release. 1977. 60 sec.
16mm. color.
John Hanna, Virginia Division of Highway Safety, talks
about helping friends home from holiday parties.

American Automobile Association, Foundation for Traffic Safety,
Washington, D.C.

Television Spots

49401 Plan ahead. 1978. 30 sec. videocassette. color.
Animated illustrations of alternatives to driving while
impaired.

38973-38975 First a friend, then a host campaign. 1977. 16mm.
color.
Series of three spots (30, 30, 60 sec.) Suggestions on how
to host a responsible drinking party.

26341-26350 Sure, Mac, sure. (1971). 16mm. color.
Series of 10-60 sec. spots. Characters learn the myths of
staying or getting sober.

American College of Surgeons, Chicago, Ill.

Television Spot

75384 Drinking and driving II. 1984. 60 sec. videocassette.
General information on drinking and driving.

Auburn University, Ala.

Television Spot

75405 DWI "Encounters." Jan 1985. 60 sec. and 30 sec.
videocassette. Sponsored by the Alabama Office of Highway
and Traffic Safety, Montgomery.
Aimed at young adults; based on "Close Encounters."

Automobile Club of Michigan, Dearborn

Television Spots

35254 Milk for the road. Bring 'em back alive. (1974). 10 sec.
16mm. color.
Series of three spots (60, 30, 10 sec.) Young boy talks to
fellow kids about safe driving techniques including seat
belt use and drinking and driving.

26755 Bring 'em back alive. The party's over. 1971. 30 sec.
16mm. color.
Tips for hosting a responsible drinking party.

California Highway Patrol, Sacramento

Television Spots

- 75645 *Public service spots. 1985. 10 min. approx.*
Series of 16 spots on various subjects including DUI arrest procedures, teenage drinking, commencement drinking and driving, correct child restraint use.
- 49852 Drunk arrest. 1979. 30 sec. videocassette. color.
Officer arresting DUI suspect.
- 49853 Party scene. 1979. 30 sec. videocassette. color.
Man refuses drink because he's driving home. Cut to wife welcoming man home. In another scene the same man accepts drink. Cut to man in jail cell.

Canada Safety Council, Ottawa

Television Spots

- 35208 Time to sober. (1975). 60 sec. 16mm. color.
Animated story of character "Charlie" who knows only time can sober.
- 18158 If you drive after drinking. 1971. 60 sec. 16mm. color.
Discussion of DUI arrest and trial process.

Storyboard

- 18159 See television spot 18158 above for description.

Canada, Transport Canada, Ottawa

Television Spots

- 49267-49268, 49272-49273 [Canadian drunk driving laws]. 1977.
16mm. color.
Four similar spots (30, 30, 60, 60 sec.) Explanation of Canada's drunk driving laws.

Connecticut Office of Highway Safety, Wethersfield

Television Spot

- 49400 Don't drink and drive. (1980). 30 sec. color.
videocassette.
Woman leaving bar attempts to drive. Announcer discusses drinking and driving.

Connecticut State Alcohol Council, Hartford

Storyboard

- 35265 Drinking, driving, and drugs. 1976. 1 p. 4 frames.
color. (Slides attached; Co-produced by Connecticut Safety Commission and Connecticut Pharmaceutical Association.)
Animated visuals. Copy discusses the use of alcohol and prescribed or over-the-counter drugs and driving. Written for holiday season.

Dimension Films, Los Angeles, Calif.

Television Spots

- 49058, 49062, 49064 Drinking drivers. Party pooper. 1979.
color. videocassette.

Series of three spots (30 sec.) Sports heroes, Vida Blue, Burt Hooton, and Bill Russell, encourage young drivers not to drink and drive.

49059-49061, 49063-49066 Drinking drivers. 1979. color. videocassette.

Series of six 30 sec. spots. Television stars talk to young drivers about drinking and driving.

Distilled Spirits Council of the United States, Inc., Washington, D.C.
Television Spots (Co-produced by Education Commission of the States and National Football League)

39227-39228 [Responsible drinking]. 1978. 16mm. color.

Two 60 sec. spots using football stars Drew Pearson and Rocky Bleier to talk to teenagers about alcohol.

38695-38696 [Responsible drinking.] 1977. 16mm. color.

Two 60 sec. spots using football stars Fran Tarkenton and Walter Payton to talk to teenagers about alcohol.

Florida Governor's Highway Safety Commission, Tallahassee

Television Spot

35215 Arrive alive - alcohol. J. Higgins, anncr. (1975). 30 sec. 16mm. color.

Sheriff Higgins talks about drinking and driving.

Great Britain Ministry of Transport, London (England)

Television Scripts

39171-39173 [Think before you drink and drive]. 1977. 1 p.

Three scripts on drinking and driving.

Honolulu Police Department, Hawaii

Television Spots

75582 *Drinking and driving - a deadly mix. Dec 1985. 30 sec. Dangers and consequences of drinking and driving.*

75410 Capt. Gerald Coffee, U.S. Navy. 1984. 30 sec. videocassette.

Aimed at military personnel.

75411 John Hillerman, "Magnum P.I." 1984. 30 sec. videocassette.

Discusses social drinking and subsequent driving.

75412 "It's too late" - Lisa Gallo. 1984. 30 sec. videocassette.

Victim discusses accident resulting from drunk driving.

75413 University of Hawaii Volleyball Wahines. 1984. 30 sec. videocassette.

Team makes pitch against drunk driving; aimed at young drinkers.

75414 "George" - victim. 1984. 30 sec. videocassette. Victim describes his accident.

75415 Chief Douglas G. Gibb. 1984. 30 sec. videocassette. Police Chief stands in junkyard to make point about drunk driving.

Idaho Department of Transportation, Office of Highway Safety, Boise

Television Spots

44011-44013 Alcohol and driving don't mix. 1979. videocassette. color.

Series of three 10 sec. spots. Friends don't let friends drive drunk.

Iowa Department of Substance Abuse, Des Moines/ Iowa Substance Abuse Information Center, Grand Rapids

Television Scripts

39344-39346 Holiday party. 1978. 3 p.

Three scripts for spots providing tips for hosting a responsible drinking party.

Iowa [State] Governor's Highway Safety Office, Des Moines

Television Spots

49904 Slider. Don't discover your drinking limits by accidents. 1983. 30 sec. videocassette. color.

Two friends at bar drinking beer. Announcer discusses amounts of alcohol needed to impair driving.

49890-49892 First offense. June 1982. videocassette. color.

Series of three spots (30, 20, 10 sec.). Young man convicted of DUI talks about the penalties.

49256-49258 Never made it. 1981. videocassette. color.

Series of three spots (30, 20, 10 sec.) Mother tucking daughter into bed. Father never makes it home.

49385-49387 Wrecker. (1981). videocassette. color.

Series of three spots (30, 20, 10 sec.) Tow truck driver discusses the toll of drunk drivers in Iowa.

49070 Don't discover your drinking limits by accident. Wanna bet. 1980. 30 sec. color. videocassette.

Beer can thrown from passing car. Announcer encourages finding rides for friends.

49071-49072 Know when to say when. 1980. videocassette. color.

Two similar spots (10, 20 sec.) Encourages teenagers to know their alcohol limit.

39480 License. 1979. 30 sec. videocassette. color.

Explains Iowa implied consent law.

39481-39483 [Know your limit]. 1979. videocassette. color.

Series of three similar spots (30, 10, 10 sec.) promoting responsible drinking by knowing your own limit.

Television Scripts

49302 Don't discover your drinking limits by accident. That face - alternate. 1980. 60 sec. 7 1/2 ips.

44167-44170 See television spots 39480-39483 above for descriptions.

Iowa State Department of Public Safety, Des Moines

Television Spots

49259-49260 Know when to say when: jail. 1979. videocassette. color.

Two spots (30, 10 sec.); young man arrested and processed for drunk driving.

49261-49263 Know when to say when: rider. 1979. videocassette.
color.
Series of three spots (30, 10, 10 sec.). Man rides home in
taxi after loosing driver's license.

Kentucky Association of Insurance Agents, Frankfort

Television Spot

18242 Life will go on without you. [Blinders.] n.d. 60 sec.
16mm. color.
Man creates effects of alcohol by blurring vision, wearing
blinders, and putting weights on feet then attempts to
drive.

Storyboard

18243 See television spot 18242 above for description.

Kentucky Office of Highway Safety Planning, Frankfort

Television Spots

49097 Drive to stay alive. It's a whole different ball game.
Joe B. Hall. 1980. 60 sec. videocassette. color.
J. B. Hall, Jack Givens, and Rick Robey discuss defensive
driving including seat belt use and DUI.
49078 Alcohol. Foster Brooks. 1980. 30 sec. color.
videocassette.
Foster Brooks discusses drinking and driving.

Maryland State Police, Pikesville

Television Spots

49899 Governor Huges. [1982]. 30 sec. videocassette. color.
Governor Harry Huges discusses Maryland's new DUI laws and
enforcement efforts.
49900 Jail cell. [1982]. 20 sec. videocassette. color.
Maryland State Trooper explains arrest process of DUI
suspects.
49901 Lone Ranger. [1982]. 30 sec. videocassette. color.
Car weaving down the road followed by police cars with
flashing lights to the Lone Ranger theme.

Massachusetts Governor's Highway Safety Bureau, Boston

Television Spot

49408 Yearbook. (1980). 30 sec. color. videocassette.
Yearbook pictures of people killed in alcohol related
traffic accidents. Announcer gives Massachusetts
statistics.

Metropolitan Safety Council

Television Spot

75644 *Alcohol equivalency. Nov 1985. 30 sec. videocassette.*
Explains alcohol equivalency of beer, wine, and distilled
spirits; addresses unwillingness of television to air
Seagram spots on same subject.

Missouri Division of Highway Safety, Jefferson City

Television Spots

75372 Slider. 1984. 30 sec. videocassette.

- Aimed at young male drinkers; takes place in bar. Clio Award winner.
- 75373 New law. 30 sec. videocassette.
Two 30-sec. versions aimed at young males describing tough new law which includes license suspensions.
- 75377 Cowboy. Dec 1984. 30 sec. videocassette.
For young adults and young social drinkers.

National Highway Traffic Safety Administration, Washington, D.C.

Television Spots

- 75197 It's getting tough for drunk drivers. 1984. videocassette.
Collection of spots on "get tough" DUI policies. Two feature Taurean Blacque, 4 are animated.
- NOTE: The following 16 spots are part of the "Friends Don't Let Friends Drive Drunk" campaign.
- 49404 Three ways to keep a friend. (1981). 30 sec. color. videocassette.
Animated tips for keeping drinking friends alive.
- 49406 Fran's story. (1981). 60 sec. color. videocassette.
Testimony of woman whose family was killed by a drunk driver and then formed community group.
- 49122 Mime friends. 1980. 30 sec. 16mm. color.
Pantomime illustration of friends don't let friends drive drunk.
- 49276 Drinking/ driving. Christmas/ holiday. 1980. 30 sec. 16mm. color.
- 39221 Drinking/driving. Disco. 1979. 30 sec. 16mm. color.
Friends at disco offer a ride to another friend who has had too much to drink.
- 39315 Star friends. 1979. 30 sec. 16mm. color. [Also available on videocassette.]
Characters and cantina scene from Star Wars.
- 39148 Bringing Dad home. Christmas promo. 1978. 30 sec. 16mm. color.
Father gets a ride home from the office Christmas party after drinking too much.
- 49407 Friends. (Tony.) (1978). 60 sec. color. videocassette.
Friends don't let Tony drive drunk.
- 35273 Vignettes. 1977. 30 sec. 16mm. color.
People practice telling friends not to drive drunk.
- 35274 Husband and wife. 1977. 60 sec. 16mm. color.
Wife persuades drunk husband to let her drive.
- 35090-35091 Sleeping man. 1976. 16mm. color.
Two spots (60, 30 sec.) of friends driving drunk friends home.
- 31267-31268 Bartender. 1975. 16mm. color.
Two spots (60, 30 sec.) After putting a drunk customer into a taxi the bartender discusses drinking and driving.
- 31269-31270 Teddy. 1975. 16mm. color.
Teddy spends the night at a friend's house after drinking too much.

Storyboards

- 75232 It's getting tough for drunk drivers. 1984. 1 p. color.
See television spot 75197 above for information.

- 39340 See television spot 39315 above for description.
35275-35276 See television spots 35273-35274 above for descriptions.
35068 See television spot 35090 above for description.
31280-31281 See television spots 31267 & 31269 above for descriptions.

Television Scripts

- 39149, 39220 See television spots 39148, 39221 above for descriptions.

National Institute on Alcohol Abuse and Alcoholism, Rockville, Md.

Television Spots

- 49402 Test track. (1982). 30 sec. color. videocassette.
Discussion of drinking and driving.
49403 Saturday night. (1982). 30 sec. color. videocassette.
Appeals to teenage driver. Young driver with wrecked car attempts to explain to his father.

National Safety Council, Chicago, Ill.

Television Spots

- 35255, 26057 [Stunt drivers]. 16mm. color.
Two similar 60 sec. spots (1974, 1972). Provides information on drunk driving using professional stunt drivers.
18410, 26974-26975 Scream bloody murder. P. Lee, anncr. 1970. 16mm. color.
Series of three classic spots (60, 30, 10 sec.) Point of view of driver, weaving car down the roadway. Announcer (Peggy Lee) sarcastically explains all the drunk driver has done.

Storyboard

- 18411 See television spot 18410 above for description. (Black & white.)

New York State Department of Motor Vehicles, Albany

Television Spots

- 49854-49855 Softball. 1982. videocassette. color.
Two spots (30, 20 sec.) Friends get together for softball, but drinking less because of new New York DUI laws.
49856-49858 Bar scene. 1982. videocassette. color.
Series of three spots (30, 20, 10 sec.) discussing New York drunk driving laws.
49859-49860 Lone Ranger. 1982. videocassette. color.
Two spots (30, 20 sec.) Weaving car comes over a hill followed by six police cars with flashing lights to the Lone Ranger theme.
49861 Holiday party. 1982. 30 sec. videocassette. color.
Hosts of holiday party explain New York State's new DUI laws.
49862 Happy hour. 1982. 30 sec. videocassette. color.
Woman drinking at bar during happy hour. Cut to woman standing before a judge for DUI arrest.
49863 Bowling. 1982. 30 sec. videocassette. color.

- Bowling buddies drinking. Announcer explains New York State's DUI laws.
- 49864 Sugar Ray Leonard. 1982. 30 sec. videocassette. color. Sugar Ray Leonard addressing young adults on New York State's drinking and driving laws.
- 39272-39273 Drinking driver program. Foster Brooks. 1979. color. videocassette. Two spots (30, 10 sec.) Foster Brooks takes a taxi cab after drinking too much.
- 39274-39275 Drinking driver program. Henry Winkler. 1979. color. videocassette. Two spots (30, 10 sec.) Henry Winkler discusses drinking and driving. Appeals to younger driver.

Television Scripts

- 39269-39271 See television spots 39272, 39274-39275 above for descriptions.
- 35299-35300 Sobering up time. 1976. 1 p. Scripts for two spots (10, 20 sec.) Tips for hosting a responsible holiday party.
- 35298 [Drunk driving]. 1976. 20 sec. 1 p. Discusses New York penalties for conviction of DUI.

North Carolina Governor's Highway Safety Program, Raleigh

Television Spots

- 75226 The note. 1984. 30 sec. color. videocassette. Message on drinking and driving. Encourages giving rides or calling a taxi for party-goers who have had too much to drink.
- 44029 You're the other guy. 1979. 30 sec. videocassette. color. North Carolina statistics on drinking and driving designed for holiday season.
- 44030 Tips for hosting. 1979. 20 sec. videocassette. color. Tips for hosting a responsible drinking party during the holidays.
- 44031 Santa and Rudolf. 1979. 10 sec. videocassette. color. Illustration of red nosed (drunk) Rudolf giving keys to a scolding Santa Claus. (No audio).
- 44032 Comparison. 1979. 20 sec. videocassette. color. Comparison of alcohol content of beer, wine, and liquor.

Television Scripts

- 44138 [Alcohol PSA's.] 1979. 8 p. Collection of four television/radio scripts on drinking and driving during holiday season.
- 31096 Highway safety. 1973. 1 p.

Ohio Department of Health, Alcohol Testing Program, Columbus

Television Spots

- 49388-49389 Know your limit. 1981. videocassette. color. Two spots (30 sec.). Robert Urich and Rose Marie talk about drinking and driving. Provides information for BAC chart.
- 49390-49391 Defensive driving. 1981. videocassette. color.

Two spots (30 sec.). Fred Grandy and Debby Boone discuss the Ohio Defensive Driving program.

Ohio Department of Highway Safety, Columbus

Television Spots

- 75490 SADD. 1985. 60 sec. videocassette.
About Students Against Drunk Driving.
- 75491 Janet Guthrie. 1985. 60 sec. videocassette.
Race car driver talks about DUI.
- 75378 The visitor. 1984. 30 sec. videocassette.
General deterrent message.
- 75379 Special holiday message. 30 sec. videocassette.
Director of Ohio Department of Highway Safety presents holiday message on drinking and driving.
- 39304 Young driver. (1979). 60 sec. 16mm. color.
Addresses drinking and driving among young drivers.
- 44333 It's gonna cost you a bundle. 1979. 60 sec. 16mm. color.
Break down of the costs of being convicted of DUI.

Oklahoma Highway Safety Office, Oklahoma City

Television Script

- 38697 Governor's representative. (1976). 1 p.
Brief Christmas spot on drinking and driving.

Television Spots

- 75221-75222 Bubba's. (1984). 30 sec. videocassette.
Two spots featuring bar scenes at Bubba's. "Good ol' boys don't drink and drive."

Oregon Traffic Safety Commission, Salem

Television Spots

- 75646 *DUI. 1985. 3 min. approx.*
Contains several spots on Oregon's drunk driving laws.

Pennsylvania Governor's Traffic Safety Council, Harrisburg

Television Spots

- 39137-39139, 39145 [Traffic safety]. 1978. 16mm. color.
Four similar 30 sec. spots discussing traffic safety including seat belt use, DUI, and speed limit.

Television Scripts

- 39140-39142, 39147 See television spots 39137-39139, 39145 above for descriptions.

Pennsylvania Youth Traffic Safety Council, Harrisburg

Television Spots

- 39313 Andy. (1979). 60 sec. 16mm. color.
Young girl talks about highway safety.
- 38953-38954 Sounds. 1978. 16mm. color.
Two spots (60, 30 sec.) Teenage boy promotes "Sounds of Seat Belts", "Sounds of Sober", and "Sounds of Speed Limit" record offers.
- 44334 AM/FM. 1978. 30 sec. 16mm. color.
Disc jockeys promote highway safety including seat belt use, drinking and driving, and 55 mph speed limit.

Television Scripts

39013-39014 See television spots 38953-38954 above for descriptions.

Sacramento Police Department, Calif.

Television Spots

75492 Holiday messages on drunk driving. 1984. videocassette.
Various messages on holiday DUI.

Saint Louis County Police Department, Clayton, Mo.

Television Spots

49395-49396 Drink and it's your business, drive and it's ours.
(1979). videocassette. color.
Two spots (30 sec.). Discussion of drinking and driving.

Television Scripts

44454 Do you know what happens when you get arrested for drunk
driving in St. Louis County? 1978. 1 p.
Discussion of DUI arrest process in St. Louis County.

San Diego Police Department, Calif.

Television Spots

75407-75409 Holiday D.U.I.: policeman; Raggedy Ann; Stay with
us. Nov 1984. 30 sec. each. videocassette.
Holiday messages from policemen describing what happens
when arrested and victims of drunk driving accidents.

Seagram, Joseph E. & Sons, Company, New York, N.Y.

Television Spot

75643 *Drivers manual; alcohol equivalency. 1985. 60 sec.*
Explanation of equivalency of one drink each of beer, wine,
and distilled spirits. Tape also contains 30 sec. spot.

South Carolina Commission on Alcohol and Drug Abuse, Columbia

Television Spots

49080 Car race. 1980. 30 sec. color. videocassette.
Car race video game. Announcer discusses drinking and
driving.

49081 Jail. 1980. 30 sec. color. videocassette.
Arrest and processing of drunk driver through the eyes of
the suspect.

49082 Alcohol and drug abuse. Over the counter drugs. 1980.
30 sec. color. videocassette.
State trooper discusses effects of over-the-counter drugs
on driving ability.

49083 Alcohol and drug abuse. Too often... 1980. 30 sec.
color. videocassette.
Targeted towards young drivers. Discusses drugged/drunk
driving.

49399, 49405 Drink and drive, why risk it? (1980). 30 sec.
videocassette. color.
Addresses teenage drinking and driving.

39307 Too often it's the people who don't drink who get smashed -
Debbie. [film version]. (1979). 30 sec. 16mm and
videocassette color.

Films of seven-year-old girl killed by drunk driver.
Announcer emphasizes that even a few drinks can impair a driver.

39308 Too often it's the people who don't drink who get smashed - best friend. (1979). 30 sec. 16mm. and videocassette. color.

Young man discusses how he lost his driver's license and best friend in a DUI accident.

Storyboards

49422-49423 Drive straight. (Version 1: women.) (Version 2: men.) 1981. 8 frames. black & white.
Two 30 sec. spots. Animated testimony from teenagers who should have let their friends drive.

South Dakota State Highway Patrol, Pierre

Television Script

18514 Last year 12 persons died on South Dakota's roads over the long Labor Day weekend: drive South Dakota sober. R.F. Kneip, anncr. n.d. 1 p.
Script for 30 sec. spot. Governor Richard Kneip gives driving safety tips, including DUI, for Labor day weekend.

Tennessee Highway Patrol, Nashville

Television Spot

49409 A losing proposition. (1980). 30 sec. color. videocassette.
Scene of automobile crash. Announcer discusses drinking and driving.

Texas Governor's Traffic Safety Program, Austin

Television Spot

18470 Sometimes driving friendly means not driving at all. n.d. 60 sec. 16mm. color.
Drunk couple leaving party, getting into car, and driving away.

Storyboard

18471 See television spot 18470 above for description.

Traffic Improvement Association of Oakland County, Bloomfield Hills, Mich.

Television Spot

49394 The party's over: drivers licenses. (1980). 30 sec. color. videocassette.
Discussion of driver license revocation and drunk driving in Oakland County, Michigan.

Utah Highway Safety Office, Salt Lake City

Television Spot

39484 Drunk driver. 1979. 30 sec. videocassette. color.
Drunk driver stumbles into car. Announcer gives Utah DUI statistics.

Virginia Highway Safety Division, Richmond

Television Spots

49088 Know before you go. 1980. 30 sec. color. videocassette.
Scenes of automobile graveyard. Announcer discusses
effects of prescribed and over-the-counter medication on
driving ability.

Washington Traffic Safety Commission, Olympia

Television Spots

75406 Give and let live. Nov 1984. 4 min. total. videocassette.
Fourteen separate spots, some featuring Dave Brown of the
Seattle Seahawks. Emphasis is on humor and compassion.
49880-49885 [Testimonials]. 18 Nov 1982. videocassette. color.
Series of six 60 sec. spots. Testimonials from the
families of victims of drunk drivers.

West Virginia Governor's Highway Safety Administration, Wheeling

Television Spot

39303 Drinking/driving. W. Rockefeller, anncr. 1978. 30 sec.
16mm. and videocassette. color.
Governor Rockefeller discusses drinking and driving in West
Virginia.

Wisconsin Department of Transportation, Madison

Television Spot

49410 Slammer. (1981). 30 sec. color. videocassette.
Young driver in jail cell. Cut to still frames of
wheelchairs, automobile crashes, and injured bodies.

Wisconsin Office of Highway Safety, Madison

Television Spots

75394-75399 Sobering consequences: teen/jail; you can lose your
license; employee interview; teen loss of license; jail;
teen drugs and driving. 1984. 30 sec. each.
videocassette.
All aimed at young drinking drivers; emphasizes new strict
laws which include jail terms and loss of license.
75400 Who needs it? 1984. 30 sec. cassette.
License revocation for drunk driving.
75401 Commencement. 1984. 30 sec. videocassette.
To traditional commencement theme, shows newspaper
headlines concerning teen drunk driving accidents.
75402 Wheelchair. 1984. 30 sec. videocassette.
Drunk in bar speaks in anger about not being able to drive;
pull back to show he's in wheelchair because of drunk
driving accident.
75403 Jennifer. 1984. 60 sec. videocassette.
Young husband in hospital in wheelchair laments loss of his
wife in his drunk driving accident.

PART III

RADIO MATERIALS

Alcohol Safety Action Project--Virginia, Richmond

Radio Spots

- 49304-49306 Sometimes the life of the party is in your hands.
1980. 7 1/2 ips.
Three spots (30, 10, 30 sec.) Directed toward women whose
dates/husbands have had too much to drink. Encourages
taking away keys.

American Council on Alcohol Problems, Washington, D.C.

Radio Spots

- 39088-39089 Half drunk drivers are dangerous, too. 1977. 33 1/
3 rpm.
Two similar spots discuss how small amounts of alcohol can
impair driving ability.
39093 Half drunk drivers are dangerous, too. Live announcer.
1977. 4 min. 25 sec. 33 1/3 rpm.
Radio announcer drinks two beers and discusses how alcohol
impairs driving ability.

Radio Scripts

- 39103-39104 Everyone knows that drunk drivers are dangerous.
(Version 1 & 2). 1977. 1 p.
Two live announcer scripts discussing effects of alcohol on
driving ability.

Automobile Club of Michigan, Dearborn

Radio Spots

- 26756 New Year's holiday safety message. (Version 1.) 1972.
30 sec. 7 1/2 ips.
Tips to young drivers for safe holiday drinking and
driving.
26757 New Year's holiday safety message. (Version 2.) 1972.
30 sec. 7 1/2 ips.
Tips for safe late night/holiday party drinking and
driving.

Radio Scripts

- 26868-26869 See radio spots 26756-26757 above for descriptions.

Canada Safety Council, Ottawa

Radio Spots

- 18160 Host. (1971). 30 sec. 7 1/2 ips.
Tips on how to host a responsible drinking party.
18161 Superstitions. (1971). 45 sec. 7 1/2 ips.
Myths and facts about sobering up.
18162 Driver. (1971). 60 sec. 7 1/2 ips.
Brief message on penalties (social and legal) of DUI.
18163 Breathalyzer. (1971). 30 sec. 7 1/2 ips.
Information on breath tests and BAC levels.
18164 Social drinker. (1971). 30 sec. 7 1/2 ips.
General information on drunk driving.
18165 Festive. (1971). 30 sec. 7 1/2 ips.

Holiday spot urging friends to watch out for other friends.

Radio Scripts

18308 See radio spots 18160-18165 above for descriptions.

Citizens for Highway Safety, Washington, D.C.

Radio Spots

38766-38767 Know your limits. 1977. 30 sec. cassette.
(Sponsored by DISCUS and NHTSA.)

J. Claybrook and R. Peet discuss drinking and driving.

38768 Holiday driving tips. J. Robards, anncr. 1977. 27 sec.
cassette. (Sponsored by DISCUS and NHTSA.)
Provides tips on highway safety including DUI.

Radio Scripts

38761-38763 See radio spots 38766-38768 above for descriptions.

Colorado Division of Highway Safety, Denver

Radio Spots

44302-44303 [Drinking and driving]. (1979). 30 sec. 7 1/2 ips.
Pat Bartrum provides a brief message on drinking and
driving.

26861-26863 Holiday driving. 1973. 60 sec. each. cassette. (3
versions; Co-produced by ASAP--Denver, Colo.)
Three spots with song promoting safe drinking and driving
during the holiday season.

Radio Scripts

26873-26875 See radio spots 26861-26863 above for descriptions.

Connecticut State Alcohol Council, Hartford

Radio Scripts

35256-35263 [Over the counter drugs.] 1976. 1 p.
Series of eight holiday season scripts providing reminder
that over-the-counter medications and alcohol can impair
driving ability.

Fayette County Alcohol Intensified Enforcement Program, Richmond, Ky.

Radio Scripts

35037-35042 [Drinking and driving.] 1974. 1 p.
Series of six 30 sec. scripts on drinking and driving
including: BAC levels, breath testing, myths for sobering,
and DUI penalties.

General Motors Corporation, Detroit, Mich.

Radio Spot

49303 Convicted drunk. 1973. 60 sec. 7 1/2 ips.
Chronic drunk driver talks about his DUI record and the
accident that killed a young boy.

Idaho Department of Transportation, Office of Highway Safety, Boise

Radio Spots

44346-44347 Three for the road. (1979). 7 1/2 ips.
Two spots (40, 30 sec.). Song, "Three for the Road",
advocating speed limits, seat belt use, and sober driving.
44348-44349 Tomorrow is in your hands. (1979). 30 sec. 7 1/
2 ips.

Two similar spots. Song, "Tomorrow is in Your Hands", advocating speed limits, seat belts, and sober driving.
44532 Tippin' the bottle. (1979). 25 sec. 7 1/2 ips.
Festus Hagen of Gunsmoke talks about drinking and driving.

Illinois Department of Transportation, Springfield

Radio Scripts

75187 [Drunk drivers. Wear your seat belts.] Sept 1983. 2 p.
Two scripts for radio spots (30, 60 sec.) Announcer discusses drunk drinking death rate. Promotes seat belts as the best protection against the drunk driver.

Indiana State Police Department, Indianapolis

Radio Spot

44274 Operation CARE. (1979). 10 sec. 7 1/2 ips.
Bob Harke, professional race car driver, gives tips for safe driving including not drinking and driving.

Insurance Information Institute, New York, N.Y.

Radio Spots

26257-26258 [Testimonials.] 1973. 33 1/3 rpm.
Two spots (60, 30 sec.) providing testimony from a man involved in DUI accident.

Radio Scripts

26270-26271 See radio spots 26257-26258 above for descriptions.

Iowa Department of Substance Abuse, Des Moines/ Iowa Substance Abuse Information Center, Grand Rapids

Radio Scripts

39343 Holiday drinking. 1978. 2 p.
Script for 30 sec. spot providing message on holiday drinking and driving.

Iowa [State] Governor's Highway Safety Office, Des Moines

Radio Spots

49302 Don't discover your drinking limits by accident. That face. 1980. 60 sec. 7 1/2 ips.
Announcer encourages people who have had too much to drink to let someone else drive.
44260 Could lose. 1979. 30 sec. 7 1/2 ips.
Information on Iowa implied consent law.
44261 150 pounds. 1979. 30 sec. 7 1/2 ips.
Information on BAC levels.
44262 Drink slowly. 1979. 10 sec. 7 1/2 ips.
Recommendations for safe drinking.
44263 Arrested. 1979. 10 sec. 7 1/2 ips.
Information on Iowa implied consent law.
49296-49297 Know when to say when. 1979. 7 1/2 ips.
Two spots (30, 10 sec.) providing Iowa statistics on DUI arrests.
49298-49299 Know when to say when. 1979. 7 1/2 ips.
Two spots (30, 10 sec.) providing information on Iowa implied consent law.

Radio Scripts

44165 Implied consent; know your limits. 1979. 4 p. (Series of 4 radio scripts.)

National Congress of Parents and Teachers, Chicago, Ill.

Radio Spots

39105-39110 The first to do it. 1977. 60 sec. 33 1/2 rpm.
Collection of six spots on teenage drinking including DUI.
Dick Orkin and Bert Berdis announcers.

National Highway Traffic Safety Administration, Washington, D.C.

Radio Spots

75194 It's getting tough for drunk drivers. Version A. 1984. 30 sec. 7 1/2 ips.

Announcer discusses penalties of DUI.

75195 It's getting tough for drunk drivers. Version B. 1984. 30 sec. 7 1/2 ips.

Man convicted of DUI discusses "get tough" penalties of DUI.

NOTE: The following 7 spots are part of the "Friends Don't Let Friends Drive Drunk" campaign.

49908-49910 Friends don't let friends drive drunk! 1982. cassette.

Four similar spots (10, 30, 30, 30 sec.) offering three suggestions for keeping a drunk friend from driving.

31258-31259 Teddy. 1975. 7 1/2 ips.

Two spots (60, 30 sec.) Teddy spends the night at a friend's house after drinking too much.

31260-31261 Bartender. 1975. 7 1/2 ips.

Two spots (60, 30 sec.) Bartender discusses drinking and driving.

31262 Mr. Adams. 1975. 60 sec. 7 1/2 ips.

Song - "He's only drinking beer".

31263 Flying. 1975. 60 sec. 7 1/2 ips.

Directed toward younger drivers. Song about drinking and driving.

31264 Julie. 1975. 60 sec. 7 1/2 ips.

Directed toward younger drivers. Young man discusses DUI accident that disabled his girlfriend.

39070-39072 [Songs.] 1975. 60 sec. 7 1/2 ips.

Three similar spots featuring contemporary songs directed toward young drivers, promotes sober driving.

Radio Scripts

75196 It's getting tough for drunk drivers. 1984. 4 p. Note: Four live announcer scripts on "get tough" approach to drunk drivers.

49912 Friends don't let friends drive drunk! 1982. 6 p. (Series of 6 scripts.)

31271-31277 See radio spots 31258-31264 above for descriptions.

Phonodisc

31231 Songs of the road. (1975). 27 min. 47 sec. 33 1/3 rpm.
Popular songs intermixed with NHTSA commercials on drunk driving; Also on cassette.

Special Radio Program

- 35004 Investment strategy. First aid for the ailing doctor. Message on drinking and driving. 1973. 2 min. 35 sec. cassette. (Produced by Management Forum, New York, N.Y.) Message directed toward physicians on drinking and driving and the role of the medical community.

Script

- 35005 See special radio program 35004 above for description.

Nebraska Highway Safety Program, Hastings

Radio Spots

- 44293, 44296 Youth drunk driving. (1979). 30 sec. 7 1/2 ips. Two similar radio spots. Teenagers discuss drinking and driving.

Radio/ Television Scripts

- 39157 Operation CARE. 1978. 8 p. Series of radio and television scripts on highway safety issues including: seat belts and DUI. Geared toward holiday/vacation travel.

Nebraska Highway Safety Program, Lincoln.

Radio Script

- 49465 Report Every Drunk Driver Immediately. Be REDDI. 1981. 5 p. Series of five spots on drunk driving using Nebraska statistics.

Nevada Office of Traffic Safety, Carson City

Radio Script

- 39118 On Memorial Day weekend, we remember and honor our war dead. 1978. 1 p. Brief message on number of people killed in automobile crashes.

New Brunswick Department of Provincial Secretary, Fredericton (Canada)

Radio Scripts

- 26295-26301 This year make it none for the road. 1972. 1 p. Series of seven scripts on drinking and driving during the holiday season.

New Jersey State Division of Motor Vehicles, Trenton

Radio Spots

- 49678-49681 [Graduation season]. 1982. 7 1/2 ips. Series of four ads targeted toward young drivers. Provides brief cautionary messages on drinking and driving.

Radio Scripts

- 49682-49685 See radio spots 49678-49681 above for descriptions.

New South Wales Department of Motor Transport, Traffic Accident Research Unit, Sydney (Australia)

Radio Scripts

- 31202-31203 Six middies of beer in one hour. 1974. 1 p. Two scripts for radio spots discussing BAC levels.
31204-31207 The law is tough on drinkers who drive. 1974. 1 p.

Four similar scripts for radio spots providing information on the penalties of DUI.

31208-31211 Slob. 1974. 1 p.

Series of four radio scripts on Slobs (people who drink and drive). Part of two-pronged education program.

New York State Department of Motor Vehicles, Albany

Radio Scripts

49695 See radio spot 49694 below for description.

35298 Motor vehicle fines hiked. 1976. 1 p.

Live announcer script on New York penalties for DUI.

35299 One too many. 1976. 1 p.

Script for 10 sec. live announcer spot reminding listeners not to drink and drive during holiday season.

35301-35302 [Holiday parties.] 1976. 1 p.

Two live announcer scripts providing tips for hosting safe holiday parties.

Radio Spot

49694 Sugar Ray Leonard on drunk driving. 1982. 30 sec. 7 1/2 ips.

Sugar Ray Leonard discusses drunk driving among young drivers and New York DUI laws.

North Carolina Governor's Highway Safety Program, Raleigh

Radio Spots

49377-49378 Holiday message - Edwin Guy. 1981. 7 1/2 ips.

Two spots (29, 9 sec.). Edwin Guy, Governor's Highway Safety Program, talks about drunk driving and enforcement.

44480-44485 Working for safety. 1980. 7 1/2 ips.

Series of radio programs discussing highway safety issues in detail. Issues include: seat belts, DUI, speed limits, and motorcycles.

44216 Alcohol equivalence. 1979. 10 sec. cassette. (Also available as 7 1/2 ips.)

Reminder of alcohol content in beer, wine, and liquor.

44217-44219 Responsible hosting. 1979. 30 sec. cassette. (Also available as 7 1/2 ips.)

Tips for hosting a responsible drinking party during holiday seasons.

44220-44221 Friends don't let friends drive drunk. 1979. 30 sec. cassette. (Also available as 7 1/2 ips.)

Two similar ads for holiday season.

Radio Scripts

44491 Abbreviated radio scripts. See radio spots 44480-44485 for descriptions. 13 p.

44139 Alcohol. 1979. 3 p.

Series of five scripts on drinking and driving during the holiday season.

39213-39214 [Alcohol and driving.] 1978.

Two series (6 scripts and 5 scripts) on drinking and driving during the holiday season.

Nova Scotia Department of Highways, Halifax (Canada)

Radio Scripts

31092-31095 [Safe driving.] 1973. 1 p.

Four scripts for radio spots reminding listeners not to drink and drive.

Ohio Department of Highway Safety, Columbus

Radio Spots

44248 Friends. 1979. 30 sec. 7 1/2 ips.

Suggestions for dealing with a friend who drinks and drives.

44249 Lose license. 1979. 30 sec. 7 1/2 ips.

Directed toward young drivers. Game show host describes different ways in which young drivers can lose their drivers licenses, including DUI.

44251 Drunk driving. 1979. 30 sec. 7 1/2 ips.

Message directed toward young (drinking age) drivers on DUI.

44264-44270 [Costs of DUI conviction]. (1979). 30 sec. 7 1/2 ips.

Seven similar ads on the costs incurred by someone convicted of DUI.

39143 Drunk driving. 1978. 30 sec. 7 1/2 ips.

Directed toward young drivers. General information on drinking and driving and the high price of DUI conviction.

Ontario Ministry of Transportation and Communications, Downsview
(Canada)

Radio Scripts

31132-31137 How would you like... 1974. 1 p.

Series of six live announcer scripts. Satirical look at the results of drinking and driving. Targeted toward holiday season.

Pennsylvania Governor's Traffic Safety Council, Harrisburg

Radio Spots

49109 Tomorrow is in your hands. Don't mix drinking and driving. 1978. 60 sec. 7 1/2 ips.

Song, "Tomorrow Is In Your Hands". Provides information on drinking and driving.

49110-49111 Three for the road. 1978. 7 1/2 ips.

Two spots (30, 60 sec.) advocating speed limits, seat belt use, and sober driving.

Pennsylvania Youth Traffic Safety Council, Harrisburg

Radio Spots

38955 Sounds. 1978. 30 sec. 7 1/2 ips.

Record offer featuring "The Sounds of Seat Belts" and "The Sounds of Sober Driving".

38956-38958 [Songs.] 1978. 60 sec. 7 1/2 ips.

Three similar spots featuring contemporary songs directed toward young drivers which promote sober driving.

49112-49118 Three for the road. 1978. 30 sec. 7 1/2 ips.

Series of seven spots promoting seat belts, sober driving, and 55 mph speed limit.

Richmond Bureau of Police, Va.

Radio Spots

31265-31266 Everybody makes mistakes. 1973. 30 sec. cassette.
Jingle on drinking and driving.

Radio Scripts

31278-31279 See radio spots 31265-31266 above for descriptions.

Saint Louis County Police Department, Clayton, Mo.

Radio Spots

49671-49673 Drink and it's your business; drive and it's ours.
1979. 30 sec. 7 1/2 ips.
Series of three ads providing general information on drunk driving.

49674 Drunk driver. 1980. 60 sec. 7 1/2 ips.
Man arrested for DUI talks about drunk driving.

49675 Police officer. 1980. 60 sec. 7 1/2 ips.
St. Louis County police officer talks about DUI arrest process.

Radio Scripts

44455-44457 See radio spots 49671-49675 above for descriptions.

South Carolina Commission on Alcohol and Drug Abuse, Columbia

Radio Spots

44239 Debbie. 1979. 30 sec. 7 1/2 ips.
Story of seven year old girl killed by drunk driver.

44240 Grave. 1979. 30 sec. 7 1/2 ips.
Young man talks about DUI accident that killed his best friend.

44241 Car race. 1979. 30 sec. 7 1/2 ips.
Directed toward young drivers. Relates message that drinking and driving is dangerous not fun.

44242 Jail. 1979. 30 sec. 7 1/2 ips.
Discussion of DUI arrest process.

44243 Drugs and driving. 1979. 30 sec. 7 1/2 ips.
Discusses use of marijuana, alcohol, or other drugs while driving.

44244 Preached to. 1979. 30 sec. 7 1/2 ips.
Brief message on drunk/drugged driving.

44245 Highway patrol - drugs. 1979. 30 sec. 7 1/2 ips.
Cautionary message on drugged driving.

44246 One out of four. 1979. 30 sec. 7 1/2 ips.
Brief message on number of drunk/drugged drivers and BAC levels.

44247 Ethnic spot. 1979. 30 sec. 7 1/2 ips.
Young black drivers discuss the dangers of drinking and driving.

Radio Scripts

49424 Stop now. 1981. 1 p.

49425 Sorry to spoil your fun. 1981. 1 p.

44205 See radio spots 44241-44244 above for descriptions.

South Dakota State Highway Patrol, Pierre

Radio Scripts

- 18510 Labor Day safety program. n.d. 1 p.
Suggested script interview of patrolman on highway safety during labor day weekend.
- 18511-18513 [Drinking and driving.] n.d. 1 p.
Three scripts providing brief reminder to listeners not to drink and drive.

Texas Governor's Traffic Safety Program, Austin

Radio Spots

- 18520-18530 Drive Friendly. n.d. 30 sec. 45 rpm.
Collection of eleven spots using R. Adair, C. Channing, F. Young, T. Stafford, D. Rather, and J.C. Riley to discuss highway safety including seat belt use and DUI.

Radio Scripts

- 18532-18541 See radio spots 18520-18530 above for descriptions.

Texas State Department of Highways and Public Transportation, Austin

Radio Spots

- 49370 Don't drive if you're drunk. 1980. 30 sec. 7 1/2 ips.
Song for holiday season reminding listeners not to drink and drive.
- 49371 Don't drive if you're drunk. 1980. 105 sec. 7 1/2 ips.
1950's style song telling listeners not to drink and drive.

Traffic Improvement Association, Oakland County, Michigan

Radio Spots

- 49676-49677 It's 2 o'clock in the morning. 1980. 7 1/2 ips.
Two spots (60, 30 sec.) discussing drunk driving and Oakland County enforcement programs.

United States Brewers Association, Washington, D.C.

Radio Spots

- 49620-49622 Think twice about drinking and driving. K. McNichol, anncr. 1982. 7 1/2 ips.
Series of three spots (60, 30, 10 sec.). Kristy McNichol talks to teenagers about drinking and driving.

Radio Script

- 49623 See radio spots 49620-49622 above for descriptions.

Utah Highway Safety Office, Salt Lake City

Radio Spots

- NOTE: The following 5 radio spots are recorded on videocassette.
- 39487-39488 [Drinking and driving]. 1979. 30 sec.
Two similar spots providing brief message on DUI.
- 39489-39491 Youth. 1979. 30 sec.
Three similar radio spots. Teenagers discuss teenage drinking and driving.

Virginia Highway Safety Division, Richmond

Radio Spots

- 44254 Thanksgiving. (1979). 30 sec. 7 1/2 ips.

Message discusses how alcohol affects driver's reaction time.

- 49686-49688 VASAP quizzes. April 1978. 30 sec. 7 1/2 ips.
Game show format provides information on Virginia implied consent law, BAC levels, and penalties for DUI conviction.
- 38971-38972 Drugs and driving. 1977. 7 1/2 ips.
Two spots (60, 30 sec.) on drugs and driving.

Washington State Patrol, Olympia

Radio Scripts

- 49032-49033 Safety. (Versions 1 & 2). 1980. 1 p.
Two scripts (30, 60 sec.) briefly discussing 55 mph speed limit and drinking and driving.

Washington Traffic Safety Commission, Olympia

Radio Spots

- 49702-49704 [Testimonials]. Nov 1982. 60 sec. 7 1/2 ips.
Series of three spots providing testimony from families of DUI victims.
- 49705-49708 [Testimonials]. Nov 1982. 30 sec. 7 1/2 ips.
Series of four spots providing testimony from families of DUI victims.
- 49709-49712 Booze and kids. Aug 1982. 7 1/2 ips.
Series of four ads (60, 30, 60, 30 sec.) Provides statistics on teenage fatalities and injuries due to drinking and driving. Designed to dissuade people from buying alcohol for minors.
- 44304-44306 [Drinking and driving]. 1976. 60 sec. 7 1/2 ips.
Three similar spots (60, 60, 30 sec.) providing brief reminder not to drink and drive.

Wisconsin [Governor's] Office of Highway Safety, Madison

Radio Spots

- 49288-49295 Having a holiday party? Friends don't let friends drive drunk. 1981. 7 1/2 ips.
Series of 8 spots promoting safe holiday drinking and a reminder that medications can impair driving ability.
- 49665 Drinking driver. April 1978. 58 sec. 7 1/2 ips.
Highway Safety Coordinator, Don Gerhman talks about what can happen to the drunk driver.
- 49667-49670 [Acting Governor Schreiber]. 1978. 28 sec. 7 1/2 ips.
Four similar ads. Schreiber discusses drinking and driving including Wisconsin implied consent law and tips for hosting a responsible drinking party.

PART IV

MOVIES AND A-V PRESENTATIONS

Aetna Life and Casualty, Hartford, Conn.

Videotape

- 44036 Under the influence. (1977). 30 min. videocassette. color. (Features Peggy Cass, Kevin McCarthy, Charles Livingston.)

American Automobile Association, Washington, D.C.

Slides

- 26171 DWI Phoenix slide presentation. (1971). 22 slides. color. Slide presentation which compliments movie. See 26133 below.

American Automobile Association, Foundation for Traffic Safety, Washington, D.C.

Movies

- 75463 Just another Friday night. 1984. 15 min. videocassette. On youth drinking and driving; for high school audiences and youth groups.
- 26867 Drink, drive, rationalize. (1973). 25 min. approx. 16mm. color. Humorous approach to illustrate myths and half-truths surrounding drinking patterns and attitudes. For all age groups.
- 26133 DWI Phoenix. E. Stewart, narrator. (1971). 27 1/2 min. 16mm. color. (Includes a statement by the AAA Foundation for Traffic Safety on alcohol and highway safety.) Description of Phoenix program for those arrested for DWI. Emphasis on personal involvement in attempt to aid individuals in understanding their own situation and assuming responsibility for changing their behavior. Adult audiences.

American Driver and Traffic Safety Education Association, Washington, D.C.

Audio-Visual Presentation

- 18597-8, 19024 A01 The decision is yours: alcohol and driving. 1971. 3 3/4 ips. 93 frame filmstrip. script. Presentation aimed at teenagers to encourage them to make their own decisions about drinking.

California Highway Patrol, Sacramento

Movie

- 35240 License to kill. 1973. 15 min. 16mm. color. Legal procedures outlined from arrest through sanctioning. Explains implied consent law. Adult audiences.

Canada, Transport Canada, Ottawa

Audio-Visual Presentation

35315 Drinking, driving, and the law. 1977. 106 slides. audio cassette. script. (Co-produced by Ontario Department of Transport, Road and Motor Vehicle Traffic Safety.) Provides detailed information on drinking in Canada including BAC levels, laws, penalties, effects of alcohol.

Columbia Broadcasting System, News Department, New York, N.Y.

Script

26752 Sixty minutes. DWI. 1973. 8 p. Mike Wallace and Morley Safer investigate the DUI problem using case examples of DUI in Florida. Describes that state's DWI counterattack program. Class participants discuss their attitudes and beliefs about drinking and driving.

Cornell University, Department of Psychology, Ithaca, N.Y.

Movie

49050 Until I get caught. Excerpts. 1979. 20 min. 16mm. color. (Also available on videocassette.) Excerpts from the 60-minute film. Describes community programs to counteract drunk drivers. Interviews people in social drinking settings. Discusses consequences of drunk driving. Excellent film originally used on public television during holiday season. Shortened and distributed by NHTSA. For high school through adult audiences.

Distilled Spirits Council of the United States, Inc., Washington, D.C.

Movie

31333 Hollywood squares. Alcohol special. P. Marshall, anncr. 1975. 27 min. 16mm. color. (Co-produced by National Alcoholic Beverage Association, Washington, D.C./ Rutgers Center of Alcohol Studies, New Brunswick, N.J./ National Conference of State Liquor Administrators/Joint Commission of States to Study Alcoholic Beverage Laws, Bethesda, Md.) Format is the same as for the television quiz show. Questions and answers concern alcohol abuse. Audience is junior or senior high or alcohol education class.

Fayette County Alcohol Intensified Enforcement Program, Richmond, Ky.

Storyboard

35046 One for the road. A. Singer, anncr. 1974. 5 p. 17 frames. black & white. (Abridged script for 28-minute videotape presentation.) Provides basic information on drinking, how it affects drinkers, BAC levels, DUI laws, and local statistics.

Ford Motor Company, Dearborn, Mich.

Movie

- 26943 C.R.A.S.H. (Countermeasures Related to Alcohol and Safety on the Highway). 17 frames. black & white. Analysis of individuals arrested for DUI and sentenced to Vermont CRASH program. Good for those who are or should be in counseling for drinking problems.

General Motors Corporation, Detroit, Mich.

Movies

- 26931 The drinking driver. K. McCord, narrator. 1974. 26 min. 16mm. color. (Subjects are ASAP--Kansas City, Mo. and Central Missouri State College, Safety Center, Warrensburg.) Study of ten drivers from various age groups who combine drinking and driving, including their comments as to their driving ability before and after drinking. Film also describes purpose of NHTSA's alcohol countermeasures program. Middle and young age groups. Especially good for those interested in physiological effects of alcohol.
- 18775 Drinking drivers. n.d. 12 min. 16mm. color. Controlled experiment on driver impairment at .15% BAL. Three drivers on different driving courses. For adults concerned with physical impairment after drinking.

General Motors Corporation, Chevrolet Motor Division, Detroit, Mich.

Movie

- 18600 Drivin' and drinkin'. n.d. 13 min. 57 sec. 16mm. color. (Produced in cooperation with the National Safety Council, Chicago, Ill.) Directed at teenagers as motivation for them to learn about hazards of driving and drinking. Emphasizes that alcohol, as a depressant, should be separated from driving.

Insurance Bureau of Canada

Movies

- 35085 Point zero eight. 1978. 30 min. 16mm. black & white. (Co-produced by Automobile Insurance Council and Center of Forensic Sciences, Ontario.) Classic depiction of effects of alcohol on various driving skills. Uses professional racing drivers. For high school through adult audiences.
- 18405 High way to die. 1975. 30 min. 16mm. color. (Co-produced by National Research Council, Ontario/ Ontario Ministry of Transportation and Communications, Toronto/ Ontario Provincial Police, Toronto.) Effects of alcohol and drug/alcohol interaction depicted through driver performance tests. Of particular concern is human reaction time. For high school through adult audiences.

Insurance Institute for Highway Safety, Washington, D.C.

Movie

- 75475 When teenagers drive. 1985. 12 min. videocassette. Provides suggestions for young people concerning safety belt use and alternatives to driving after drinking.

Iowa [State] Governor's Highway Safety Office, Des Moines

Slide/Tape Presentation

- 49902 Arrest of a drunk driver. 1978. 12 min. 38 slides. cassette. Details of what happens when arrested for drunk driving in Iowa.

Kemper Insurance Group, Long Grove, Ill.

Scripts

- 26519 The roadside breath tester. 1973. 2 p. (Co-sponsored by DOT; script for four minute film.)
26766 Roadside breath tester. 1973. 10 p. (Script for slide presentation.)

Movie

- 26576 The roadside breath tester. 1973. 4 min. color. (Co-sponsored by DOT.) Demonstration of the breathalyzer as a deterrent to drunk driving. Describes the importance of eliminating the guesswork on the part of patrolmen as to whether a person is drunk or has another medical impairment. For adults and police.

Maryland State Police, Pikesville

Special Television Program

- 49392 The drinking driver problem. You're under arrest. 1982. 15 min. approx. videocassette. color. (Produced by CBS News, New York, N.Y.; Segment of "60 Minutes"). Procedures one goes through when arrested for drunk driving. Actual footage from arrests, booking, etc.

National Highway Traffic Safety Administration, Washington, D.C.

Special Television Program

- 44037 Public information programs. 1979. 30 min. videocassette. color. (Features J. Claybrook and D. Fee.)

Slides

- 26017 Public education program for alcohol safety countermeasures. (1971). 20 slides. 35mm. color.

Movie

- 49903 Such a beautiful day. 1972. 15 min. 16mm. color. (Co-produced by Alcohol Safety Action Project--Baltimore.)

Slide/ Tape Program

- 49270 Mass communications and highway safety. H. Mendelsohn. 1979. 129 slides. color. cassette.

National Safety Council, Chicago, Ill.

Movie

- 39279 Social drinking: fun - fatal. 1974. 15 min. 16mm. color. Problems of combining social drinking atmosphere with driving. For high school through adult audiences.

North Carolina Governor's Highway Safety Program, Raleigh

Slide/Tape Presentation

- 75367 Sad song. 1985. 70 slides. cassette. For high school audiences; discusses youth and drinking and driving.

Ohio Department of Highway Safety, Columbus

Audio-Visual Presentation

49002-49004 "Think twice" - DWI slide program. 1979. 113 color slides; 19 min. 20 sec. cassette; 14 p. script. Brief information on drinking and driving includes discussion of BAC levels, levels of impairment, and penalties for DUI conviction. Provides scenario of "happy hour" drinker who is convicted of DUI.

Texas Governor's Traffic Safety Program, Austin

Movie

18679 Drunk driving experiment in San Antonio. n.d. 7 1/2 min. 16mm. color. Experiment at San Antonio race track, using professional race drivers, to measure driving capabilities at .10%. Responses, reflexes, and written abilities are tested. For adult audiences.

PART V

MATERIALS SOURCES

Addiction Research Foundation, 33 Russell St., Toronto, Ont. M5S2S1,
Canada
Aetna Life and Casualty, 151 Farmington Ave., Hartford, Conn. 06156
Alaska Highway Safety Planning Agency, 5700 E. Tudor Rd., Anchorage,
Alaska 99507
Alaska State Troopers, Box 6618 Annex, Anchorage, Alaska
Alcohol Research Information Service, 1120 E. Oakland Ave., Lansing,
Mich. 48906.
Alcohol Safety Action Project, 2449 Iowa, Suite G., Lawrence, Ks. 66044
Alcohol Safety Action Project, 2300 W. Broad, Richmond, Va. 23269
Allstate Insurance Companies, Allstate Plaza F-3, Northbrook, Ill.
60062
American Academy of Pediatrics, Box 927, Elk Grove Village, Ill. 60007
American Automobile Association, 8111 Gatehouse Rd., Falls Church, Va.
22042
American Automobile Association, Bancroft Auto Club, 290 Park Ave.,
Worcester, Mass. 01609
American Automobile Association, Foundation for Traffic Safety, 2990
Telestar Court, Ste. 100, Falls Church, Va. 22042
American College of Surgeons, 55 E. Erie, Chicago, Ill. 60611
American Council on Alcohol Problems, 119 Constitution Ave., N.E.,
Washington, D.C. 20002
American Driver and Traffic Safety Education Association, 1201 16th
St., N.W., Washington, D.C. 20036
American Motorcyclist Association, Box 141, Westerville, Ohio 43081
American Public Health Association, 1015 15th st., N.W., Washington,
D.C. 20005
American Red Cross, 17th Between D & E, N.W., Washington, D.C. 20006
Anheuser-Busch, Inc., One Busch Place, St. Louis, Mo. 63118
Auto Dealers Traffic Safety Council, 1776 Massachusetts Ave.,
Washington, D.C. 20036
Automobile Club of Michigan, 1 Auto Club Drive, Dearborn, Mich. 48126
Automobile Club of Southern California, Public Safety Department, 2601
S. Figueroa, Los Angeles, Calif. 90007
Avanti Technologies, Meadville, Pa. 16335
Ayerst Laboratories, 685 Third Ave., New York, N.Y. 10017
Bacardi Imports, Inc., Miami, Fla.
Beam, James B., Distilling Company, 500 N. Michigan Avenue, Chicago,
Ill. 60611
Bell County Citizens DWI Task Force, Tex.
Bete, Channing L., Company, South Deerfield, Mass. 01373
Blue Cross Blue Shield of Greater New York, 622 Third Ave., New York,
N.Y. 10017
Boy Scouts of America, Inc., Fairfield County Council, 362 Main Ave.,
Norwalk, Conn. 06851-1597
British Columbia Ministry of the Attorney General, Parliament Bldg.,
Vancouver, B.C. V8V 4S6, Canada
California Highway Patrol, P.O. Box 898, Sacramento, Calif. 95804
Canada, Health and Welfare Canada, Brooke Claxton Bldg., Ottawa, Ont.

K1A OK9, Canada
Canada Safety Council, 1765 St. Laurent Blvd., Ottawa, Ont. K16 3V4
Canadian Department of Transportation and Communication, Ferguson Block,
Queen's Park, Totonto, Ont.
Childress Buick, 2223 W. Camelback Rd., Phoenix, Ariz. 85015
Citizens Against Alcohol Related Traffic Accidents (CARTA), Office of
Spokane County Engineer, N. 811 Jefferson, Spokane, Wash. 99260
Citizens for Highway Safety, P.O. Box 971, McLean, Va. 22102
Coast Guard, 2100 Second St., S.W., Washington, D.C. 20593
Colorado Division of Highway Safety, 4201 E. Arkansas Ave., Denver,
Colo. 80222
Columbia Broadcasting System, News Department, 524 W. 57th St., New
York, N.Y. 10019
Commercial Union Assurance Companies, One Beacon St., Boston,
Mass. 02108
Connecticut Office of Highway Safety, 24 Wolcott Hill Rd., Wethersfield,
Conn. 06109
Connecticut State Alcohol Council, NCR Bldg., 999 Asylum Ave., Hartford,
Conn. 06105
Continental Insurance Companies, 80 Maiden Lane, New York, N.Y. 10038
Cornell University, Department of Psychology, Ithaca, N.Y. 14853
Country Companies, P.O. Box 2020, Bloomington, Ill. 61701
Delaware Office of Highway Safety, 353 Thomas Collins Bldg., 540 S.
duPont Hwy., Dover, Del. 19901
Delaware State Police, Box 430, Dover, Del. 19903
Dimension Films, 666 N. Robertson Bldg., Los Angeles, Calif. 90069
Distilled Spirits Council of the United States, 1250 Eye St., N.W.,
Suite 900, Washington, D.C. 20001
District of Columbia Department of Motor Vehicles, 1018 Municipal
Center, 301 C St., N.W., Washington, D.C. 20001
Do It Now Foundation, Institute for Chemical Survival, P. O. Box 5115,
Phoenix, Ariz. 85010
Etobicoke Safety Council, Civic Center, Etobicoke, Ont. M9C 2Y2, Canada
Florida Governor's Highway Safety Commission, 2900 Apalachee Pkwy.,
Tallahassee, Fla. 32301
Ford Motor Company, American Road, Dearborn, Mich. 48202
General Motors Corporation, 3044 W. Grand Blvd., Detroit, Mich. 48202
General Motors Corporation, Chevrolet Motor Division, 30007 Van Dyke,
Warren, Mich. 48090
Good Samaritan Hospital of Schuylkill County, 727 East Norwegian St.,
Pottsville, Pa. 17901
Great Britain Ministry of Transport, St. Christopher House, Southwark
St., London S.E. 1, England
Guam Office of Highway Safety, P.O. Box 2950, Agana, Guam 96910
Health Education Foundation, 600 New Hampshire Avenue, N.W., Suite 452,
Washington, D.C. 20037
Highway Users Federation, 1776 Massachusetts Avenue, N.W., Washington,
D.C. 20036
Honolulu Police Department, Honolulu, Hawaii 96813
Horry County Commission on Alcohol and Drug Abuse, 203 Laurel St.,
Conway, S.C. 20526
Idaho Department of Transportation, Office of Highway Safety, 3311 W.
State St., Box 7129, Boise, ID 83707
Illinois Department of Transportation, 2300 S. Dirksen Pkwy,

Springfield, IL 62764
 Illinois Governor's Official Traffic Safety Coordinating Committee
 DOT Adm. Bldg., 2300 S. Dirksen Pkwy, Springfield, IL 62764
 Illinois Secretary of State, 213 State Capitol, Springfield, IL 62756
 Illinois State Department of Transportation, 2300 S. Dirksen Pkwy,
 Springfield, IL 62764
 Indiana Governor's Traffic Safety Program, 801 State Office Bldg, 100 N.
 Senate St., Indianapolis, IN 46204
 Indiana State Police Department, 301 State Office Bldg., 100 N. Senate
 Ave., Indianapolis, IN 46204
 Insurance Bureau of Canada, 13th Floor, 181 University Ave., Toronto,
 Ontario, Canada M5H 3M7
 Insurance Corporation of North America, 1600 Arch St., Philadelphia, PA
 19103
 Insurance Corporations of British Columbia, Box 11131, Royal Centre,
 1055 W. Georgia St., Vancouver, B.C. Canada V6E 3R4
 Insurance Information Institute, 110 William St., New York, NY 10038
 Insurance Institute for Highway Safety, Watergate 600, Washington, D.C.
 20037
 Iowa Department of Substance Abuse, 202 Insurance Exchange Bldg., 505
 5th Ave., Des Moines, IA 50319
 Iowa State Department of Public Safety, 523 E. 12th St., Des Moines, IA
 50319
 Iowa (State) Governor's Highway Safety Office, Capitol Annex, 523 E.
 12th St., Des Moines, IA 50319
 Junior League of Spokane, West 807 Sprague ST., Spokane, WA 99210
 Kansas Department of Transportation, State Office Bldg., 915 Harrison
 St., Topeka, KS 66612
 Kemper Insurance Company, Route 22, Long Grove, IL 60049
 Kent Drinking Driver Task Force, 200 Fourth Ave. S., Kent, Wash. 98032
 Kentucky Association of Insurance Agents - contact address below
 Kentucky Office of Highway Safety Planning, State Police Headquarters,
 919 Versailles Rd, Frankfort, KY 40601
 Kentucky Traffic Safety Coordinating Committee, State Police
 Headquarters, 919 Versailles Rd., Frankfort, KY 40601
 King Kullen Grocery Company, 1194 Prospect Ave., Westbury, NY 11590
 Lafayette Alcohol-Traffic Action Program, University of Southwestern
 Louisiana, E. University Ave., Lafayette, La. 70504
 Los Angeles Police Department, Box 30158, Los Angeles, Calif. 90030
 Louisiana Department of Public Health, 755 Riverside N., Baton Rouge,
 LA 70821
 Maine Highway Safety Committee, State House, Station 42, Augusta, ME
 04333
 Marine Corps, Department of the Navy, Washington, D.C. 20380
 Maryland State Police, State Police Hdqtrs., Pikesville, MD 21208
 Massachusetts Governor's Highway Safety Bureau, 2104 Leverett
 Saltonstall State Office Bldg., 101 Cambridge ST., Boston, MA 02202
 Media Group, Ltd., 2215 29th St., Grand Rapids, MI 49508
 Metropolitan Area Safety Council of Minnesota, 412 WCCO Bldg., 625 2nd
 Ave., South, Minneapolis, MN 55402
 Michigan Interfaith Council on Alcohol Problems, Box 10212, Lansing,
 Mich. 48901
 Michigan Licensed Beverage Association, 534 S. Walnut St., Lansing, MI
 48933

Michigan State Office of Highway Safety Planning, 111 S. Capitol Ave.,
Lower Level, Lansing, MI 48913

Michigan Traffic Safety Information Council, 122 S. Grand Ave., Lansing,
MI 48933

Middlesex County Bureau of Traffic Safety Coordination, Kennedy Square,
New Brunswick, NJ 08901

Minnesota Department of Public Health, 717 Delaware St., SE,
Minneapolis, MN 55440

Minnesota Department of Public Safety, 207 Transportation Bldg., John
Ireland Blvd., St. Paul, MN 55155

Mississippi Governor's Highway Safety Program, 246 Watkins Bldg., 510
George St., Jackson, MS 39201

Missouri Division of Highway Safety, Harry S. Truman State Office Bldg.,
301 W. High St., Jefferson City, MO 65102-0749

Monterey County Health Department, 1270 Atwood Rd., Salinas, CA 93906

Mothers Against Drunk Driving, Ann Arbor Chapter, P.O. Box 1331, Ann
Arbor, MI 48106

Mothers Against Drunk Driving, 699 Airport Freeway, Suite 310, Hurst,
Tex. 76053 TX

Mothers Against Drunk Driving, Indianapolis Chapter, P.O. Box 22125,
Indianapolis, IN 46222

Mothers Against Drunk Driving, Linn County Chapter, Cedar Rapids, IA

Motor Vehicle Manufacturers Association, 300 New Center Bldg., Detroit,
MI 48202

Nassau County Traffic Safety Board, Mineola, NY 14103

National Congress of Parents and Teachers, 700 N. Rush St., Chicago, IL
60611

National Council on Alcoholism, Delaware Valley, 1315 Walnut St.,
Philadelphia, PA 19107

National Highway Traffic Safety Administration, Office of Alcohol
Countermeasures, 400 Seventh St., S.W., Washington, D.C. 20590

National Institute on Alcohol Abuse and Alcoholism, 5600 Fishers Lane,
Rockville, MD 20857

National Institute on Drug Abuse, 5600 Fishers Lane, Rockville, MD 20857

National Liquor Stores Association, 5101 River Road, Bethesda, Md. 20816

National Publications, Box 4116, Omaha, NE 68104

National Safety Council, 444 N. Michigan Ave., Chicago, IL 60611

Nebraska Highway Safety Program, State Office Bldg., 301 Centennial
Mall, S, Lincoln, NE 68509

Nevada Office of Traffic Safety, 555 Wright Way, Carson City, NV 89711

New Brunswick Department of Provincial Secretary, Centennial Bldg., Box
600, Fredericton, N.B. E3B 541, Canada

New Canaan Safe Rides Explorer Post 966, New Canaan, Conn.

New Hampshire Highway Safety Agency, Pine Inn Plaza, 117 Manchester St.,
Concord, NH 03301

New Jersey (State) Division of Motor Vehicles, 25 S. Montgomery St.,
Trenton, NJ 08666

New South Wales Department of Motor Transport, Traffic Accident Research
Unit, 56 Rothschild Ave., Rosebery, N.S.W., 2018 Australia

New York City Department of Transportation, 40 Worth St., New York, NY
10013

New York State Department of Motor Vehicles, 510 Swan St. Bldg., Empire
State Plaza, Albany, NY 12228

New York State Division of Alcoholism and Alcohol Abuse, 194 Washington

Ave., Albany, NY 12210
 New York State Senate, 321 Senate Chamber, State Capitol, Albany, NY
 12247
 North Carolina Governor's Highway Safety Program, 215 E. Lane St.,
 Raleigh, NC 27601
 North Carolina State Department of Motor Vehicles, Motor Vehicles Bldg.,
 1100 New Bern Ave., Raleigh, NC 27697
 North Dakota State Highway Department, 600 E. Boulevard Ave., Bismarck,
 N.D. 58505-0700
 Nova Scotia Department of Highways, Province House, Halifax, Nova
 Scotia, Canada
 Ohio Department of Health, Alcohol Testing Program, 170 N. High St.,
 Columbus, OH 43216
 Ohio Department of Highway Safety, 240 Parsons Ave., Columbus, OH 43205
 Ohio Insurance Institute, P.O. Box 7167, Columbus, OH 43205
 Oklahoma Highway Safety Office, Dept. of Transportation Bldg., 200 N.E.
 21st St., Oklahoma City, OK 73105
 Oklahoma Students for Responsible Drinking - contact address above
 Ontario Ministry of Transportation and Communications, 1201 Wilson Ave.,
 Downsview, Ontario M3M 1J8 Canada
 Ontario Trucking Association, 555 Dixon Rd., Rexdale, Ontario M9W 1H8,
 Canada
 Orange County Trauma Society, 321 N. Rampart, Orange, Calif. 92668
 Oregon Traffic Safety Commission, 400 State Library Bldg., Salem,
 Ore. 97310
 Paramedics Against Drunk Driving, 2808 Amsden Rd., Winter Park, FL 32792
 PARKIT (Prevent Alcohol Related Killings and Injuries in Tompkins
 County), 4 Highland Park Lane, Ithaca, NY 14850
 Pelham/Parents/People United for Community Health (PUNCH), P.O. Box 9,
 Pelham, NY 10803
 Pennsylvania Bureau of Traffic Safety, 1200 Transportation & Safety
 Bldg., Commonwealth Ave. & Forster St., Harrisburg, PA 17120
 Pennsylvania Governor's Traffic Safety Council, 1200 Transportation &
 Safety Bldg., Commonwealth Ave. & Forster St., Harrisburg, PA 17120
 Pennsylvania Youth Traffic Safety Council, 1200 Transportation & Safety
 Bldg., Commonwealth Ave. & Forster St., Harrisburg, PA 17120
 Pepsico, Inc. Purchase, NY 10577
 Phoenix Traffic Safety Coordination Office, 114 W. Adams, Phoenix, AZ
 85003
 Playboy Enterprises, Inc., 747 Third Ave., New York, NY 10017
 Postal Service, 475 L'Enfant Plaza West, S.W. Washington, D.C. 20260
 Potters Industries, 377 Route 17, Hasbrouck Heights, N.J. 07604
 Preferred Risk Mutual Insurance Company, 1111 Ashworth Rd., Des Moines,
 IA 50265
 Public Affairs Committee, Inc., 381 Park Ave. S, New York, NY 10016
 Puerto Rico Commission for Transit Safety, P.O. Box F1, San Juan, Puerto
 Rico, 00936
 Puerto Rico Department of Public Works, San Juan, Puerto Rico 00901
 REACT International, Inc., 3653 Woodhead Dr., Northbrook, IL 60062
 Remove Intoxicated Drivers, Box 520, Schenectady, N.Y. 12301
 Rhode Island Governor's Office of Highway Safety, 345 Harris Ave.,
 Providence, R.I. 02909
 Richmond Bureau of Police, 7700 Midlothian Turnpike, U.S. Rte. 60,
 Richmond, VA 23261-7472

RIDE: Reduce Impaired Driving Everywhere in Metro Toronto, 4143 Dundas St. West, Toronto, Ontario M8X 1X2 Canada

Royal Canadian Mounted Police, Ottawa, Ontario K1A 0R2 Canada

Sacramento Police Department, 813 Sixth St., Sacramento, Calif. 95814

Saint Louis County Police Department, 7900 Forsyth Blvd., Dlayton, MO 63105

San Diego Police Department, Calif. 92101

Saskatchewan Safety Council, 2149 Albert St., Regina, Saskatchewan S4P 2V1 Canada

Saskatchewan Transportation Agency, 4th Floor, T.D. Bank Bldg., 1914 Hamilton St., Regina, Saskatchewan S4P 4V4 Canada

Seagram, Joseph E. & Sons, Company, 375 Park Ave., New York, NY 10022

Smith and Wesson, 2100 Roosevelt Ave., Springfield, MA 01101

South Carolina Commission on Alcohol and Drug Abuse, 3700 Forest Dr., Columbia, SC 29204

South Carolina Law Enforcement Officers Association, Edgar A. Braun Bldg., 1205 Pendleton St., Columbia, SC 29201

South Dakota State Highway Patrol, State Capitol, 500 E. Capitol Ave., SD 57501

Storer Broadcasting Company, 1200 Biscayne Blvd., Miami, FL 33942

Students Against Driving Drunk, Corbin Plaza, Marlboro, Mass. 01752

Students Against Driving Drunk, Georgia Southern College Chapter, Landrum Center, Box 10745, Statesboro, GA 30460-0022

Suffolk County Stop-D.W.I. Program, H. Lee Dennison Bldg., Hauppauge, NY 117888

Tennessee Highway Patrol, 1228 Andrew Jackson State Office Bldg., 500 Deaderick ST., Nashville, TN 37219

Texas Alcohol Narcotics Education, Inc., 11005 Garland Rd., Dallas, TX 75218

Texas Governor's Traffic Safety Program, Dewitt C. Greer Bldg., 11th & Brazos Sts., Austin, TX 78701

Texas State Department of Highways and Public Transportation, Dewitt C. Greer Blgs., 11th & Brazos Sts., Austin, TX 78701

Traffic Improvement Association of Oakland County, 2510 S. Telegraph Rd., Bloomfield Hills, MI 48013

Traffic Safety Association of Detroit, 122 South Grand Ave., Lansing, MI 48933

Travelers Insurance Company, 700 Main St., Hartford, CT 06100

United Services Automobile Association, 9800 Fredricksburg at IH 10 & Huebner, San Antonio, TX 78229

United States Brewers Association, 4507 Blagden, NW, Washington, D.C. 20011

Utah Alcoholism Foundation, 2875 S. Main St., Salt Lake City, UT 84115

Utah Highway Safety Office, DOT/Public Safety Bldg., 3rd Floor, S., 4501 S. 27th West, Salt Lake City, Utah 84119

Videsupra, P. O. Box 1325, New Canaan, CT 06840

Virginia Division of Motor Vehicles, 2300 W. Broad St., Richmond, VA 23269

Virginia Highway Safety Division, 2300 W. Broad St., Richmond, VA 23269

Washington State Patrol, General Administration Bldg., 11th Ave. & Columbia St., Olympia, WA 98504

Washington Traffic Safety Commission, 1000 S. Cherry, Olympia, WA 98504

Washtenaw County Health Department, 4101 Washtenaw, Ann Arbor, Mi. 48104

West Virginia Governor's Highway Safety Administration, 5790A MacCorkle

Ave., SE, Charleston, WV 25305
Wisconsin Clearinghouse for Alcohol and Other Drug Information, 434
Wilson Street State Office Bldg., 1 W. Wilson St., Madison, WI 53707
Wisconsin Department of Transportation, 120B Hill Farms State Office
Bldg., 4802 Sheboygan Ave., Madison, WI 53707
Wisconsin Division of Highway Safety Coordination, 933 Hill Farms State
Office Bldg., 4802 Sheboygan Ave., Madison, WI 53707
Wisconsin [Governor's] Office of Highway Safety, 933 Hill Farms State
Office Bldg., 4802 Sheboygan Ave., Madison, WI 53707
Wyoming Governor's Office of Highway Safety, 5300 Bishop Blvd.,
Cheyenne, WY 82002

PART VI

JOURNAL ARTICLES AND REPORTS

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