



JOINING FORCES TO SAVE LIVES

August 6, 2010

Dear Media Partner:

The Ohio Department of Public Safety joins the Ohio Association of Chiefs of Police, the Buckeye State Sheriffs' Association, and the Ohio State Highway Patrol in thanking you for your past assistance and asking for your help in saving lives on Ohio's roadways. Although the state of Ohio experienced record low crash fatalities in 2009, fatalities are on the rise from last year and we are joining forces to ensure our families, friends and loved ones are safe on Ohio's roads.

As you know, driver behavior is the major cause of traffic crashes and fatalities. We join together as law enforcement officials to ask you, our partners in the media, to help us get Ohioans to buckle-up, reduce speed, avoid distractions and designate a sober driver when impaired. Each of these behaviors has been proven to reduce fatalities on Ohio's roads.

We specifically encourage our media partners to pay attention to the press releases of local and state traffic safety partners regarding impaired driving *checkpoints and high-visibility enforcement* efforts. Please relay these messages to the public as soon as they are received, *your reporting of these efforts is critical to their success*. It is the intention of law enforcement to use media coverage as a *deterrent* to impaired driving. Coverage from the media on these efforts will ensure the message is out that we are taking impaired driving seriously and will be out in force to take offenders off the road. According to The National Highway Traffic Safety Administration, well-publicized checkpoints enhance the visibility of overall impaired-driving enforcement efforts and contribute significantly to deterrence. Literature reviews show that checkpoints are associated with reductions in alcohol-related fatalities—a median decrease of 20 percent.

The same principles apply to speed and seat belt enforcement – knowing the laws are being enforced plays a role in the public's behavior.

Please join public safety and law enforcement officials to save lives on Ohio's roadways! Thank you.

Sincerely,

Thomas J. Stickrath, Director
Ohio Department of Public Safety

Miami Twp. Chief Steve Bailey, President
Ohio Association of Chiefs of Police

Coshocton Co. Sheriff Timothy Rogers, President
Buckeye State Sheriffs' Association

Colonel David W. Dicken, Superintendent
Ohio State Highway Patrol