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WITHDRAWAL SHEET

Ronald Reagan Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
1. memo (502634)	from Robert M. Kruger to James A. Brown; re Department of Transportation Draft Bills	7/7/87	B5 m 11/16/01
COLLECTION: WHORM: Subject File			kdb
FILE LOCATION: SA 002 Highway Traffic Safety (500000-524106)			10/21/91

RESTRICTION CODES

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>A. National security classified information.</p> <p>B. Presidential Records Act</p> <p>B1. Release would violate a Federal statute.</p> <p>B2. Release would disclose trade secrets or confidential commercial or financial information.</p> <p>B3. Release would constitute a clearly unwarranted invasion of personal privacy.</p> <p>B4. Relating to appointment to Federal office.</p> <p>B5. Release would disclose confidential advice between the President and his advisors, or between such advisors.</p> | <p>B6. Release could disclose internal personnel rules and practices of an agency.</p> <p>B7. Release would disclose information compiled for law enforcement purposes.</p> <p>B8. Release would disclose information concerning the regulation of financial institutions.</p> <p>B9. Release would disclose geological or geophysical information concerning wells.</p> <p>C. Closed in accordance with restrictions contained in donor's deed of gift.</p> |
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59 ID # 502634 CU
SA002

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

- ☐ O - OUTGOING
☐ H - INTERNAL
☐ I - INCOMING
Date Correspondence Received (YY/MM/DD) / /

Boo

Name of Correspondent: James Murr

☐ MI Mail Report User Codes: (A) (B) (C)

Subject: Department of Transportation draft bill - "To promote safety in the operation of mass transit vehicles through testing for the use of drugs by persons involved in the operation of mass transit vehicles and for other purposes"

ROUTE TO:	ACTION	DISPOSITION
Office/Agency (Staff Name)	Action Code Tracking Date YY/MM/DD	Type of Response Code Completion Date YY/MM/DD
cu hall	ORIGINATOR 87106101	TR C 87107107
cuat 28	Referral Note: R 87106102	TR C 87107107
	Referral Note: July 7 87 RMK memo to James Brown	
	Referral Note:	
	Referral Note:	
	Referral Note:	
	Referral Note:	

ACTION CODES:

A - Appropriate Action
C - Comment/Recommendation
D - Draft Response
F - Furnish Fact Sheet to be used as Enclosure

I - Info Copy Only/No Action Necessary
R - Direct Reply w/Copy
S - For Signature
X - Interim Reply

DISPOSITION CODES:

A - Answered C - Completed
B - Non-Special Referral S - Suspended

FOR OUTGOING CORRESPONDENCE:

Type of Response = Initials of Signer
Code = "A"
Completion Date = Date of Outgoing

Comments:

Keep this worksheet attached to the original incoming letter.
Send all routing updates to Central Reference (Room 75, OEOB).
Always return completed correspondence record to Central Files.
Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

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No. of Additional Correspondents: _____ Media: 0 Individual Codes: _____

Prime Subject Code: SA 002 Secondary Subject Codes: TN 002 FG 024
LE FG 006-11

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C		Time: _____	P- _____
DSP		Time: _____	Media: _____

SIGNATURE CODES:

CPn - Presidential Correspondence

- n - 0 - Unknown
- n - 1 - Ronald Wilson Reagan
- n - 2 - Ronald Reagan
- n - 3 - Ron
- n - 4 - Dutch
- n - 5 - Ron Reagan
- n - 6 - Ronald
- n - 7 - Ronnie

CLn - First Lady's Correspondence

- n - 0 - Unknown
- n - 1 - Nancy Reagan
- n - 2 - Nancy
- n - 3 - Mrs. Ronald Reagan

CBn - Presidential & First Lady's Correspondence

- n - 1 - Ronald Reagan - Nancy Reagan
- n - 2 - Ron - Nancy

MEDIA CODES:

- B - Box/package
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- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

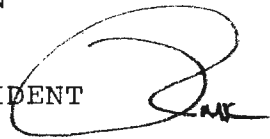
THE WHITE HOUSE

WASHINGTON

July 7, 1987

MEMORANDUM FOR JAMES A. BROWN
LEGISLATIVE ANALYST
LEGISLATIVE REFERENCE DIVISION

FROM: ROBERT M. KRUGER
ASSOCIATE COUNSEL TO THE PRESIDENT



SUBJECT: Department of Transportation Draft Bills
Re: Drug Testing for Operators of Mass Transit
Vehicles and Commercial Maritime Vessels and for
Persons Involved in Activities Covered by the
Natural Gas Pipeline Safety Act, the Hazardous
Liquid Pipeline Safety Act and the Hazardous
Materials Transportation Act

Pursuant to our discussions of the above-referenced draft bills, we have specifically asked the Office of Legal Counsel at the Department of Justice to review the extent to which the imposition of drug testing requirements for operators of mass transit and commercial maritime vessels comport with principles of federalism. As you know, the Justice Department has raised several additional concerns, which we understand DOT has agreed to address, but does not object to the bills on federalism grounds. We have no further comments on this legislation.



502634ca

EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

June 1, 1987

LEGISLATIVE REFERRAL MEMORANDUM

SPECIAL

TO: Legislative Liaison Officer

Department of Health & Human Services - Fran White (245-7750)
Department of Justice - Jack Perkins (633-2113) -
Department of Labor - Seth Zinman (523-8201)
Office of Personnel Management - Jim Woodruff (632-5524)
National Drug Policy Board - Craig Coy (633-2927)

SUBJECT: Department of Transportation draft bill -- "To promote safety in the operation of mass transit vehicles through testing for the use of drugs by persons involved in the operation of mass transit vehicles and for other purposes."

The Office of Management and Budget requests the views of your agency on the above subject before advising on its relationship to the program of the President, in accordance with OMB Circular A-19.

Please provide us with your views no later than COB -- 6/12/87

Direct your questions to Jim Brown (395-3457), the legislative analyst in this office.


James C. Murr for
Assistant Director for
Legislative Reference

Enclosures

cc: A.B. Culvanhouse, Jr. Frank Kalder Sam Fairchild
 Jack Carley Kevin Cummings Gary Waxman
 John Cooney Richard Williams
 Irene Loftus Phil Hanna



THE SECRETARY OF TRANSPORTATION
WASHINGTON, D.C. 20590

IDENTICAL LETTER TO:
The Honorable Jim Wright
Speaker of the House of Representatives
Washington, D.C. 20515

The Honorable George Bush
President of the Senate
Washington, D.C. 20510

Dear Mr. President:

The Department of Transportation is transmitting, for your consideration and reference, a bill:

To promote safety in the operation of mass transit vehicles through testing for the misuse of alcohol or drugs by persons involved in the operation of mass transit vehicles, and for other purposes.

Transportation is essential to tens of millions of Americans every day, and the abuse of alcohol or drugs by transportation workers in safety-sensitive functions is a life-threatening matter to all those who use or are affected by transportation daily. The public has every right to expect an alcohol- and drug-free transportation system, and the Department of Transportation is committed to meeting that expectation.

In the mass transit area, Section 22 of the Urban Mass Transportation (UMT) Act provides the Secretary of Transportation with authority to investigate any conditions in any facility or equipment of a Federal transit grantee which the Secretary believes "creates a serious hazard of death or injury." If a determination of hazard is made, Federal funds may be withheld until necessary corrections are undertaken. Also, in making a Section 3 finding that a grantee has the technical capacity to carry out a project, or the related section 9 certification, it is implicit that the grantee is able to provide safe transportation. Under these authorities and the ability to set conditions on discretionary funding, basic Federal authority is available upon which to base a requirement for appropriate alcohol and drug testing and rehabilitation programs for safety-sensitive employees of UMTA grantees.

The addition of specific authority to the UMT Act -- to conduct alcohol and drug testing of safety-sensitive employees, including random drug testing, and provide opportunities for rehabilitation -- would, however, be very beneficial to the Department's alcohol and drug abuse programs. Such a mandate from Congress would speed the course of any needed rulemaking and preclude an attack against resulting rules on spurious grounds.

The enclosed legislation would conform to the "grantee certification" approach used elsewhere to condition Federal assistance. While some rulemaking might be needed to determine classifications of employees with "safety-sensitive functions", it is contemplated that locally designed programs, such as those already underway in certain localities, would constitute the basis for certification of compliance with an UMTA alcohol and drug testing and rehabilitation program.

The Office of Management and Budget has advised that there is no objection, from the standpoint of the Administration's program, to the submission of the proposed legislation to the Congress, and that its enactment would be in accord with the President's program.

With warmest regard,

Sincerely,

Elizabeth Hanford Dole

Enclosures



THE SECRETARY OF TRANSPORTATION
WASHINGTON, D.C. 20590

The Honorable Jim Wright
Speaker of the House of Representatives
Washington, D.C. 20515

Dear Mr. Speaker:

The Department of Transportation is transmitting, for your consideration and reference, a bill:

To promote safety in the operation of mass transit vehicles through testing for the use of drugs by persons involved in the operation of mass transit vehicles and for other purposes.

This bill is part of the Department's overall plan to ensure the safety of those using transportation facilities and equipment funded with Federal dollars. The Senate Commerce Committee recently reported out legislation that would require drug testing of operators of rail and trucking equipment. This bill would extend such requirements to the operators of mass transit vehicles, thereby strengthening the ability of recipients of funds from the Urban Mass Transportation Administration (UMTA) to ensure that the operators of mass transit vehicles are drug free.

The Office of Management and Budget has advised that there is no objection from the standpoint of the Administration's program to the submission of the proposed legislation to the Congress, and that its enactment would be in accord with the President's program.

With warmest regard,

Sincerely,

Elizabeth Hanford Dole

Enclosures

A bill

To promote safety in the operation of mass transit vehicles through testing for the misuse of alcohol or drugs by persons involved in the operation of mass transit vehicles and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that

Sec. 1. Section 22 of the Urban Mass Transportation Act of 1964, as amended (the Act), is amended by inserting "(a)" before the first sentence of the section.

Sec. 2. Section 22 of the Act is amended by inserting after subsection (a) the following new subsection:

"(b) The Secretary may require as a condition of assistance under sections 3, 9, and 18 of this Act that a recipient certify that it has established an alcohol and drug abuse program which, at a minimum, provides for alcohol and drug abuse education, testing, including random drug testing, and rehabilitation of employees of the recipient whose responsibilities include safety-sensitive functions, as determined by the Secretary. The Secretary may withhold further financial assistance under the Act from the recipient until the recipient implements such plan."

SECTION-BY-SECTION

This bill would amend section 22 of the Urban Mass Transportation Act of 1964, as amended (the Act), by redesignating section 22 as subsection 22(a) and by adding a new subsection 22(b) that authorizes the Secretary to require a recipient of assistance under sections 3, 9, and 18 of the Act to certify that it has established and implemented plans for alcohol and drug abuse education, testing, including random drug testing, and rehabilitation of employees of the recipient whose responsibilities include safety-sensitive functions, as determined by the Secretary.

Although there are many situations where it is appropriate for the Federal Government to require a recipient of Federal transit funding to adopt an alcohol or drug abuse program which includes alcohol and drug abuse education, testing, and rehabilitation, there are other situations where the Government need not mandate all of those elements. For example, the recipient may already have a satisfactory program to combat alcohol or drug abuse. Or a recipient may have an employee assistance and testing program in compliance with the Federal Railroad Administration rule, which would meet the minimum requirements of UMTA's certification program. Therefore, this proposal provides the Secretary the discretion to require the adoption of education, testing, and rehabilitation plans to the extent that they are necessary, or to modify existing plans. The Secretary is also authorized to withhold further financial assistance under this Act until required plans have been implemented.

DRAFT
LETTER

504703

General Motors Corporation

JAMES D. JOHNSTON
VICE PRESIDENT

February 24, 1986

The Honorable Alfred H. Kingon
Cabinet Secretary
The White House
Washington, D. C. 20500

Dear Al:

Thank you for listening at the Business Council dinner to my plea for an Executive Order (not just an exhortation) on seat belt use by Federal Employees. Here is a brief review of some of the reasons:

- ° All evidence shows that belt use requirements save lives and mitigate injuries.
- ° Belts are installed in virtually every car on the road. There is no additional cost for their use.
- ° Employee belt use is required by many companies. It is humanitarian and it is cost-effective by keeping people on the job instead of in the hospital or worse. (Entrepreneurs are risk takers by nature, but going beltless is a risk not worth taking.)
- ° Eighteen states and the District of Columbia (covering around 60% of the American people) now require belt use as do around 30 other countries, including most of the developed countries of the world.

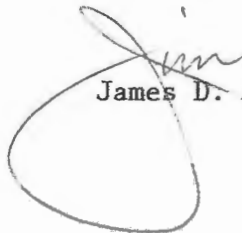
In response to the argument that belt use requirements intrude on individual freedom:

- ° Government (and employers) have long ago established the right to set requirements on how one uses a car, (stop at red lights, wear glasses, use child safety seats, etc.) and belt use requirements on airplanes are accepted.
- ° Unrestrained occupants can be a serious danger to others in the car as they become "flying objects" in a crash.

- ° Unbelted occupants injured in accidents can use up scarce resources (emergency rooms, blood supplies, doctor's services) making them unavailable to others in need. (See Dr. Joseph D. Mann's article attached.)
- ° Secretary Weinberger has issued a belt use rule for persons on military installations.
- ° Finally, the "right" of a car driver to choose not to be restrained has already been "lost." Current Department of Transportation regulation requires the phase-in of "passive" restraints in cars unless two-thirds of the population is covered by belt use laws that meet certain criteria. (Most manufacturers indicate they will install belts that automatically wrap around occupants.)

An Executive Order is consistent with existing government policy and it will save lives and reduce injuries. It is not in unreasonable conflict with the freedom to choose, when the rights of others are adequately considered. We hope the President will issue the Order.

Sincerely,



James D. Johnston

JDJ:cb
Attachment

DEAR MR JOHNSTON

I ENJOYED ^{MY} ~~VERY~~ VISIT TO THE BUSINESS COUNCIL
IN ~~198~~ FEBRUARY AND THE EXCHANGE OF VIEWS ON
SO MANY IMPORTANT TOPICS.

SPECIFICALLY, YOUR PLEA FOR AN EXECUTIVE
ORDER ON ~~SAFETY~~ BELT USE BY FEDERAL
EMPLOYEES AS REQUESTED BY THE DEPARTMENT
OF TRANSPORTATION. AS YOU KNOW, OUR POSITION
IS TO NOT USE ~~THE~~ PRESIDENTIAL EXECUTIVE
ORDER TO MANDATE BELT USE AMONG
FEDERAL EMPLOYEES.

~~WE FEEL STRONGLY~~, AS YOU POINTED OUT THAT
~~18~~ EIGHTEEN STATES AND THE DISTRICT OF
COLUMBIA ~~ALREADY~~ NOW REQUIRE BELT USE. WE
FEEL STRONGLY THAT ~~THE~~ PROPER ROLE OF THE
FEDERAL GOVERNMENT IS TO ~~NOT~~ AS STATES
~~ARE~~ MOVING QUICKLY TO REQUIRE BELT
USE, AN EXECUTIVE ORDER WOULD ~~ONLY~~
BECOME ~~DUPPLICATIVE~~ REDUNDANT.

President's Message

INDIVIDUAL FREEDOM OR COLLECTIVE FOLLY

During the recent unsuccessful drive to pass mandatory seatbelt legislation (a drive spearheaded by our own Bob Burton, by the way), one of the prominent trade organizations came out against the proposal because it "limited individual freedom."

What a strange kind of freedom this is! Freedom to risk fractures, paralysis, fatal bleeding, disfigurement, blindness, life long idiocy, and hopeless dependency. Freedom to leave one's family grieving or worse, to become a hopeless perpetual burden upon them. Freedom to destroy one's capacity for usefulness to society and in an instant become a liability.

But these lovers of "individual freedom" do not expect to be left bleeding and broken at the scene if their folly leads to disaster. They expect to be attended by emergency medical technologists, transported to modern hospitals, surveyed by CT scans and angiography, and treated in emergency rooms. They expect emergency room physicians, thoracic surgeons, neurosurgeons, plastic surgeons, general surgeons, orthopedic surgeons, and all the spectrum of medical specialists to drop everything and tend to their needs. They expect nurses, technologists, blood donors, and the entire cadre of hospital and community resources to flock to their aid. They expect to be healed completely, (at no cost to themselves, of course!) so that they can get back in their cars and once again speed away unencumbered and unrestrained.

This may be "individual freedom" but it is collective folly for society. Our resources, financial and human, are finite. How can we keep down the cost of health care if we expend our money thus? The next time your patients complain about medical costs, ask them if they wear seatbelts.

Money aside, what about the human resources? Despite all the modern medical advances, a surgeon can operate on only one patient at a time. Ask your patients how they would feel if their child were struck by a hit-and-run driver and were brought to an emergency room totally preoccupied by the care of an elderly woman who "could not stand to be confined by a seatbelt."

How would your patients feel if their teenage daughter were bleeding to death and all the Rh negative blood available had been used up by a young man who loved the "feel of wind in his hair" when he raced his convertible. If she must receive Rh positive blood to save her life, who will be responsible for her erythroblastic babies? Who should be sued, the blood bank, the hospital, the doctors, or the motorist? Who do they think would be sued?

A society has the right to protect its finite resources whether land, water, air, or medical service. A mandatory seatbelt law is a part of that protective effort. New legislation has been introduced. It deserves our support.

In the final analysis, though, why should we even need a law? Fastening a seatbelt is such an easy thing to do!



Dr. Mann

Joseph D. Mann, M.D.

THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

ID# 521456

SA002

Oct. 24

INCOMING

DATE RECEIVED: SEPTEMBER 25, 1987

NAME OF CORRESPONDENT: MS. NORMA PHILLIPS

SUBJECT: REQUESTS PRESIDENTIAL LETTER SUPPORTING
THE MADD "DRIVE FOR LIFE" CAMPAIGN ON OCT 24
87

		ACTION		DISPOSITION	
ROUTE TO: OFFICE/AGENCY	(STAFF NAME)	ACT CODE	DATE YY/MM/DD	TYPE RESP	C COMPLETED D YY/MM/DD
LINDA WATSON		ORG	87/09/25		87/10/13
REFERRAL NOTE:					
REFERRAL NOTE:					
REFERRAL NOTE:					
REFERRAL NOTE:					
REFERRAL NOTE:					

COMMENTS: NO ADDRESS GIVEN

*Regretted - at advice of Fred Colgan - Drury
Almae Poling - Craft Spomer
Watson 10/13/87*

ADDITIONAL CORRESPONDENTS: MEDIA:L INDIVIDUAL CODES: _____
MAIL USER CODES: (A) MESS871024 (B) _____ (C) _____

*ACTION CODES: *DISPOSITION *OUTGOING *
* * *CORRESPONDENCE: *
*A-APPROPRIATE ACTION *A-ANSWERED *TYPE RESP=INITIALS *
*C-COMMENT/RECOM *B-NON-SPEC-REFERRAL * OF SIGNER *
*D-DRAFT RESPONSE *C-COMPLETED * CODE = A *
*F-FURNISH FACT SHEET *S-SUSPENDED *COMPLETED = DATE OF *
I-INFO COPY/NO ACT NEC * * OUTGOING *
*R-DIRECT REPLY W/COPY * * * *
*S-FOR-SIGNATURE * * *
*X-INTERIM REPLY * * *

REFER QUESTIONS AND ROUTING UPDATES TO CENTRAL REFERENCE
(ROOM 75, OEOB) EXT-2590
KEEP THIS WORKSHEET ATTACHED TO THE ORIGINAL INCOMING
LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS
MANAGEMENT.

will check further
9/30 -
will look
at 9/30

① Fred Colgan - x7090
~~to 9/30~~

② Counsel

③ check files
again

Agree to Admin
of Fred Colgan
based on
conf. Sponsorship
10/1/87

THE WHITE HOUSE
WASHINGTON

DANIEL J. EDELMAN, INC.

Wendy Webster
Account Executive

1730 Pennsylvania Avenue, N.W.
Washington, D.C. 20006
Phone 202. 393-1300
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Public Relations
EDELMAN

DANIEL J. EDELMAN, INC.

1730 Pennsylvania Avenue, N.W.
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Public Relations
EDELMAN

September 23, 1987

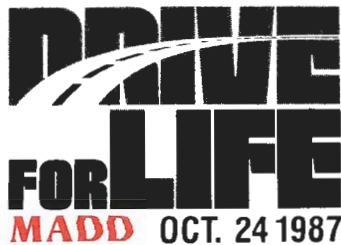
Miss Linda Watson
Office of Presidential Messages

Miss Watson:

Thank you for considering the
Mothers Against Drunk Driving/Volkswa-
gen "Drive For Life" campaign for
a Presidential Message.

I shall follow up with you in
a few days -- in the meantime, here
is my business card should you have
any questions on the program.

Wendy Webster



521456

Miss Linda Watson
Office of Presidential Messages
Room 18
The White House
Washington D.C. 20500

Dear Miss Watson:

On Saturday, October 24, Americans will be asked to refrain from drinking and driving because an average of 66 people die every day on our highways as a result of alcohol-related crashes. By starting with this one day, it is our hope that the tragedy of drunk driving deaths can be eliminated in the future.

The means of accomplishing this important objective is a program called DRIVE FOR LIFE, staged by Mothers Against Drunk Driving (MADD), and supported by our more than 400 local chapters nationwide. This public awareness program represents the first time a major automobile manufacturer has gotten behind the cause to put an end to drunk driving. Volkswagen USA is sponsoring the effort, including public service announcements, media tours, special events, and the like, and is backing this commitment with the personal involvement of its top executives and network of 900 dealers.

I am asking that MADD and Volkswagen be considered for a Presidential letter in support of the DRIVE FOR LIFE campaign, which will be launched with a series of 14 press conferences and 10 media tour dates in major cities coast to coast.

For your information, I have enclosed a DRIVE FOR LIFE press kit which offers additional background on the program.

Please let us know if you need additional information, and thank you for your help and consideration.

Sincerely,

Norma Phillips

Norma Phillips



Sponsored by Volkswagen United States, Inc.

DANIEL J. EDELMAN, INC.

211 East Ontario Street
Chicago, Illinois 60611
Phone 312. 280-7000
Telex 254315
Telecopier 312. 280 7054

Public Relations
EDELMAN

VOLKSWAGEN AND MADD LAUNCH "DRIVE FOR LIFE" CAMPAIGN

Americans will be asked to pledge not to drink and drive on Saturday, October 24, as part of a nationwide campaign to sharply reduce life loss due to alcohol-related crashes that last year alone took the lives of more than 23,000 people.

Drive For Life, sponsored by Volkswagen United States, Inc., on behalf of Mothers Against Drunk Driving (MADD), will be preceded by a comprehensive public education program involving hometown rallies staged by nearly 400 MADD chapters nationwide working in concert with Volkswagen's 900 local dealerships.

Norma Phillips, president of MADD, said the campaign will officially begin on October 1 with the kick-off of a coast-to-coast tour that will take her and Jim Fuller, vice president in charge of Volkswagen United States, Inc., to 24 major cities. Media support will be sought through public service announcements, press releases and interviews.

Chicago Dallas Houston Los Angeles New York St. Louis San Francisco Washington
Dublin Frankfurt Hong Kong Kuala Lumpur London Singapore Sydney Tokyo

"Although laws relating to drunk driving have gotten tougher, an average of 66 people still continue to be killed every day in alcohol-related crashes," Phillips said. "The goal of the Drive For Life campaign is to make October 24 a day free of carnage and a day when all Americans can dedicate themselves to ending this terrible waste."

Phillips said the Drive For Life campaign will become an annual event and marks the first time a major automobile manufacturer has worked with her organization on a national level.

"And as much as we appreciate Volkswagen's financial support, the thing we value most highly is the company's commitment of its manpower and dealer organization to this important cause," she said.

In explaining his company's decision to target drunk driving, Fuller said, "Volkswagen manufactures dependable automobiles. But the simple fact is that a car is no safer than the person behind the wheel or than the person behind the wheel of the car coming at it. In supporting Drive For Life, we are making a corporate commitment to the task of eliminating drunk drivers from our highways, a commitment we intend to stand by in the months and years to come."

Future Volkswagen programs, Fuller said, will include distribution of an educational film on drunk driving sponsored by the company, and staging of fund-raising events to increase public awareness of the seriousness of drunk driving.

With more than 650,000 members and supporters, MADD is the largest victim-assistance program in the world. The organization is dedicated to eliminating drunk driving as a nationwide dilemma through a wide range of programs aimed at mobilizing public opinion and impacting public policy. Nearly 20 percent of the organization's members have lost loved ones in alcohol-related crashes.

#

DANIEL J. EDELMAN, INC.

211 East Ontario Street
Chicago, Illinois 60611
Phone 312. 280-7000
Telex 254315
Telecopier 312. 280 7054

Public Relations
EDELMAN

"DRIVE FOR LIFE" AIMS TO REDUCE DRUNK DRIVING DEATHS

- * A 17-year-old senior class president who was also a homecoming queen, a Sunday school teacher and an incoming freshman at Temple University was killed by a drunk driver--July 27, 1987, Honesdale, PA.
- * An ex-elementary school principal is convicted of involuntary manslaughter for a drunk-driving crash which killed a man--April 29, 1987, Fort Worth, TX.
- * Three generations in one family--grandmother and father killed and son permanently disabled in three separate crashes--June 18, 1987, Newark, NJ.

Every day, 66 Americans are killed in automobile crashes involving a drunk driver, but if Volkswagen United States, Inc., and Mothers Against Drunk Driving (MADD) have their way, the death toll on October 24, 1987, may be drastically reduced.

That is the goal of the national Drive for Life campaign, sponsored by Volkswagen on behalf of MADD, and involving the combined efforts of Volkswagen's 900 dealerships and MADD's almost 400 chapters nationwide. With a launch date of October 1, the public education campaign is focused upon raising public awareness of the tragic consequences of drunk driving. More specifically, the campaign is aimed at obtaining a commitment from all Americans not to drink and drive on October 24.

Chicago Dallas Houston Los Angeles New York St. Louis San Francisco Washington
Dublin Frankfurt Hong Kong Kuala Lumpur London Singapore Sydney Tokyo

Norma Phillips, president of MADD, said that in 1986 alone, over 23,000 people were killed by drunk drivers. Over the past 10 years, the grim statistics average out to more than one injury every minute and one death every 22 minutes.

"The MADD/VW public service campaign will be aimed at both those who currently drink and drive and those who are affected by drunk drivers," she said. "We want people to know that there are alternatives to drinking and driving and that your responsible actions can stop these tragic occurrences."

Jim Fuller, vice president in charge of Volkswagen United States, Inc., said that his company's decision to sponsor the Drive for Life campaign was prompted by statistics showing that alcohol-related crashes continue to be a "national tragedy" despite stricter laws regarding minors and stiffer penalties for those convicted of drunk driving. He cited figures from the National Highway Traffic Safety Administration showing that:

- o Two of every five Americans will be involved in an alcohol-related crash at some time in their lives.
- o Each year a total of two million people suffer death, injury or property damage at the hands of a drunk driver.
- o In the last 10 years, 11 million American families have experienced the death or serious injury of a loved one resulting from a drunk driving incident.

"We believe the answer to the problem is public awareness, and we are committing Volkswagen's corporate resources to the cause of education," Fuller said.

MADD's Norma Phillips explained that it is not drinking, but the combination of drinking and driving that the campaign will confront.

"We're not against alcohol. We're for being responsible behind the wheel, responsible so that others might live," she said.

The Drive for Life campaign will warn drivers that it does not require a lot of drinks to become a danger on the road.

"While most states set the legal limit for blood alcohol content at .10, most people become impaired at levels of just .05. This means for many people, impairment will result after only two drinks," the MADD president said. "A driver must make about 200 decisions per minute, and it takes very little alcohol to slow your reaction time or affect your vision."

While MADD is pushing for a lowered legal limit for blood alcohol content, the organization sees tough laws as only a part of the solution.

"In 1986, 1.7 million drunk drivers were arrested, and 30 percent of these were repeat offenders; still, only one in 2,000 legally drunk drivers is ever stopped," Phillips noted. "Strict laws will help, but more importantly, we have to change attitudes and behavior."

Presently, alcohol-related crashes are the number one cause of death for those aged 15-24, and the Drive for Life campaign will direct a special message toward this group.

"Education about the dangers of drinking and driving must start at a very young age," Phillips said. "By the time teenagers reach high school, their attitudes about this are hardened."

Through the October Drive for Life observance day and the public education campaign, Volkswagen and MADD hope to significantly reduce the incidence of alcohol-related traffic deaths and to increase the number of people actively involved in combatting this national problem.

"If we go through just one day with a reduced incidence of death, we will be encouraged," Phillips said. "But our hope is that the impact of the program will continue to be felt months later when people think to themselves, 'I don't want to be a statistic today, either.'"

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DRUNK DRIVING FACT SHEET

Deaths & Injuries:

- Every 22 minutes, one person dies in an alcohol-related traffic crash. (NHTSA 1986)
- Approximately 66 people are killed each day due to drunk driving crashes. (NHTSA 1986)
- in 1986 alone, more than 23,000 people died because of drunk driving crashes. (NHTSA 1986)
- Traffic crashes are the greatest cause of death for people between the ages of 5-34. More than half of these are alcohol-related. (NHTSA 1986)
- 560,000 people are injured each year in drunk driving traffic crashes, which is a 1 per minute average. (NHTSA 1986)
- 43,000 people are seriously injured every day due to alcohol-related traffic crashes. (NHTSA 1986)
- About 41% of all fatal crashes in 1986 involved a drunk driver or pedestrian. (NHTSA 1987)

Teenagers (ages 15-19) And Drunk Driving:

- In 1986, approximately 10 teenagers died each day because of drunk driving crashes. (NHTSA 1986)
- In 1986, 3,538 teenagers died in drunk driving crashes--that's 31% of all fatally injured teenaged drivers. (NHTSA 1986)
- More than 40% of all teenage deaths result from motor vehicle crashes--More than half of these involve drinking. (NHTSA 1986)
- In 1986, nearly 31% of all fatally injured teenagers were intoxicated. (NHTSA 1986)
- One out of three teenagers say they have been in a car with a driver who was intoxicated. (Gallop 1984)
- Young people aged 15-24 make up 19% of the population, but constituted nearly 37% of alcohol-related fatalities in 1986. (NHTSA 1986)

General Statistics:

- Drunk driving is the most frequently committed crime in the nation today. DWI arrests in 1986 totalled more than three times the total for all other violent crimes (murder, robbery, forcible rape, and aggravated assault). (FBI 1986)

-Estimates of the economic cost of drunk driving have been as high as 24 billion dollars. (Allstate 1982)
-2 out of every 5 Americans will be involved in an alcohol-related crash at some point in their lives.

-A general Accounting Office survey of research on the effects of raising the drinking age shows that the fatalities in the age groups affected by the change in laws (18, 19, and 20) declined an average of 13-16%, and the available longitudinal studies reported significant decreases were sustained over time. (IIHS 1987)

-The U.S. Supreme Court upheld the right of the federal government to withhold some highway safety funds from states not in accordance with the 21 drinking age law in June of 1987. As of August 1987, all but 2 states complied--South Dakota and Wyoming. South Dakota will comply on April 1, 1988.

Sources:

NHTSA--National Highway Traffic Safety Administration.

IIHS-Insurance Institute For Highway Safety.

-The NHTSA defines a traffic crash or a motor vehicle crash as alcohol-related if either a driver or a pedestrian had a measurable or estimated blood alcohol concentration (BAC) of .01 percent or above in a police-reported traffic crash.

-The legal definition of driving while intoxicated is a BAC of .10 percent in most jurisdictions.

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