

Twentieth Annual

2004
National Awards Program

of the

National Commission

Against Drunk Driving



Presented in Partnership with Farmers Insurance



Dear Friends

The National Commission Against Drunk Driving created its National Awards Program to foster a nationwide exchange of innovative program ideas and effective techniques in fighting the war against drunk driving. The Nineteenth Annual NCADD National Awards Program will culminate with our annual NCADD Awards Luncheon as we recognize and honor outstanding efforts from around the United States in the fight against drunk driving.

The NCADD has taken the lead in calling for a comprehensive approach to fighting impaired driving. We believe the greatest results are achieved by implementing prevention as well as deterrence programs aimed at underage youth, young adults and chronic drunk drivers. Please indicate in your entries, regardless of category, if the nominee's efforts had any impact on these target groups.

As part of National Drunk and Drugged Driving Prevention Month, the National Commission Against Drunk Driving will honor the outstanding achievements of our National Awards Winners. Our long-time partner, Farmers Insurance - the nation's - third largest auto insurer - is once again sponsoring this important awards program. Farmers is committed to changing public attitudes about impaired driving, and we cannot thank them enough for their continued support.

By sharing information about programs, strategies and partnerships that work, we hope that government officials, private companies, community organizations and dedicated individuals throughout the country will be able to incorporate these effective techniques into their own efforts. If something is working in your community, we need you to share it. Please help in our mission by nominating noteworthy individuals and organizations for consideration of a National NCADD Award.

Sincerely,



John V. Moulden
President

Award

Categories & Criteria

Legislative Leadership

Criteria: For lawmakers whose vigorous efforts have ensured the passage of impaired driving legislation.

Eligibility: Members of Congress, state legislators and other lawmakers.

Adjudication

Criteria: For nominees whose efforts have shown outstanding initiative in the prosecution and adjudication of DWI offenders.

Eligibility: Prosecutors, judges, probation officers, other court system personnel and agencies involved in these areas.

Law Enforcement

Criteria: For law enforcement officials who have demonstrated excellence in implementing innovative techniques in the detection and deterrence of DWI offenders.

Eligibility: Police officers, patrol units and law enforcement departments or agencies.

Corporate Leadership

Criteria: For companies which have taken a leadership role in fostering traffic safety programs, legislative initiatives and other effective strategies to reduce impaired driving.

Eligibility: Businesses of any size.

Education & Prevention

Criteria: For outstanding efforts in formulating creative prevention or education programs aimed at informing people about the dangers of drinking and driving.

Eligibility: Local or state agencies, businesses, public service groups, community organizations, educators, and schools.

Youth Initiative

Criteria: A young person, youth group or organization which has demonstrated unprecedented leadership in reducing impaired driving among youth.

Eligibility: Young individuals, school-based groups, community organizations or government agencies.

Government Leadership

Criteria: For elected or appointed officials from the executive branch who have shown personal dedication in leading efforts to reduce impaired driving.

Eligibility: Federal officials, governors, mayors and other public servants.

Citizen Activist

Criteria: For persons who have given significant efforts to changing public attitudes and behavior in the war against drunk driving.

Eligibility: Individuals, citizen organizations, the faith community, civic groups, local task forces and chapters of national organizations.

Media Awareness

Criteria: For exceptional coverage of impaired driving issues.

Eligibility: Television, radio and print media.

State

Criteria: For the most comprehensive state impaired driving prevention program. The program should encompass prevention, deterrence, treatment and program management. Include all efforts occurring in the state and any evidence of the program's impact.

Eligibility: The fifty states, the District of Columbia and U.S. territories. Only one application per state will be accepted in this category.

Co-Chairs:

John V. Moulden - *National Commission Against Drunk Driving*

Jeffrey C. Beyer - *Farmers Insurance*

Members:

Doris Aiken - *Remove Intoxicated Drivers*

Liz Tobin - *Beer Institute*

Jeff Michael - *National Highway Traffic Safety Administration*

Jonathan Adkins - *Governors Highway Safety Association*

Jennifer Livengood - *National Association of Broadcasters*

Richard Ashton - *International Association of Chiefs of Police*

Stephen Wallace - *Students Against Destructive Decisions*

Stephen Talpins - *National Traffic Law Center of the*

American Prosecutor's Research Institute

William Georges - *The Century Council*

Awards
Committee

Please monitor the NCADD web site for additional information on the award

Entry Requirements

Entries should be no longer than three pages in length. The following information should be included in each entry and numbered accordingly:

1. Award category being entered (*limit one per entry*).
2. Name, organization, address and daytime telephone number of individual making the nomination.
3. Name, organization, address and daytime telephone number of award nominee.
4. Please include name on each page.
5. Description of the specific problem the organization or individual is attempting to solve.
6. Brief summary of the program or activity being nominated.
7. Brief program history including: development, implementation, target audiences (such as Underage Drinkers, Young Adult Drinking Drivers, or Chronic Drunk Drivers), etc.
8. List general budget information, including source(s) of funds - highlighting private sector involvement and in-kind contributions.
9. Explanation of any limitations or special challenges faced.
10. Description of the results including how the goals and objectives were met and the methods used for evaluation.

Additional items may be submitted in support of the nomination. Supporting items can include promotional materials such as posters, brochures, videotapes (VHS format), news stories or published articles and photographs. Please securely fasten or label supporting items to the entry.

Materials will be returned only if mailing label and postage are included. Self-nominations are encouraged and accepted.

Contest Dates:

October 1, 2004

Deadline to submit entries

October 27, 2004

National winners notified

Annual Awards Luncheon

Washington, DC

Submit Nominations To:

**National Commission Against Drunk Driving
Awards Nomination**

8403 Colesville Road, Suite 370

Silver Spring, Maryland 20910

240-247-6004 Fax 240-247-7012

email: hwatson@ncadd.com

