

One call could save a life.



*California's 2007 Holiday DUI Crackdown*

# Media Relations Guide *for* County/Regional Avoid Programs

STATE OF CALIFORNIA  
BUSINESS, TRANSPORTATION AND HOUSING AGENCY

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November 2007

Dear Avoid Grantee,

With 38 DUI Avoid campaigns taking place across the state this holiday season, I would like to take this opportunity to provide some direction and guidelines regarding outreach to ensure that we are providing a clear and consistent message to the media, and in turn, the public at large.

Again this year, the Office of Traffic Safety (OTS), California Highway Patrol (CHP), Department of Motor Vehicles (DMV), Department of Alcoholic Beverage Control (ABC) and Caltrans are collectively promoting the use of the 911 emergency phone number, as a call to action to report suspected drunk drivers in California. This outreach to the public will act as an important deterrent to potential drunk drivers as we gear up for the holiday enforcement period. You can expect to see messages to *Report Drunk Drivers — Call 911* on Caltrans changeable message signs, via radio advertising, in printed materials and more.

*We are asking that you integrate the Report Drunk Drivers — Call 911 message into your regional DUI Avoid press announcements, media events and outreach.* Included in this guidebook are sample media materials and creative elements, including: Web banner PSAs to post on your respective department Web sites, print PSAs to share with your local media and additional information. Electronic versions of the media materials and PDFs of the creative can be downloaded via the OTS Web site at [www.ots.ca.gov](http://www.ots.ca.gov). Please use these materials in your own regions as appropriate.

In early December, we will also send each Avoid campaign a supply of brochures featuring the *Report Drunk Drivers — Call 911* message for distribution to motorists at upcoming checkpoints. Please make an effort to distribute and use these materials to help inform the public.

If you have any questions regarding these materials or would like to request a specific number of brochures, please contact Jenny Padilla at (916) 418-1500 or via email at [jenny.padilla@ogilvypr.com](mailto:jenny.padilla@ogilvypr.com).

Thank you in advance for your support and participation in this life-saving effort.

Sincerely,

A handwritten signature in black ink that reads "Chris Murphy".

Christopher J. Murphy  
Director  
California Office of Traffic Safety

## CALIFORNIA'S 'AVOID' PROGRAM

### Background

The National Highway Traffic Safety Administration (NHTSA) encourages States to enact legislation authorizing the use of sobriety checkpoint enforcement efforts and to fully implement checkpoints once enacted. Sobriety checkpoints are a tool that adopts the effective strategy of employing high-visibility enforcement combined with publicity that States can use to reduce impaired driving by creating both general and specific deterrence.

California's 'Avoid' program started in Santa Clara County with the 'Avoid the 13' in late 1973. The term 'Avoid' refers to a cluster of law enforcement agencies in a particular region that join forces during peak holiday periods to fight drunk driving. The number after the name – Avoid the 13, for example – indicates the number of police agencies in that region's task force. The name of the program – 'Avoid' is a message to motorists that simply means this: don't drink and drive and you'll therefore avoid being arrested.

NHTSA defines a sobriety checkpoint as the stopping of vehicles, or a specific sequence of vehicles (e.g., every fifth vehicle), at a predetermined fixed location to detect drivers who are impaired by alcohol and/or other drugs. One purpose of a sobriety checkpoint is to increase the perceived risk of detection and arrest for individuals who might otherwise decide to drive impaired. This is a checkpoint's general deterrence effect. The fact that all, or a predetermined proportion of, vehicles are stopped reduces the impaired drivers' confidence that they can avoid being detected by concealing or compensating for alcohol and/or drug impairment.

### Key Facts:

- In 2006, 17,602 people were killed in the United States in alcohol-related motor vehicle traffic crashes, and an estimated 15,121 people were killed in traffic crashes that involved at least one driver or motorcycle operator with a blood alcohol concentration (BAC) of .08 or higher.
- The use of checkpoints enhances the visibility of overall impaired-driving enforcement efforts and contributes significantly to general and specific deterrence.
- Literature reviews show that checkpoints are associated with reductions in alcohol-related fatalities—a median decrease of 20 percent.
- Checkpoints were found effective regardless of staffing levels or location movement. This means low staffing and frequently moving checkpoints are feasible enforcement options.
- As of January 2006, sobriety checkpoints are allowed in 39 States, the District of Columbia, and Puerto Rico. Iowa, Idaho, Michigan, Minnesota, Montana, Oregon, Rhode Island, Texas, Washington, Wisconsin, and Wyoming do not allow sobriety checkpoints.

### Incentive Grant Program

In 2005, Congress enacted the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). Section 2007 of SAFETEA-LU amends the alcohol-impaired-driving countermeasures incentive grant program (under Section 410 of chapter 4 of Title 23) to encourage States to adopt and implement effective programs to reduce traffic safety problems resulting from individuals driving while impaired by alcohol. One of the countermeasures promoted in the statute includes conducting a series of high-visibility, statewide law enforcement campaigns and the use of sobriety checkpoints or saturation patrols. A State may use these grant funds to implement the checkpoints or patrols. Reports and additional information are available from your State Highway Safety Office; the NHTSA Regional Office serving your State; NHTSA Headquarters, Office of Impaired Driving and Occupant Protection, ATTN: NTS-111, 400 Seventh Street, SW., Washington, DC 20590; 202-366-2683; or NHTSA's Web site at [www.nhtsa.gov](http://www.nhtsa.gov).

## FORMAT ON AGENCY OR AVOID LETTERHEAD

SAMPLE PRESS RELEASE

**For Immediate Release**

December [X], 2007

**Contact:** [Name, Agency]

[Office Phone/Cell Phone]

‘Avoid the [X]’ Holiday DUI Crackdown in [County/Region]  
Public Asked to Call 911 to Report Suspected Drunk Drivers

[City], Calif.) — Local law enforcement agencies are preparing for one of the State’s most aggressive impaired driving crackdowns of the year, with [X] agencies taking part in the ‘Avoid the [X]’ campaign as part of California’s holiday DUI crackdown. California’s effort coincides with the national “Drunk Driving. Over the Limit. Under Arrest.” campaign taking part across the country.

The California Office of Traffic Safety (OTS), which provided grant funding for the Avoid program’s efforts including officer overtime for sobriety checkpoints and saturation patrols, is also asking for the public’s help in reporting suspected drunk drivers by calling 911.

“Law enforcement can only do so much,” said OTS Director Christopher J. Murphy. “Knowing that other motorists are going to report drunk drivers is a significant deterrent. All of our efforts are aimed at preventing a drunk driver from getting behind the wheel in the first place. One phone call really can save a life.”

[Include paragraph detailing the planned activities of the regional AVOID program, such as sobriety checkpoints, saturation patrols, etc.]

2006 marks the eighth consecutive year in which alcohol-related fatalities have increased in California, with a 0.015 percent increase between 2005 and 2006.

“We want motorists to exercise common sense and good judgment when calling 911 to report a suspected drunk driver,” said [Local Agency Name, Title]. “Under no circumstances should the public make an attempt to follow or stop the vehicle or interact with the driver. Please leave that to the trained professionals by calling 911.”

According to the National Highway Traffic Safety Administration (NHTSA), the following clues can help motorists detect a drunk driver:

- Appearing to be impaired or drinking in the car
- Turning with a wide radius or straddling the center of the road or lane marker
- Almost striking another object or vehicle and weaving or zigzagging across the road
- Turning abruptly or illegally and driving slower than 10 mph below the speed limit
- Following others too closely, drifting or moving in a straight line at an angle and erratic braking
- Driving into opposing or crossing traffic or driving with headlights off

In 2006, 1,597 people were killed and 31,099 were injured in alcohol-related crashes in California, compared to 1,574 fatalities and 30,810 injuries in 2005. The Office of Traffic Safety (OTS), through the Business, Transportation and Housing Agency (BT&H), awarded \$4 million in grants to 98 local police departments to conduct sobriety checkpoints throughout the year, including the upcoming holiday period. In addition, OTS has allocated \$4.8 million to fund 38 DUI Avoid campaigns in 41 counties, counties, involving the CHP and more than 400 police and Sheriff Departments.

###

**Editor’s note:** To schedule an interview regarding impaired driving efforts, or request a ride-along with law enforcement during the holiday period, please contact [Name] at [Phone] or via email at [E-mail].

\* Statistics based on California Highway Patrol 2006 provisional data and Department of Motor Vehicles.

FORMAT ON AGENCY OR AVOID LETTERHEAD

SAMPLE LETTER TO THE EDITOR

December 1, 2007

Dear Editor:

Each year law enforcement in California, including the 'Avoid the [X]' in [*County/Region*], prepare for a holiday season filled with sobriety checkpoints, saturation patrols and warrant sweeps in an effort to remove impaired drivers from our roadways before they hurt or kill themselves or others. We plan, prepare and coordinate efforts to make as much of an impact with limited resources as possible. It truly is a matter of life and death.

This year, law enforcement throughout California is asking for the public's help in spotting suspected drunk drivers by calling 911. We are asking motorists to be prepared to report the location, direction, make, model and license plate of the vehicle to the authorities so we can follow up appropriately.

Utilizing citizens and motorists to alert law enforcement to possible impaired drivers can greatly enhance the efforts of local law enforcement and California Highway Patrol officers. And this outreach should also serve as a deterrent to potential drunk drivers. Be forewarned that your fellow motorists will have their eyes open. And with more than half of all motorists using cell phones, those who choose to drive impaired run a much greater risk of being caught.

The 'Avoid the [X]' appreciates the assistance of all citizens to prevent impaired driving and thanks you in advance for your support. One call really can save a life.

Sincerely,

[*Name*]

[*Title*]

[*Agency*]

## FORMAT ON AGENCY OR AVOID LETTERHEAD

California's 2007 DUI Enforcement Crackdown

*Report Drunk Drivers — Call 911*

### **Spotting & Reporting Drunk Drivers Tip Sheet**

#### **How to Report a Drunk Driver**

1. Call 911 and tell them you wish to report a suspected drunk driver.
2. Give the exact location of the vehicle, including the name of the road or cross streets and the direction they're traveling.
3. Give a complete description of the vehicle, such as make, model, color, license plate number, etc.
4. Describe the manner in which the vehicle is being driven.
5. If you continue to get a busy signal when calling 911, try calling your local police or sheriff's department to report the drunk driver (consider programming your local law enforcement's number into your cell phone).

#### **How to Spot a Drunk Driver**

The following signs can help you detect an impaired driver on the road:

- Turning with a wide radius
- Straddling the center of the road or lane marker
- Appearing to be drunk (i.e., eye fixation, face close to windshield, drinking in the vehicle)
- Almost striking an object or another vehicle
- Weaving or zigzagging across the road
- Driving on surfaces other than a designated roadway
- Swerving or abruptly turning away from a generally straight course
- Turning abruptly or illegally
- Driving slower than 10 mph below the speed limit
- Stopping without cause in a traffic lane
- Stopping inappropriately
- Following others too closely
- Drifting or moving in a straight line at a slight angle to the roadway
- Erratic braking
- Driving into opposing or crossing traffic
- Signaling that is inconsistent with driving actions
- Slow response to traffic signals, including sudden stops and delayed starts
- Driving with headlights off

*'How to Spot a Drunk Driver' clues courtesy of the National Highway Traffic Safety Administration as ways to distinguish between nighttime drunk and sober drivers.*

California's 2007 DUI Enforcement Crackdown

*Report Drunk Drivers — Call 911*

**Frequently Asked Questions**

**How many people are killed by drunk drivers each year?**

In 2006, 1,597 people were killed and 31,099 were injured in alcohol-related crashes in California, compared to 1,574 fatalities and 30,810 injuries in 2005.

**How many people are arrested for DUI each year?**

In 2005, 182,414 people were arrested in California for driving under the influence.

**How do I know if a driver is driving drunk, or just a bad driver?**

There are a variety of clues that might indicate a drunk driver, including: turning wide, almost striking another vehicle, weaving, swerving or turning abruptly, following too closely, erratic breaking and driving with headlights off, among others. For a complete list of clues on how to spot a drunk driver, visit [www.ots.ca.gov](http://www.ots.ca.gov).

**How can the public report a drunk driver?**

Call 911 from your mobile phone. If you continue to receive a busy signal when calling 911, call your local police or sheriff's department to report a drunk driver.

**What happens when someone calls 911 to report a suspected drunk driver in California?**

The 911 dispatcher will ask for the exact location of the vehicle, a vehicle description (make, model, color), as well as the license plate number. That information will then be relayed to officers in the field.

**Do I have to give my name if I call to report a suspected drunk driver?**

No. You can remain anonymous.

**If I see a drunk driver, should I try and stop the car or talk to the driver?**

No. Leave that to trained professionals. Don't try to stop or follow the vehicle or detain the drunk driver if they stop. Do not attempt to act in the capacity of any police, fire or medical personnel unless you are properly trained and authorized to perform that function.

**Will sobriety checkpoints be taking place in my area around the holidays?**

Yes. More than 480 police, sheriff and area CHP commands across 41 counties will be conducting sobriety checkpoints in California.

**What does a DUI cost?**

A DUI in California can cost anywhere from \$5,200 to \$7,200, including:

- |   |                    |
|---|--------------------|
| • Vehicle tow charges                       | \$125              |
| • Bail                                      | \$110              |
| • Attorney fees (just to plead guilty)      | \$500              |
| • Penalties and court fees                  | \$1,500            |
| • DUI school                                | \$650              |
| • Insurance rate increase (for three years) | \$2,500 to \$5,000 |

*Plus...*

- Two days in jail
- Three years probation
- Drivers license suspension
- Missed time off work
- DUI conviction on your record for 10 years

**Where can I find complete data on California DUI collisions, by County?**

For 2005 statewide and county arrest data, visit <http://www.chp.ca.gov/switrs/>

Additional DUI arrest data is also available from the Department of Justice at:  
<http://ag.ca.gov/cjsc/statisticsdatatabs/databsarrests.php#duiArrests>

## FORMAT ON AGENCY OR AVOID LETTERHEAD

### California's 2007 DUI Enforcement Crackdown

#### *Report Drunk Drivers — Call 911*

#### **Fact Sheet**

##### **California Data**

In California, 1,597 people were killed in alcohol related crashes in 2006, up from 1,574 fatalities in 2005 – an increase of 0.015 percent. Additionally in 2006, there were 31,099 people injured in alcohol-related crashes, up from 30,810 in 2005.

In California, 182,414 people were arrested for driving under the influence (DUI) in 2005.

The average alcohol-related fatality in California costs \$3.8 million, including \$1 million in monetary costs and \$2.8 million in quality of life losses.

The estimated cost per injured survivor of an alcohol-related crash averaged(s) \$115,000 including \$55,000 in monetary costs and \$60,000 in quality of life losses.

Alcohol-related crashes accounted for an estimated 20 percent of California's auto insurance payments. Reducing alcohol-related crashes by 10 percent could save \$300 million in claims payments and loss adjustment expenses.

##### **National Data**

Nationally, there were 17,602 alcohol-related fatalities in 2006 – an increased by 0.1 percent from 17,590 in 2005.

Alcohol-related motor vehicle crashes kill someone every 31 minutes and non-fatally injure someone every two minutes.

In 2006, half (50%) of the drivers involved in fatal crashes who had been drinking had a blood alcohol content (BAC) of .16 or above.

Nationally, the rate of alcohol involvement in fatal crashes is more than three times higher at night, compared to daytime offenses.

In 2006, 42 percent of all fatal crashes during the week were alcohol-related, compared to 58 percent on weekends.

*Sources: Statistics provided by the California Highway Patrol Statewide Integrated Traffic Records System (SWITRS) and the National Highway Traffic Safety Administration's (NHTSA) National Center for Statistics and Analysis (Alcohol Traffic Safety Facts 2006).*

## FORMAT ON AGENCY OR AVOID LETTERHEAD

### California's 2007 DUI Enforcement Crackdown

#### *Report Drunk Drivers — Call 911*

#### **Talking Points**

The following talking points can be used by public information officers and other media spokespersons on behalf of the 'Avoid' program:

- 'Avoids' are a cluster of law enforcement agencies in a particular region that join forces during peak holiday periods to fight drunk driving. The number after the name – Avoid the 13, for example – indicates the number of police agencies in that county's task force. The name of the program – 'Avoid' is a message to motorists that simply means this: don't drink and drive and you will avoid being arrested.
- As of October 2007, there are 38 working 'Avoids' in California encompassing 41 counties that involve more than 480 law enforcement agencies.
- Santa Clara County formed the first 'Avoid' the 13 in late 1973.
- The best defense against a drunk driver is wearing a seat belt.
- Designate a sober driver ahead of time. A designated driver is a non-drinking driver.
- Drivers who are swerving on the road are often drunk or impaired. Call 911 to report drunk drivers. If you continue to encounter a busy signal, call you local police or sheriff's department.
- Once you spot a drunk driver, keep your distance. You should be prepared to report the location and direction of travel.
- In 2006, 1,597 people were killed in an alcohol-related collision in California, and 31,099 were injured (CHP/ SWITRS). This represents a 0.015 percent increase in fatalities compared to 1,574 fatalities in 2005.

#### **Previous Year Totals**

Alcohol Involved Crashes (California)		
<b>Year</b>	<b>Persons Killed</b>	<b>Persons Injured</b>
2006	1,597	31,099
2005	1,574	30,810
2004	1,462	31,538
2003	1,445	31,337
2002	1,411	32,073
2001	1,308	31,806

*\*Statistics from California Highway Patrol.*

**California Highway Patrol  
Statewide Integrated Traffic Reporting System — SWITRS**

California Statistics — 2006 Alcohol  
Involved Fatalities and Injuries

County	Persons Killed	Persons Injured
Alameda	41	1023
Alpine	1	9
Amador	1	50
Butte	11	228
Calaveras	4	64
Colusa	3	31
Contra Costa	38	618
Del Norte	4	33
El Dorado	14	224
Fresno	59	801
Glenn	6	37
Humboldt	5	189
Imperial	5	158
Inyo	2	41
Kern	75	794
Kings	16	153
Lake	5	136
Lassen	5	26
Los Angeles	300	7718
Madera	27	223
Marin	6	166
Mariposa	3	22
Mendocino	8	119
Merced	14	232
Modoc	1	12
Mono	2	33
Monterey	16	312
Napa	2	166
Nevada	4	114

County	Persons Killed	Persons Injured
Orange	85	2192
Placer	16	252
Plumas	2	37
Riverside	155	1975
Sacramento	55	1415
San Benito	1	50
San Bernardino	152	1932
San Diego	115	3056
San Francisco	14	376
San Joaquin	48	694
San Luis Obispo	22	292
San Mateo	13	337
Santa Barbara	15	415
Santa Clara	27	1024
Santa Cruz	9	201
Shasta	9	257
Sierra	2	8
Siskiyou	7	54
Solano	10	290
Sonoma	17	443
Stanislaus	25	414
Sutter	5	66
Tehama	8	77
Trinity	2	34
Tulare	45	480
Tuolumne	7	79
Ventura	37	707
Yolo	9	142
Yuba	7	67
<b>Total</b>	<b>1,597</b>	<b>31,099</b>

*Sources: Alcohol involved collisions statistics based on 2006 California Highway Patrol SWITRS provisional data*

## FORMAT ON AGENCY OR AVOID LETTERHEAD

California's 2007 DUI Enforcement Crackdown

*Report Drunk Drivers — Call 911*

### Party Planning Tips

#### **Be a Responsible Host: Know the Facts**

The winter holidays are a time to enjoy the company of family, friends, and coworkers. Whether you are planning a dinner, informal gathering or holiday party, your job as host is very important. Many responsibilities include: planning the menu or catering, organizing entertainment, and considering space arrangements. However, some of the most crucial details can be overlooked in all the frenzy. Perhaps your most important responsibility as host for a party or gathering is to take steps to ensure your guests' safety both during and after the celebration when alcohol is involved.

Drinking and driving is an all too familiar and tragic combination. During the holiday season, there are more people on the road, and they are consuming alcohol during holiday celebrations – so it's important to plan an event where non-alcoholic beverages and alternative transportation options are available.

#### **Tips for Party Givers**

- Avoid making alcohol the main focus of social events. Entertain guests with music, dancing, games, food and lively conversation.
- Did you know that one in three adults prefers a non-alcoholic beverage? Make sure to offer plenty of non-alcoholic choices such as sparkling water, fancy juice drinks and soft drinks.
- Provide guests with nutritious and appealing foods to slow the effects of alcohol. High protein and carbohydrate foods like cheese and meats are especially good. They stay in the stomach much longer, which slows the rate at which the body absorbs alcohol. Avoid salty foods that encourage people to drink more.
- Require bartenders to measure the correct amount of liquor into drinks (no doubles) and instruct them not to serve anyone who appears to be impaired. Have the bartender check the ID of anyone who appears to be under the age of 30 (no ID, no alcohol).
- Stop serving drinks at least 1 hour before the end of the event. Instead, serve coffee, non-alcoholic beverages and desserts.
- Recruit people ahead of time who will not be drinking to help you make sure everyone has a safe ride home.

#### **When the Party's Over**

Your responsibility as a host is even more important when the party's over. If any of your guests are unable to drive due to alcohol impairment, be sure to provide several options. Below are a few suggestions:

Be prepared to offer your guests alternate forms of transportation.

- Know what "safe ride" programs are available in your area.
- Keep the phone numbers of several cab companies handy.

If your event will be held in or are close to a hotel, encourage guests ahead of time to book rooms for the night. Provide drinkers with alternatives to driving.

- Offer your place for guests to spend the night.
- Call a taxi.
- Ask someone who was not drinking to drive your friend home.

Don't let anyone who has been drinking drive. If the drinker insists, take the keys, ask for help from other guests, or temporarily disable the car. If all else fails, say you will call the police (and do so).

### Recipes For a Really Fun Party

You don't need alcohol to feel good. The following non-alcoholic drink recipes are courtesy of the National Highway Traffic Safety Administration and Join Together, a national resource center for communities working to reduce substance abuse. Many of these unique drinks can add flavor to your party by giving your guests healthy, tasty alternatives to alcoholic beverages. Enjoy!

#### Citrus Collins

Fill a 10–12 oz. glass with ice cubes	2 oz. orange juice
1 oz. lemon juice	1 oz. flavored syrup

Fill with club soda. Garnish with an orange slice or a cherry.

#### Mai-Tai

1/2 cup pineapple juice	1/4 cup orange juice
1/4 cup club soda	1 tbsp. cream of coconut
1 tbsp. grenadine syrup	

In shaker or tall glass, combine ingredients; shake or stir to blend. Add crushed ice.

#### Lemon-Strawberry Punch

1 can (6 oz.) frozen orange juice concentrate, thawed	1 pkg. frozen sliced strawberries
1 can (6 oz.) frozen lemonade concentrate	1 quart carbonated water
1 quart ginger ale	sliced bananas (garnish)
sliced oranges or lemons (garnish)	

Combine frozen lemonade, strawberries (half-thawed with juice), and orange juice. Place in a punchbowl with ice. Just before serving, add carbonated water and ginger ale. Garnish with thin slices of orange or lemon. Serves 20.

#### Holiday Delight

Blend the following ingredients in a mixer:

1/2 cup orange juice	1/4 cup frozen strawberries
1/4 cup cranapple juice	1/4 cup half-and-half
1/2 banana	

Pour into a tall glass.

#### Viennese Coffee

Combine:

1/4 cup whipped cream	1 tbsp. powdered sugar
1/2 tsp. vanilla extract	

Beat until stiff.

Pour 3 cups of very strong coffee (decaffeinated is fine) into four cups. Float whipped cream mixture on top. Garnish with 1/2 tsp. grated orange peel. Use cinnamon sticks in each cup as servers.

### **The C&C Express**

In a blender, mix the following on low speed to smooth consistency:

6 oz. chocolate chip ice cream	1/4 cup brewed espresso coffee
1/4 cup half-and-half	3 tbsp. cream of coconut

Pour into an 8-ounce serving glass. Top with whipped cream and chocolate shavings. Garnish with a cookie and serve immediately.

### **The Natural Blend**

Blend the following ingredients in a mixer:

1/2 banana	6 strawberries
2 oz. apple juice	1/4 apple, with the skin
2 oz. fresh pineapple	1/2 cup ice

Serve in a wine glass. Garnish with fresh strawberries.

### **Frosty Mocha**

1/2 gal. chocolate ice cream, softened	8 cups coffee, chilled
1 pint half-and-half	1 tsp. almond extract
1/8 tsp. salt	1 square semi-sweet chocolate, grated
1/4 tsp. ground cinnamon	

With mixer at low speed, beat ice cream and 3 cups coffee until smooth. In chilled 5–6 qt. punch bowl, stir ice cream mixture, half-and-half, almond extract, salt, and 5 cups of coffee until blended. Sprinkle with grated chocolate and cinnamon. Makes 16 8 oz. servings.

### **Fizzled Wine**

1/2 cup white grape juice	1/2 cup lemon-lime soda
1/2 tsp. sugar (optional)	Combine ingredients in tall glass; stir to blend. Add ice.

Makes one serving.

### **Southern Style Eggnog**

4 eggs, separated	1/2 cup sugar
1/4 tsp. salt	3 cups milk
1 cup whipping cream	2 tsp. vanilla extract
nutmeg	whipped cream to garnish

While beating the egg yolks, gradually add sugar and salt. Gradually stir in milk and cream. Heat mixture over hot water or over low heat, stirring constantly, until it thickens and coats a metal spoon. Cool. Add vanilla extract and chill thoroughly. Beat egg whites until soft peaks form; gradually add remaining 1/4 cup sugar. Beat the refrigerated mixture until smooth and frothy. Fold in beaten egg whites. Sprinkle nutmeg and garnish with whipped cream.



Logo



1 Color Logo



2 Color Logo

Print Public Service Announcements

Color Print PSA, 6" x 10" actual size

Black and White Print PSA, 6" x 10" actual size

Color Print PSA, 2" x 7" actual size

Black and White Print PSA, 2" x 7" actual size

Black and White Print PSA, 4" x 2" actual size

Web Banners



Web Banner, 468 pixels x 60 pixels

**If you see a drunk driver on the road, call 911.**

Provide law enforcement with:

- exact location
- vehicle make & model
- license plate

**One call could save a life.**



Web Banner, 125 pixels x 125 pixels



Web Banner, 160 pixels x 600 pixels



**CALIFORNIA OFFICE  
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