



Virginia Strategic Highway Safety Plan

Impaired Driving Emphasis Area Plan

Priority Strategies

1. Implement roadway improvements that ensure human mistakes and vulnerabilities do not result in serious injuries or fatalities.
2. Adopt an approach that considers risk when prioritizing locations for safety improvements and programs.
3. Recognize traffic safety as a public health issue and establish policies and programs that promote safe behavior and reduce crash severity outcomes.
4. Develop and implement programs that provide education and awareness to high-risk road users.
5. Implement innovative solutions and utilize current and emerging technologies.

Emphasis Area Tasks

- Review actions and select 10. Include a mix of what can be done today and what can be done in the future. Refrain from just selecting all ongoing strategies and focus on priorities. *(Note: each individual's selections will not necessarily make it to the final list. We will identify those 10 that capture the needs of the group.)*
- Combine or reword actions whenever possible. Example: Combine actions 1 & 2 - *Use data to identify which population groups are at highest risk for not wearing safety belts and develop materials to increase awareness of the benefits of safety belt use among these low-use groups.*
- Apply the Action Test for each action.
- Determine the time frame, e.g., those actions that can be done in the next two years (short term) ; those that can be done in the next three to five years (longer term) and any that are ongoing.
- Identify any new actions that support the principal strategies and are not included on this list.

Action Test

- What can actually be accomplished? *(What is working today and ideas for the future.)*
- Is there an interest in pilot testing a program or project?
- Is it feasible in terms of budget and resources?
- Are there policy or political considerations that require it to be included?
- Is there a way to combine or rewrite actions to result in fewer actions?

Action #	Priority Strategy	4E	Action	Time Frame
1	#3	Enforcement & Education	Conduct DUI high visibility enforcement (HVE) campaigns (to include saturation patrols and checkpoints) supported with a comprehensive media plan, and provide support to the existing DUI Task Force.	Ongoing
2	#4	Education	Conduct youth peer-to-peer educational programs to focus on the Zero Tolerance as it relates to youth and illegal substances.	Ongoing
3	#4	Education	Conduct trainings and educational DUI conferences for law enforcement, judiciary, prosecutors, magistrates, Advanced Roadside Impaired Driving Enforcement staff (ARIDE), Drug Recognition Experts (DRE), Standardized Field Sobriety Training (SFST), and Advanced DUI courses.	Ongoing
4	#4	Education	Conduct training sessions for VASAP program case managers and staff on DWI offender monitoring, ignition interlock and offender recidivism.	Short term
5	#3	Enforcement & Education	Conduct basic breath alcohol classes on breath alcohol test equipment.	Ongoing
6	#4	Education	Coordinate with the Judicial Outreach Liaison to work with the Virginia Supreme Court to assist with information dissemination and to establish a point of contact between the Highway Safety Office and the judiciary.	Long term
7	#3	Education & Enforcement	Conduct alcoholic beverage compliance checks to reduce the incidence of underage purchases of alcohol.	Ongoing
8	#4	Education	Conduct sports marketing related outreach efforts to reach high-risk populations.	Short term
9	#4	Enforcement & Education	Promote consumer awareness and acceptance of the Driver Alcohol Detection System for Safety (DADSS).	Short term
10	#4	Education	Recruit new and effective partners to make sure the alcohol impaired driving program reaches diverse communities and to ensure equity is at the forefront to decrease alcohol related fatalities.	Long term
11	#3	Enforcement	Continue the ignition interlock program through VASAP and explore new technological strategies.	Long term
12	#3	Enforcement & Education	Increase the number of officers trained in ARIDE and those certified as Drug Recognition Experts (DREs).	Long term

13	#4	Enforcement & Education	Raise awareness of the DRE Program through education and outreach to law enforcement, the judicial system, and the general public.	Long term
14	#4	Education	Conduct alcohol server and seller training to on- and off-premise establishments, whether classroom or on-line training.	Long term
15	#4	Education	Implement education and outreach programs that raise awareness on the dangers of distracted driving and educate on the various types of distracted driving.	Long term
16	#4	Education	Increase awareness of drowsy driving through education and outreach.	Long term
17	#3	Enforcement & Education	Work with law enforcement officers and the toxicology labs to determine drugs present in drivers.	Short term
18	#4	Enforcement & Education	Educate law enforcement on Statute changes and new laws, etc.	Ongoing
19	#3	Education	Encourage the practice of utilizing DUI Dockets.	Ongoing
20	#3	Education	Monitor high Blood Alcohol Concentration (BAC) and repeat offenders through Virginia Alcohol Safety Action Program (VASAP) and recommend incarceration when appropriate.	Ongoing