



SADD Campaigns and Activities: Lights on for Life Day

Lights on for Life Day is a symbolic headlight observance designed to focus attention on the impaired driving issue. It is also the kickoff for National Holiday Lifesavers Weekend. As a nation we have made record decreases in impaired driving in each of the past three years. Yet, tragically, impaired driving continues to kill thousands of Americans. More than 16,000 people die every year in alcohol and drug-related crashes: one person dead every 33 minutes and one person injured every two minutes. These are not accidents -- they are violent crimes.

To save more lives and reach the goal of reducing impaired driving-related deaths, we must continue to generate a greater national urgency to stop death and injury on our nation's highways and byways. To accomplish this we need to change the way American people view impaired driving. We need everyone's help. Impaired driving is not just a problem for law enforcement, courts or victims. It affects the entire community. When impaired drivers take to the road, they not only put themselves at risk, they also put the public's safety in jeopardy. In addition to the physical and emotional damage they inflict as a result of their careless behavior, they place a huge financial burden on the community.

National Holiday Lifesavers Weekend takes place in December. During this weekend, law enforcement agencies stage a three-day crackdown on impaired drivers through the use of sobriety checkpoints and saturation patrols.

SADD chapters can join with others across the country in this effort, and encourage drivers to drive with their headlights on throughout the day. This effort will recognize those who have been killed or injured by impaired drivers and remind the public that alcohol and drug-related crashes are preventable.

How can SADD chapters participate in National Holiday Lifesavers Weekend?

- Ask the mayor or governing board to proclaim National Holiday Lifesavers Weekend.
- Develop a flier about the weekend, highlighting Lights on for Life Day, and ask delivery services such as pizza shops, restaurants, florists, etc., to distribute these fliers with their deliveries.
- Ask bus companies, subways, cab companies and others to hang posters in their vehicles and office areas about Lights on for Life Day.
- Contact local businesses and corporations and ask them to invite their employees to participate. It is an easy, no cost way for them to support traffic safety initiatives.
- Contact all city and town employees, such as the police department, the fire department and others, and urge them to participate.
- Place notices in the mailboxes of all the staff at your local schools asking staff members to participate.
- Work with your local media outlets to raise the awareness of the general populace about the deadly consequences of impaired driving. And don't forget the financial consequences.
- Ask your local school bus company to turn their lights on to and from school. Also ask to hang posters in each bus so that students will know the significance of Lights on for Life Day.
- Before school ends on Thursday and again on Friday remind everyone of the day and request that they turn on their headlights.



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- Contact your local law enforcement agency and offer to work with them on the sobriety checkpoints.
- Ask residents to turn on their porch lights, holiday lights and floodlights to send messages throughout the neighborhood against impaired driving.