

Alcohol Interlocks

**How to Enhance
Public/Government Support**

**The vast majority of the public
and elected government
members support reducing
impaired driving**

**The catch is, as long as it seems
reasonable!**

Interpretation = small progress

**Little impact on reducing
impaired driving**

Problem - Progression

Impaired driving has stalled, thus, we need elected members to shift their paradigms

Examples of Small/No Progress

- Voluntary Interlock Programs
- Interlocks for Repeat Offenders
- Long Suspension Periods
- Ability to sit out Interlock Program

How and why does this happen?

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- Lack of public support
 - Misunderstanding of technology and how to use it effectively
 - Conflict of interest with Alcohol Interlock Manufacturers

Elected Members

- Fog Index
- Short-term thinkers
- Poor finishers
- Crisis of the day (positive/negative)

Elected Members

- Campaign platform promises
- Limited time on political agenda
- Allies/opponents
- Middle solutions (something is better than nothing)
- Small increments vs. home run

How to Avoid the Dilemma

- Need to determine public support for interlocks and use it (MADD U.S. recent data)
- Develop a media strategy ad campaign to promote the use of interlock technologies
- 2 or 3 page brief on the technology in order to take away the myths
- Model interlock program
- Rating the States/Provinces on Alcohol Interlock Programs

How to Avoid the Dilemma

- Well educated elected members
- Need a champion for legislative reform (personal experiences)
- Groups like MADD should not support legislative initiatives that only give half a loaf
- Good relationship with licensing department
- Good research on the results
- Model program should be championed by Traffic Safety Organizations, not the Alcohol Interlock Manufacturers