



PRESS RELEASE

Pursuant to Cal Govt Code Sect 6254(f)
San Jose Police Department
Press Information Office
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MEDIA ADVISORY

STATE TO RECOGNIZE SAN JOSE POLICE DEPARTMENT FOR OUTSTANDING WORK IN DUI ENFORCEMENT AND EDUCATION

WHAT:

The California Office of Traffic Safety will honor the San Jose Police Department for outstanding work in a DUI Enforcement Campaign which substantially lowered alcohol-involved fatal and injury collisions in the City of San Jose. During fiscal year 2004, the City's anti-DUI campaign resulted in a reduction in total fatal and injury collisions by 21% from 4061 to 3202), alcohol involved fatal and injury collisions by 37% (from 264 to 167), hit and run fatal and injury collisions by 34% (from 444 to 291), and nighttime fatal and injury collisions by 27% (from 536 to 393). The program was developed to reduce victims killed and injured as a result of DUI drivers. The program also focused on increasing seatbelt use.

WHEN

Thursday, May 26, 2005 @ 9:30 a.m.

WHERE

Third Floor Conference Room 314, San Jose Police Department, 201 W. Mission Street

WHO

- Rob Davis, Chief, San Jose Police Department
- Kim Garcia, Regional Coordinator, Office of Traffic Safety
- Dr. Guadalupe Olivas, Director, Santa Clara County Public Health Department
- Barbara Jacobson, Bay Area Chapter Vice President and Victim Advocate, Mothers Against Drunk Driving

BY: Officer Enrique Garcia

DATE: 05-25-05

TIME: 8:30AM

AUTHORIZED BY: Lt. Wayne Farquhar

DATE: 05-25-05

TIME: 8:30AM

PRESS OFFICER BRIEFED BY UNIT COMMANDER (CIRCLE) YES NO

DETAILS

The Department implemented aggressive strategies including education and public outreach programs; in collaboration with MADD and the Santa Clara County Traffic Safe Communities Network, officer training, seat belt challenges at local schools, targeted enforcement, saturation patrols, equipment purchases and DUI sobriety checkpoints.

The Department has changed and saved many lives through DUI and seatbelt enforcement and education. They conducted a seatbelt challenge at four local high schools with a seatbelt use rate at each school: Del Mar (90.9%), Santa Teresa (89.4%), Independence (90.3%), and Silver Creek (83.9%). Approximately 6300 students were observed. The police department also participated in the "Remember or Be Remembered" seat belt enforcement campaign in November 2003. They deployed their changeable message sign displaying pro-seatbelt and anti-drinking and driving messages. It was viewed by thousands of students, parents, faculty and residents.

Not only has the San Jose Police Department saved lives through enforcement and reducing collisions, they are raising DUI and seatbelt awareness among San Jose residents; changing people, saving lives.

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