

December 2021

Greetings from the Chair

As I begin my second year as the Advisory Board Chair of MADD Hawaii, I am reminded that 461 people were killed in alcohol-related



traffic crashes in Hawaii from 2010-2019 (FARS). The data for 2019 shows that out of 108 traffic fatalities 36 or 34% were by drivers with a Blood Alcohol Content (BAC) higher than .08 – the legal limit. (NHTSA). These are not just numbers – these are lives lost - family members, neighbors, friends, or work colleagues. Individuals whose lives were cut short by a 100% preventable crash; cut short by a bad

decision by a person to drive while impaired. We still have much work to do.

In 2020, despite the crazy changing landscape due to COVID, we were able to implement our core programs – A Virtual **Walk Like MADD**, our signature fundraising event, **Tie One On for Safety**, our annual red ribbon campaign, and a Virtual **Candlelight Vigil**, an on-line event for victims to share and remember their loved ones forever gone due to preventable impaired driving crashes. I remain grateful for the extraordinary dedication of the MADD Hawaii Advisory Board, staff, our team of volunteers, traffic safety partners, media partners, sponsors and donors who all make it possible for us to continue our important work.

As we look forward to 2022, we are planning for an in person **Walk Like MADD** on September 17, 2022. It will be wonderful to see everyone again at our new walk venue – Kaka’ako Waterfront Park. Our public policy team will be busy again this year tracking bills and working with others to develop policy that will support our work. Our communications team is working hard to grow our presence on social media. Getting the word out to bring awareness to the problem and ideally change behaviors is an important part of our work.

I am pleased to be able to share this annual newsletter; please read about our work in 2021 and a peek at plans for 2022.

Aloha,
 Marilyn Katzman
 Chair, MADD Hawaii Advisory Board

The Beginning of the End of Drunk Driving MADD National

The bipartisan Infrastructure Bill passed Congress and was signed into law by President Biden on November 15, 2021. “Passage of this legislation is the most significant, lifesaving public policy victory in MADD’s 41-year history, said MADD National President Alex Otte, “It marks the beginning of the end of drunk driving.”

The legislation directs NHTSA to initiate a rulemaking process and set the final standard within three years for impaired driving safety equipment on all new vehicles. NHTSA will evaluate technologies that may include:

- Driving performance monitoring systems that monitor the vehicle movement using cameras and sensors that are outside the vehicle, such as lane departure warning and attention assist;
- Systems that monitor the driver’s head and eyes, typically using a camera or other sensors that are inside the vehicle;
- Alcohol detection systems that use sensors to determine whether a driver is drunk and then prevent the vehicle from moving.

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Madd President, Alex Otte, and President Joe Biden at Infrastructure Bill signing

The Beginning of the End of Drunk Driving *continued from page 1*

Automakers are then given two to three years to implement the safety standard. New cars equipped with the NHTSA-directed technology could start rolling off the assembly line in 2026-2027.

research program, MADD broke away from the auto industry and pursued its own strategy. It's been a long road to get to this moment. We have faced intense opposition....and we are finally here!"



Stephanie Manning, MADD's Chief Government Affairs Officer, commented: "Included in the massive transportation law is a provision requiring the U.S. Department of Transportation to set standards for passive, advanced impaired driving prevention technology in all new vehicles. Victims and survivors have fought long and hard for this historic moment!"

MADD first discussed the possibility of advanced in-vehicle impaired driving prevention technology with the auto industry at a MADD technology symposium summit in 2006. Then, in 2007 we lobbied alongside the auto industry for a federal research program on advanced alcohol-detection technology. In 2015, after years of championing the federal

MADD spearheaded this bipartisan effort. The House bill, #HALT Act, was championed by Reps. Debbie Dingell (D-MI), David McKinley (R-WV) and Kathleen Rice (D-NY). The Senate bill, #RIDE Act, was led by Senators Ben Ray Lujan (D-NM), Rick Scott (R-FL), Gary Peters (D-MI), and Shelley Moore Capito (R-WV).

In 2019, more than 10,000 people were killed and 300,000 others injured in drunk driving crashes. Preliminary NHTSA estimates for 2020 show alcohol-related deaths spiked by 9% compared to 2019, even as vehicle miles traveled plummeted by more than 430 billion miles.

Virtual Candlelight Vigil

Theresa Paulette

MADD's second virtual Candlelight Vigil was held on Sunday, December 5. We have learned to pivot to virtual events at times when COVID-19 and the variants have made it necessary.

Victims joined us from near and far and we were graced with beautiful mele by Pomai Lyman and Eric Keawe and hula by Anja Kaonohi. Michele Lee shared her story of the loss of her daughter, Brianne Lee, 32, in a crash by an impaired driver. Brianne's 6 young children are now without a mother. Michele shared a picture of Brianne and lit a candle in her memory. One by one, victims came together and shared pictures and lit candles in memory of their loved ones.



The Vigil ended with a song and heartfelt video of "Hope and Inspiration." We hope for a day when there are no more victims of impaired driving. #NoMoreVictims

A new employee! – Kim Isaak

While many of you already know Kim from her previous contract work with **Walk Like MADD** and **Tie One On for Safety**, we warmly welcome her on board as an employee of MADD Hawaii as the Program Specialist. Along with growing our social media presence and coordination of our events she will be working to expand our program offerings starting with Underage Drinking and the **Power of Youth** program. Her experience over 25 plus years working in the nonprofit sector with local communities will increase our messaging reach to an important target audience – youth. Just like our work to normalize the concept of Designated Driver we are excited to get back to empowering tomorrow's drivers and showing them the power of taking a stand by resisting peer pressure and making smart and safe choices. Welcome aboard Kim!



We're Getting Good Implementing Plan B!

Lori Harrison

The 2021 **Walk Like MADD** committee was excited to start the year planning an in-person event at our new venue – Kaka'ako Waterfront Park. We hit the ground running with early and generous sponsorship commitments and award and prize donations. However, as September drew near Hawaii's COVID-19 numbers were on the rise again, the difficult decision was made to change to a virtual walk. We kept many of the walk traditions and worked extremely hard to find the best way to keep everyone safe, yet still raise funds for our important work.



The drive through site was set up in the Kaka'ako Waterfront Park parking lot and our awesome volunteers enthusiastically celebrated all those that came to pick up their backpack goodie bags and prizes. Many were

surprised to also win random prizes that were given out throughout the morning! After the previous year walk cancellation and COVID-19 isolation everybody enjoyed each other's company with updates, stories, and lots of laughter. It was great to have a safe walk event in a different form but with the same focus, purpose, and fun!

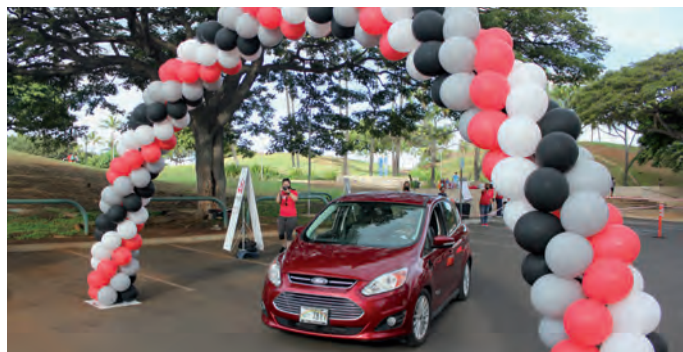
Mahalo Nui Loa to the **Walk Like MADD** volunteers, many who have supported us for years! Mahalo also to our major sponsors – First Hawaiian Bank, Dr. Thomas and Mi Kosasa, Hawaiian Electric, and the Queen's Health Systems. Mahalo to our other corporate sponsors First Insurance Company of Hawaii, Hawaii Regional Council of Carpenters, HMSA and 10 other companies listed elsewhere in this newsletter. We also had 290 registered participants and raised \$81,999.



Kim Isaak-Program Specialist, Lori Harrison-Walk Chair, Theresa Paulette-Program Manager & Victim Services

Support for the virtual walk validates the importance and value of our work - ending impaired driving crashes in Hawaii.

Save the Date! Saturday September 17, 2022 at Kaka'ako Waterfront Park for the 2022 **Walk Like MADD!**



Everyone loves the balloon arch!



Lori Harrison and Marilyn Katzman thank our community for surpassing our goal!



Mary Garcia, Ashlee Chung, Linda Jameson-Meyers



Lori, Bob, Nicole and Julia Harrison – volunteers extraordinaire



COVID-19 safe contactless handoff of goodie bags, t-shirts and cookies



Sacred Hearts Academy Soroptimist Club cheerful volunteers



2021 Red Ribbon Campaign – A Successful Kickoff!

Kim Isaak

The 2021 **Tie One On for Safety** (TOOFS) kickoff event was a success. We moved the event to Kaka’ako Waterfront Park and we were blessed with beautiful weather. It was a very special site to see all of Oahu’s first responders gathered and sharing their ongoing commitment in solidarity to end the senseless crashes caused by impaired drivers. Michele Lee, mother of Brianne Lee who was killed by a drunk driver on February 16, 2019, shared her story. The kickoff event and distribution of over 23,000 red ribbons brings community awareness to the serious issue of driving while impaired. Three local TV stations covered the event.

Carol McNamee, Founder of MADD Hawaii, welcomed everyone to the 35th Anniversary of the **Tie One On for Safety** kickoff. The first responders who were present and spoke at the event were Jai Cunningham with Hawaii Department of Transportation, Acting Deputy Chief Kalani Hao (recently appointed Chief) of Honolulu Fire Department, Acting Chief of Police Rade Vanic, Director of Honolulu Emergency Services Department Dr. Jim Ireland, Kayla Chang, a Lifeguard with Ocean Safety & Lifeguard Services, LCDR Melvin Torres with the US Coast Guard and Mike Mishima, VP at DTRIC Insurance, the program sponsor. Kainoa Carlson from Hawaii News Now was the Emcee.

Mike Mishima, VP, DTRIC Insurance, said “DTRIC is proud to support MADD Hawaii’s **Tie One On for Safety** campaign

for the 5th consecutive year which is also the 35th anniversary of this important campaign. Sadly, drivers who are under the influence are the cause of nearly half of all traffic deaths in Hawaii. Since last year traffic has steadily picked up again and we’ve noticed an increase in auto insurance claims which means auto accidents are also on the rise. Drunk driving crashes are completely avoidable and we urge everyone to do their part to keep our roads safe because one fatality is one too many. This is why this annual MADD campaign emphasizes the important role of the designated driver to get others home safely.”

Red ribbons were available through the holiday season for pick up at Napa Auto Parts, Aloha Island Marts, and Foodland stores across the state.

We especially enjoyed the “Parade of Heroes” at the end of the event with all the first responder vehicles, including a Coast Guard boat, departing one after the other. You may watch the parade on our YouTube channel here: <https://youtu.be/YWFZ3aAly0Q>

We could not bring awareness to this critical and criminal issue that is 100% preventable without our traffic safety partners, sponsors, the media, and business and agencies helping to distribute ribbons – please join us as we send them a big Mahalo for their ongoing support.

Public Policy

Aloha and Happy New Year from the MADD Hawaii Public Policy Committee (PPC)! Despite the pandemic-centric year of 2021, there are some positive things that the PPC can report!

The PPC, was busy working with partner organizations to ensure that offenders that were arrested during the pandemic would be held accountable for their actions. The pandemic created issues that potentially could have had dramatic implications because of pandemic-closed courtrooms, court congestion and backlogged cases, availability of courtrooms, and the finite number of prosecutors, defense attorneys, and judges and courtroom staff. These issues raised real concerns that offenders might get their cases dismissed and not be held accountable. The PPC worked with the Honolulu Prosecutor's Office to come up with reasonable alternatives given the current pandemic situation, to hold these offenders accountable. Despite the pandemic the police and prosecutors did their best to continue enforcement and adjudication of DUI offenders!

Another area of the purview of the PPC are the court decisions related to impaired driving, and decisions related to injuries and deaths caused by impaired driver crashes. Every day, court decisions are made but unfortunately, it is the adverse decisions that come to the attention of MADD and the PPC. During 2021, there were several significant decisions made by the Hawaii Courts that resulted in reversal of convictions and not guilty decisions. While the PPC, as well as MADD Hawaii, may not agree with these decisions, we cannot dwell on the outcomes but rather, review these cases to seek remedies such as legislation, training, or education that can assist with future successful prosecution of DUI offenders.

In 2022, the PPC is working with MADD partners to support legislation that will enhance the current DUI laws with appropriate sanctions.

- Reducing the Blood Alcohol Content (BAC) level from 0.08% to 0.05%. The 0.05% BAC is the level in 90 countries around the world and the State of Utah was the first to lower the BAC. In Utah, there was a reduction of impaired driving deaths in the year following the adoption of the 0.05% BAC.
- Compliance with Ignition Interlock Device law.
- Court supervision (probation) for repeat, or high BAC impaired driving offenders.

We are very hopeful for positive outcomes with the start of the 2022, 31st Legislative session!

Finally, with 2022, the leadership of the PPC has transitioned with Mr. Arkie Koehl passing the Chair gavel and officially became PPC Chair Emeritus! As a result, I have become the new chair of the PPC and hope to be able to fill the footsteps of my predecessor. Arkie and Carol will remain active and contributing members of the PPC into the future! Should you have any suggestions, input, or concerns, please feel free to contact me by email at HPD1670@aol.com.

Thank you for your continued support!

Kurt Kendro, MS

Major (Retired) Honolulu Police Department

***Every 52 minutes
there is a victim,
help us reach a
Hawaii with
#NoMoreVictims***

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<https://tinyurl.com/4m7vh9sj>



www.madd.org/hawaii



Hi.State@madd.org



#NoExcuses

Theresa Paulette

MADD Hawaii partnered with the DOT, Honolulu Police Department, Hawaii Police Department, Maui Police Department, and Kauai Police Department to launch the “#NoExcuses” campaign weekend to driving. Members and of people injured in impaired driving crashes joined to sign wave in urging drivers to slow down and not to drink and drive. If alcohol is a part of your outing, always plan ahead for a non-drinking driver or rideshare. If you drink, don’t drive!

Sobriety checkpoints, in all counties, followed the sign waving that holiday weekend in support of MADD’s Saturation Saturday, a national awareness campaign to end impaired driving. #NoMoreVictims



Lahaina, Maui



North Shore, Oahu



Kona, Hawaii



Hawaii Kai, Oahu



Kahului, Maui



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Theresa Paulette,
Program Manager &
Victim Services
Kim Isaak,
Program Specialist

Mahalo to our 2021 Supporters

Despite another year of events impacted by COVID-19 our base of supporters remained strong. Our core events - **Walk Like MADD** and **Tie One On for Safety** kickoff were adjusted to ensure our volunteers and supporters remained safe as we worked together brining awareness to the issue of impaired driving. We were able to continue our mission to end drunk driving, help fight drugged driving, support the victims of theses violent crimes, and prevent underage drinking.

Corporate and Foundation Donors

ABC Stores	Hawaiian Electric
Bank of Hawaii	HMSA
Corvette Club of Hawaii	Island Insurance Foundation
DTRIC Insurance Company, Limited	Jhamandas Watumull Fund
First Hawaiian Bank	Joseph & Vera Zilber Charitable Foundation
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Gourmet Foods Hawaii	TS Restaurants aka Dukes Waikiki Partnership
Hawaii Pacific Health	Walmart
Hawaii Regional Council of Carpenters	Zephyr Insurance Company, Inc

The U. S. Department of Justice and the Victims of Crimes Act (VOCA) support our Victim Services Program.

Individuals \$500 and above

Tim Bostock & Melanie Holt	Steven & Marilyn Katzman	Clyde & Pauline Namuo	Clifford & Adrienne Lau -
George & Dale Druger	Philanthropic Fund	Theresa Paulette	<i>In Honor of Marilyn Katzman</i>
Peter & Sara Dudgeon	Kurt & Susan Kendro	Ralph Tasaka	
Mr. & Mrs. Fukuhara	Arkie Koehl	Jennifer Taylor	David Taylor -
Robert & Lori Harrison	Dr. Thomas & Mi Kosasa	The Shima Golf Group	<i>In Honor of Kathy Weldon</i>
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Individuals up to \$499

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Mahalo nui loa to the 270 registered participants of the 2021 Virtual Walk Like MADD who donated \$33,500 dollars in support of our work.



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Help Us Reach 3,800 Likes and Follows

by Ashlee Chung

A core activity at **MADD Hawaii** is raising awareness and empowering our community to #NoMore Victims. Every day, about 28 people in the United States die in drunk-driving crashes — that's one person every 52 minutes. The most recent data for 2019 shows that out of 108 traffic fatalities 36, or 34%, were by drivers with a Blood Alcohol Content (BAC) higher than .08 – the legal limit. (NHTSA)



It is important to use social media channels to be a voice in the community and influence behavior changes: #DesignatedDriver and #*TieOneOnforSafety*. During the year, we also share online and in person activities and events to honor, remember, inspire and commit through: Legislative Policy Support, **Walk Like MADD** fundraiser, Red Ribbon Campaign, Sign Waving, Law Enforcement Awards, and a Candlelight Vigil.

In 2022, our goal is to reach **3,800 followers** across social media to celebrate our **38th Anniversary**. Like and follow us; help us reach 3,800!



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Hi.State@madd.org

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WE ARE USING AN EMAIL APPLICATION TO SEND TIMELY UPDATES, INVITATIONS AND CALLS TO ACTION.
PLEASE SEND YOUR FIRST AND LAST NAME, EMAIL ADDRESS AND ZIP CODE TO Hi.State@madd.org; WE DON'T WANT TO LOSE TOUCH!