



Research In Progress

Evaluation of NHTSA's 2007 Alcohol Impaired Driving Crackdown

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NHTSA conducts alcohol-impaired driving crackdowns twice each year, around the Labor Day holiday and around the Christmas – New Year's holiday. Each crackdown lasts approximately 10 days, during which NHTSA encourages law enforcement agencies across the country to “crackdown” on impaired driving with increased high visibility enforcement and communications. NHTSA also pays for national media coverage during these time frames.

The objective of this project is to determine and document in the form of case studies how well local jurisdictions are doing with moving towards the use of increased high visibility enforcement and increased communications/media in 12 states (CO, CT, GA, MA, MI, MN, NJ, NV, PA, TN, WA, and WV). This project will also focus on defining indicators of success, and how to measure level of effort by enforcement activities.

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