



A Partnership of Youth, Community & Law Enforcement Addressing  
Alcohol-related Traffic Issues on a Regional Basis

## Media Advisory / News Event

National City  
Police Department  
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**Immediate Release**  
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### Co-Partners

Chula Vista Police  
Department

Coronado Police  
Department

Imperial Beach Station  
San Diego County  
Sheriff

Chula Vista  
Coordinating Council,  
Youth Coalition  
Teams

Coronado  
SAFE Foundation

Reachout to Families  
Resource Center,  
SNAP Youth Team

South Bay Community  
Services, National City  
ATOD Prevention  
Youth Team

South Bay Partnership  
for Prevention

## **SOUTH BAY POLICE-COMMUNITY TEAM ANNOUNCING RESULTS OF REGIONAL DUI PREVENTION PROJECT** *High Intensity Prevention Zone Partners will be Thanked*

**WHAT:** South Bay law enforcement agencies, youth and larger community teams will celebrate the completion of a two year DUI prevention project that was funded by the CA Office of Traffic Safety (OTS). This innovative initiative served to prevent underage drinking, public intoxication and DUI throughout the South Bay.

Youth, community health and law enforcement speakers will report results of public policy campaigns, policing operations and other efforts reducing alcohol-related traffic incidences. NCPD and IPS will give special recognition to the agencies, groups and businesses that contributed to the project's success. Cake will follow.

**WHEN:** **Thursday, September 19, 2002 – 4:00 P.M. briefing**

**WHERE:** **National City Police Department - rear parking deck  
1200 National City Boulevard, National City**

**WHO:** National City Police Department  
Institute for Public Strategies  
South Bay Partnership for Prevention  
Chula Vista Coordinating Council  
Coronado SAFE Foundation  
South Bay Community Services, National City  
Reachout to Families Resource Center, Imperial Beach  
Chula Vista Police Department  
Coronado Police Department  
SD County Sheriff – Imperial Beach  
Coors Amphitheatre/House of Blues  
Responsible Hospitality Coalition  
Policy Panel on Youth Access to Alcohol

**WHY:** The South Bay has had one of the highest rates of alcohol-related collisions, injuries and fatalities in San Diego County. Due to tremendous growth the South Bay continues to face traffic and other safety problems, including drinking and driving. Proximity to the U.S./Tijuana border, Coronado bridge traffic and large concert audiences at Coors Amphitheatre have been added DUI risk factors in the South Bay.

**VISUALS:** Patrol vehicles from four South Bay policing agencies, alcohol sensor device, information displays and youth action photo collage.



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Business, Transportation and Housing Agency  
[www.publicstrategies.org/ots\\_home.htm](http://www.publicstrategies.org/ots_home.htm)