

Dane County Sheriff's Office Awarded Wisconsin Bureau of Transportation Safety Grant

Comprehensive Alcohol Risk Reduction Project

The Dane County Sheriff's Office, through a grant awarded by Wisconsin Department of Transportation - Bureau of Transportation Safety, will be conducting alcohol and tobacco compliance checks of Dane County retail establishments during the spring, summer and fall of 2014.

The Comprehensive Alcohol Risk Reduction (CARD) project is a Bureau of Transportation Safety program that attempts to address the following facts:

- Motor vehicle crashes are the leading causes of death for young people 15 to 20 years old.
- Young drivers make many judgment errors, they take risks due to inexperience and peer pressure and they fail to wear safety belts on a regular basis.
- Young people are disproportionately killed or injured in collisions, both in proportion to their percentage of the state's population and in relation to their proportion of licensed drivers.
- Teen drivers, compared to drivers in other age groups, have more crashes involving high risk factors.
- In 2010, only 7.15% of all licensed drivers were between the ages of 16-20 years old. Yet, these drivers accounted for 15% of all drivers in crashes.
- Underage consumption of alcohol increases the probability of such poor decision-making.
- Alcohol is the drug of choice for Wisconsin's youth.
- Wisconsin has many traditions that involve alcohol, and the effects of this culture are reflected in young people's attitudes and behaviors.
- Easy access to alcohol and the perception of little risk of being caught procuring or consuming alcohol contributes to a high level of underage consumption.

Wisconsin retailers that sell alcohol and tobacco are provided guidance by Wisconsin Department of Revenue publication 302 entitled, Wisconsin Alcohol Beverage and Tobacco Laws for Retailers. This publication can be found at <http://www.dor.state.wi.us/pubs/pb302.pdf>

The Dane County Sheriff's Office considers this grant an opportunity to continue to provide a safe and secure community by educating and enforcing laws through professional service and partnerships.