



DEPARTMENT OF THE ARMY
OFFICE OF THE DEPUTY CHIEF OF STAFF G-1
300 ARMY PENTAGON
WASHINGTON, DC 20310-0300

DAPE-HRS

29 MAY 2007

MEMORANDUM FOR ALL ALCOHOL AND DRUG CONTROL OFFICERS

SUBJECT: The National Highway Traffic Safety Administration (NHTSA) Summer Campaigns

1. NHTSA is continuing its annual Labor Day campaign *Drunk Driving: Over the Limit, Under Arrest*, which runs from 23 July 2007 through 9 September 2007. Your support in planning special activities designed to promote participation by Soldiers, civilian employees, and Army Families is essential. Recommend that you coordinate the campaign with the local Provost Marshal and the Installation Commander.
2. NHTSA has also developed a promotional planner to support impaired driving prevention initiatives surrounding the Fourth of July. The message platform is *Buzzed Driving is Drunk Driving*. The planner includes marketing tools and messages. The materials carry the tagline, "Don't let July 4th blow up in your face." The planner is available on the NHTSA website.
3. Request your full support for both national campaigns. Be sure to visit the NHTSA website at <http://www.nhtsa.gov> for additional information. Have a safe Holiday.

A handwritten signature in black ink, appearing to read "Les McFarling", is positioned above the typed name.

Les McFarling
Acting Director
Army Center for Substance Abuse Programs