



The Commonwealth of Massachusetts

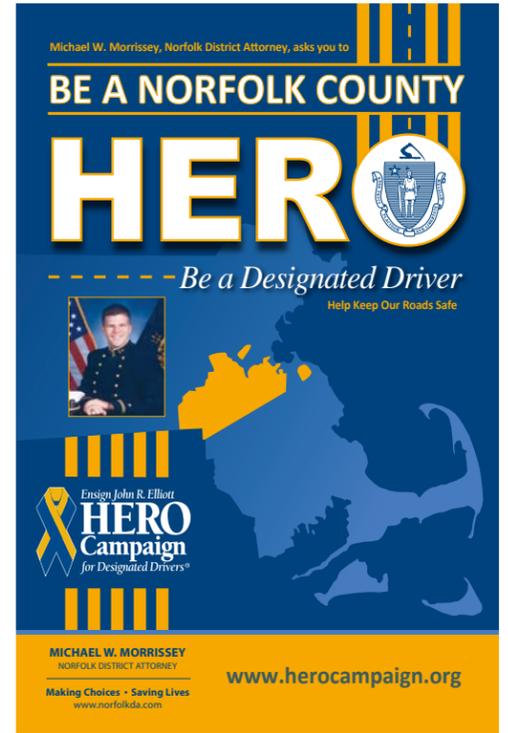
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## Press Release

### Norfolk County Chiefs, Coalition Leaders help DA Morrissey Launch Holiday Drunk Driving Prevention Campaign



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Police and Fire Chiefs and substance abuse prevention coalition leaders from across Norfolk County joined Norfolk District Attorney Michael W. Morrissey at Gillette Stadium today (Nov. 12, 2013) to launch two campaigns aimed at preventing drunk driving as the holiday season approaches.

One initiative targets those serving drinks, the other targets groups out for the night.

The Ensign John. R. Elliott HERO Campaign for Designated Drivers enlists the participation of bars and taverns to ask groups of patrons "Who will be the HERO tonight," and then to supply that designated driver with a free soft drink or coffee.

The HERO Campaign was founded by Muriel and Bill Elliott, the parents of the Naval Academy graduate, killed by a drunk driver in 2000, for whom the campaign is named.

"Society has reversed course on destructive behaviors before. Smoking rates have plummeted since the country looked squarely at the real consequences. We can do the same with drunk driving," District Attorney Morrissey said. "It has to start with everyone, but particularly young people, appreciating the dangers but also understanding that part of the cure is having one person in a group of friends step up and say 'I'll be the HERO tonight, I'll be the designated driver.'"

The launch event took place just a few yards from where District Attorney Morrissey was sponsoring a TIPS alcohol server training for local bar and restaurant workers, so that they are better equipped to keep their patrons from getting behind the wheel when they should not. "That training dovetails with our Observe, Don't Overserve initiative," District Attorney Morrissey said.

"For the last two years, we have reached out to local establishments to partner with us and display "Observe, Don't Overserve" signs on the bar or at serving stations in their places," District Attorney Morrissey said. "When a server feels they need to shut someone off, they can point to the signs and explain that their manager, their owner, is in partnership with the local Police Chief and the District Attorney and they just can't serve them another drink. If it keeps one drunk driver off the road, by all means blame me."

Morrissey said that, on average, Norfolk County sees one person "killed or permanently injured," in a drunk driving crash each week. "Those numbers would be far higher if we were not surrounded by some of the best hospitals in the world."

