



CITY OF TUCSON



Ready to Protect,
Proud to Serve

NEWS RELEASE

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“KNOW YOUR LIMIT” CAMPAIGN

Officers with the Tucson Police Department Impaired Driver Enforcement Unit have begun an alcohol awareness campaign entitled, “Know Your Limit”. This program is funded through a DUI abatement grant with the support of Alberto Gutier, Director of the Arizona Governor’s Office of Highway Safety (GOHS). The program was developed by Scottsdale Police Department over three years ago. In keeping with our mission to serve the public in partnership with our community, this campaign is designed to raise awareness of impaired driving by way of contacting citizens in a non-enforcement setting.

The “Know Your Limit” program aims to provide an educational opportunity within the Tucson Community. During these deployments, officers walk through the Downtown and University areas where they mingle with patrons outside of businesses. Citizens are asked if they would like to know their blood alcohol content (BAC) and if they believe they would be safe to drive. Officers have portable breath testing devices that were also provided through a grant by GOHS, to provide results for those who choose to anonymously participate in this program. During these contacts, officers encourage the use of sober designated drivers, with the recommendation to anyone who has consumed alcohol that the safest course of actions is not to drive. Additionally, they provide literature with general information regarding the amount of alcohol in various drinks, along with facts on the penalties for a DUI offense, so that our community can make informed decisions in regards to alcohol consumption and driving.

The Tucson Police Impaired Driver Enforcement Unit has engaged in two deployments thus far in 2015, most recently during the NCAA Final Four weekend. During these deployments, officers made contact with over 830 participants, receiving resounding positive feedback from participants and businesses in the area.

As graduation and summer nears, the Tucson Police Impaired Driver Enforcement Unit will continue deployments in an effort to educate the public on the dangers of consuming alcohol and driving. They invite members of the media to attend one of the upcoming deployments:

Friday May 15, 2015
Saturday May 16, 2015
Friday May 22, 2015

The above deployments are tentative and will begin with a briefing at the Tucson Police Department West Side Service Center, 1310 W Miracle Mile, at 8pm.

For accommodations; materials in accessible formats; foreign language interpreters; and/or materials in a language other than English, please contact the Tucson Police Department Public Information Office at (520) 791-4852 or (520) 791-2639 for TDD at least five (5) business days in advance. Para arreglos; materiales en formatos accesibles; interpretes de idioma extranjero; y/o materiales en otro idioma que no sea inglés, por favor comunicarse al Departamento de la Policía de Tucson a la sección de Información Pública al (520) 791-4852 o (520) 791-2639 para TDD por lo menos con cinco (5) días hábiles de anticipación.