



**CITY OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**  
**MEMORANDUM**

**To:** Human Relations Commission  
**From:** Mackenzie Millan, CERT Program Intern  
**Date:** December 20, 2012  
**Subject:** *'Tis the Season to Be Safe* Campaign  
**Attachment:** *'Tis the Season to Be Safe* Holiday Pledge

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**Introduction**

This report serves to provide information on the *'Tis the Season to Be Safe* Campaign.

**Discussion**

*Tis the Season To Be Safe* is a cross-generational community campaign to create greater awareness about the dangers of drinking and driving, driving under the influence of drugs and driving while distracted. The goal of this campaign is to encourage safety during the holiday season, particularly as it relates to alcohol-use and driving. This is a Citywide challenge to citizens to be responsible during this time of year. *'Tis the Season to Be Safe* reminds us that every person is accountable for his or her choices and behaviors.

There are two ways citizens can participate in this campaign:

- By viewing the **Safe Holiday Season Tree**, a tree decorated with yellow lights and ribbon next to the Beverly Hills Ice Skating Rink. It serves as helpful reminder to be safe this holiday season.
- Sign the **Holiday Pledge** and pledge to be a responsible citizen and driver throughout the year, but especially during the holidays.

A flyer advertising the *'Tis the Season to Be Safe* campaign has been created. This flyer includes information on where to find the Safe Holiday Season Tree, drinking statistics in the US, as well as the "Holiday Pledge" included at the bottom of the flyer. Signing the pledge is an easy way for citizens to show their support for this campaign.

A webpage on the City of Beverly Hills website has also been created ([www.beverlyhills.org/tistheseason](http://www.beverlyhills.org/tistheseason)). All the information found on the flyer can also be found on the webpage. Participants are also able to sign the pledge electronically for their convenience.

**Recommendation**

It is encouraged that Commissioners help to promote this campaign for the safety of Beverly Hills citizens during the holiday season.

# 'TIS THE SEASON TO BE SAFE

**This Holiday Season, Making Good Choices Means More Than Choosing The Right Gift.**

The Health and Safety Commission presents **'Tis the Season to Be Safe**, a community campaign developed to create a greater awareness about the dangers of drinking and driving, driving under the influence of drugs, and distracted driving. This is a Citywide campaign for citizens to promote safety during the holiday season.

## **Ways to Participate:**

- ★ A **Safe Holiday Season Tree**, decorated with yellow lights has been placed next to the Beverly Hills Ice Skating Rink. The tree is a helpful reminder to **be safe** this holiday season. Spread the word to your friends and family to look out for the tree and to make smart and safe decisions.
- ★ Sign the **Holiday Pledge**. *Walk the Walk*, not just *Talk the Talk* by being positive role models. Pledge to be a responsible citizen and driver throughout the year, but especially during the holidays.

The goal of this campaign is to encourage safety during the holiday season, particularly as it relates to alcohol-use and driving. This is a Citywide challenge to citizens to be responsible during this time of year. **'Tis the Season to be Safe** reminds us that every person is accountable for his or her choices and behaviors.

Safe Ride (888) 654-3211

\*\*\*DETACH PLEDGE CARD HERE\*\*\*

Drop-off at BHUSD High School MAIN OFFICE HOLIDAY PLEDGE BOX or go to [www.beverlyhills.org](http://www.beverlyhills.org)

## THE HOLIDAY PLEDGE



I support the 'TIS THE SEASON TO BE SAFE campaign.

I promise to NEVER drink and drive.

I pledge to NEVER drive distracted or drive under the influence of drugs.

Name \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

## Statistics on drinking in the US:



- Drunk drivers are responsible for 200,000 deaths each year.
- Eight young people die every day from alcohol-related incidents. It is the No. 1 killer of teenagers in America.
- The total cost to our society because of drunk driving-related incidents is now approaching \$150 billion per year!
- To reach a blood-alcohol level of .08, it only takes 2 drinks (two cans of beer, two wine coolers, or two 1-ounce glasses of whiskey) for the average adult man or woman.

Safe Rides are available on **Friday and Saturday nights from 10:00 pm to 2:00 am** for teens living in Beverly Hills. High school students can call for a free ride home when they are under the influence of drugs and/or alcohol. When the teenager calls the Safe Ride number **(888) 654-3211**, the TMCC counselor assigned to the 24-hour HELP-LINE arranges for that teen to be picked up by the Beverly Hills Cab Company and taken home. Services are confidential.