



From The ABA and The National Highway Traffic Safety Administration

Fall 2006

“Courage” at Radford High

by Hon. Robert Pirraglia, Rhode Island (retired)

Any parent with teens old enough to be in high school knows how difficult it is to instruct them on right and safe behavior, especially when the topic is partying with their friends where alcohol and, in some cases, drugs



are part and parcel of the “fun.”

I don’t mean teens don’t listen to what their parents say. It’s just that getting young people to listen to what is said and then do it are two different things, not because they are bad or suddenly out of control but because by the time they reach high school, youth naturally begin to make decisions on their own which can be both a good and (where negative peer pressure is concerned) not so good a thing. At best, parents can warn their teens of behaviors that can harm them and then work with their friends, neighbors and school officials to try to keep them out of harms way.

With this in mind and with none of the authority that a parent or close family member has, it was with some trepidation that I led a team of judges on August 2nd to Radford High School on the outskirts of Honolulu to talk about the consequences of underage drinking, particularly when coupled with driving.

Our strategy was to employ the tragic story of a young man, a high school student himself, who went to a party with his friends after an exhausting day at work, had a few beers and crashed into a tree after falling asleep at the wheel on his way home. But we did not only talk about how the horrific injuries he suffered in the crash changed his life forever. Via the 28-minute film entitled, “Brandon’s Story,” which featured Brandon himself, we showed the students who Brandon was; what he was poised to be; and what, after the accident, he became.

Each of the judges who participated addressed several groups of kids who watched the film and then discussed how they could avoid becoming another underage drinker-driver casualty. Although in doing so, each judge had a different teaching style and different focus, all made it clear they had one goal in mind; giving the youngsters present a strategy that would prevent them from becoming another Brandon.

While all the judges emphasized that underage drinking is a crime that carries legal consequences, they centered their remarks on how a young person at a party

(continued on page 6)

ABA Judicial Outreach Team Encourages Mokulele Military Children To Save Lives

by Hon. Karl B. Grube

August 2nd was the day; Hickham Air Force base outside of Honolulu, Hawaii was our target. I was privileged to lead one of four outreach teams of “Courage to Live” program presenters. Comprised of judges and lawyers, we arrived at 0800 dressed in our civilian-issued tropical shirt uniforms. Our audience was more than 100 fifth-and-sixth graders at the Mokulele elementary school located on the air force base. Our mission was to encourage them to make safe, sober, and responsible decisions with respect to motor vehicles. Avoiding risk taking, using safety belts, and being responsible passengers, pedestrians, and bicyclists were the themes that we would emphasize.



Talking to Young People Using the “Courage to Live” Program

To accomplish our objectives we needed to establish a rapport with our audience. Our arsenal included the

(continued on page 6)

IN THIS EDITION...

- “Courage” at Radford High
- Addressing Elder Driver Issues
- Judicial Outreach Team Targets Mokulele Military Kids
- Safetybelts Save Lives

Sage Advice: Safety Belts Save Lives

by Hon. Larry Sage, Sparks, Nevada (Judicial Outreach Liaison)

Last April at the tender age of 60, I was involved in my first car crash. It was 7:55 a.m. and I was on my way to work. I was driving on a four-lane roadway in our city of Sparks. The speed limit was 45 MPH and there were two lanes for each direction of traffic separated by a slightly-raised, eight-foot-wide dirt median. The crash destroyed my mid-life crisis '99 "Bond, James Bond" BMW Z3 sports car.

I can still envision and distinctly recall dozens of aspects and moments of the crash, as if I were watching it occur in slow motion, slide by slide. I recall so much detail of what actually occurred in only two-to-three seconds that it frightens me somewhat. I wonder if that is a normal reaction or consequence of a crash-induced adrenaline rush.

I can still clearly see the face of the juvenile male (age 16) driver in the oncoming pick-up truck become physically distorted when he drifted off the roadway to his right and onto the dirt shoulder. I remember my exact thought, which I later found out was exactly the same thought of the female driver in the Nissan Titan pick-up truck in the lane next to me. We both thought "If that kid over-corrects, I'm dead!" Sure enough, I saw his front wheels crank right (his left) and I knew a crash was on the way. I recall distinctly his widening eyes as he realized that he had over-corrected and was about to fly across the eight-foot wide median into oncoming traffic.

In a split nanosecond, I turned my head just a few degrees to the right, just barely making any movement and recalled seeing the hood of the Nissan Titan begin to dip. I remember distinctly thinking that the Titan driver was applying her brakes so, if I could just steer right without braking, I might have a chance to cut over to her lane to avoid being hit by everyone. I started to steer right for another nanosecond. In another split nanosecond, I was broadsided by the kid's Toyota pick-up. I recall the impact crunch and can still see and feel my head shattering the driver's window into glass powder. I specifically recall the fine

glass powder that was once the window, as opposed to chunks, pieces or slivers of glass.

Because I had steered right for a split second, the crash struck my sports car just behind my door, towards the rear wheel. This kept the crash impact from being directly against my door and me. The steering movement I made also meant that my car was pushed off the road into a fence without rolling over. At 6'3, I'm a shade taller than the roll bars, and I had failed to spend the necessary additional money to install taller roll bars above my head level. The crash, at a speed limit of 45 mph for each vehicle, tore off my right rear wheel, with part of the axle still attached, and sent it 50 yards from where my car came to rest. The Titan pick-up truck was struck by the Toyota pick-up truck, after it bounced off my car and sent it spinning 180 degrees and facing oncoming traffic.

The Titan driver was taking pictures of her truck with her cell phone camera. She suggested that I go down the roadway and recover my spare tire. I told her that it was actually my left drive wheel and axle, which had been sheared off! My car was a total loss.

The kid that crashed into us and his 14-year-old passenger were fine and injury free, due to their safety belts being worn and functioning properly. The Titan driver was fine, without injury, and took great pictures of her damaged truck because she wore her safety belts and had a good cell phone camera. I was fine, with minor injuries and safety belt bruising only, because I had my safety belt on and it worked miraculously well.

I am alive because of safety belts. And the other three people involved are injury free because of safety belts. This really makes you appreciate the simple act of buckling a safety belt. The hospital ER staff stated that I never could have survived the crash without it.

I am still, however, not quite over the shock induced from my recent hospital bill for my crash visit to their ER (of less than 3 hours duration) for some minor bandaging and cautionary treatment tests. But the bill is far better than the other alternative outcomes had we failed to use our safety belts. As my coach son would say; the score is: without safety belts—1 dead and 3 seriously injured; with safety belts—1 ever so slightly injured.



Recognizing and Addressing Elder-Driver Issues

by Selma B. Sauls, Florida Department of Highway Safety and Motor Vehicles

The aging of our population is creating safety concerns on our roadways and impacting our society with crisis situations that must be addressed now. Diseases and conditions associated with aging that affect the cognitive and physical abilities to drive safely will increase dramatically in the future as population demographics change.

"We write the ticket, they pay the ticket, and nobody knows a problem exists," said a police officer who attended a training program on how to recognize potentially unsafe older drivers.

Collaborative planning efforts at the national, state and community levels by stakeholders in the elder driver issue have found areas of concern that are consistent across the nation. Several interesting dilemmas were discovered while developing training tools and creating awareness of resources available to law enforcement and the judicial system in assessing the needs of elder drivers in crisis situations. Discussion of one example of these dilemmas during training courses revealed a wealth of information.

Dilemma: A 92-year-old war veteran and well-known and respected former community leader, had been stopped by local law enforcement officers numerous times in the last year for committing various traffic violations (i.e. running a stop sign, driving wrong way on one-way street, improper change of lane, improper parking), but was never written a traffic citation. The officers knew him and gave written warnings each time, but did not want to create more financial hardships for the gentleman who was living on a fixed income and showing signs of cognitive problems.

As a result of a NHTSA law enforcement awareness education project, training was done by the NHTSA team and Florida

(continued on page 5)

A Safety Belt Story

by Hon. Judith Eiler, Federal Way, WA (Judicial Outreach Liaison)

Imagine a snowy mountain pass in November of 1961. Then, in almost slow motion you see a car being pushed off the roadway by a large truck which is driving erratically from lane to lane. You see the car edge over the embankment and slowly, ever so slowly the car rolls over and over down the snowy slope out of sight. The trooper two cars back radios ahead with the truck's license number and description and pulls over to begin the grim task of identifying the bodies in the car below. He slips and slides down the bank and finally arrives at the upside down car at the bottom of the ravine. He is shocked when he hears no moaning but rather the tinkling sounds of little girls laughing. He looks in through the broken glass window to see three young girls hanging upside down in the back seat and two adults hanging upside down in the front seat brushing glass off and warning the girls that there is glass all over and that they need to be careful about getting down. The trooper sits down on the hill in amazement and shock at what was sure to be a death accident, but instead had a completely unexpected outcome. Even more amazing is the fact that this accident occurred in 1961, when safety belts were almost unheard of. How do I know this happened? I was one of the laughing little girls hanging upside down in the backseat of that car. When my mom got out she ended up comforting the trooper who was clearly in shock. He just couldn't believe his eyes. To him this was a non-survivable accident, yet here were five people with only some scratches.

1961: When Safety Belts Weren't Required In Cars

How did we get safety belts in our car in 1961? My father was the safety officer at a manufacturing plant in Renton, Washington and had read about how these new fangled things called car safety belts protected the occupants from being thrown out of cars in accidents. He purchased two for the front seats early in the year and had them installed. For Father's Day the June before, we gave him three more sets for the back seats and he had them installed during the summer. He was the hit of the neighbor-

hood giving rides to kids and adults all wearing the new safety belts. The neighbors thought he was taking this safety thing a bit too far. No one thought that being strapped into a car was really very safe. Imagine their surprise when he told them about our mountain pass accident.

The Rest of the Story

A week after the accident the trooper stopped by our house and found out where my father had purchased the safety belts and where to have them installed. His family was going to wear them and be safe.

I still remember the accident. I remember rolling down the hill over and over. I remember the top of the car caving in a bit. And I remember coming to rest upside down and laughing with my sister and my cousin at how funny it was to be hanging upside down in our car. I remember my mother asking the trooper if he was okay and his telling her that he was the one who was supposed to be asking her if she was okay. The doctor at the emergency room kept asking my parents if they were sure that the car had rolled down the bank because we certainly didn't have injuries consistent with that kind of accident. Only when the trooper verified the nature of the accident did he stop questioning my parents. Clearly he didn't believe we should have survived. But survive we did. I am alive because my father installed those safety belts.

The present

Because of my father's insistence on safety, he installed the safety belts. Because of my father's insistence, we all wore them every time we were in the car. Because I know that safety belts saved my life I tell this story.

Beware of Bargain Shopping When it Comes to DWI Court Programs

By Hon. J. Michael Kavanagh, Albuquerque, NM (Judicial Fellow)

The success of DWI/drug courts across the country is becoming well documented as more specialized therapeutic courts utilize years of effective operations, and outcome evaluations produce statistical evidence to support the claims of their proponents.

Unfortunately, some courts have opted to use the drug court model but intentionally remove some or most of the key components of the "model" and still refer to their program as a drug court, DWI or DUI drug court. Nearly 300 courts have either implemented a DWI-specific program which applies key components of drug courts; or existing drug court programs have added a DWI component to their program.

The National Drug Court Institute promotes fidelity to the drug court model as it is described in "Defining Drug Court: The Key Components," the so-called "Bible" of drug courts. NDCI is the functional branch of the National Association of Drug Court Professionals providing educational, research, and scholarship opportunities for the drug court field. It also acts as a clearing house for information including evaluative reports on the effectiveness of all types of drug courts. (Contact the National Drug Court Institute for detailed information at www.ndci.org.)

NHTSA and NDCI have partnered over the last three years to promote the expansion of DWI courts by providing training opportunities that use highly-effective curriculum presented by national experts in each of the disciplines which make up the drug court team. This partnership occurred after the NADCP board of directors created a committee on DWI drug courts to spearhead the effort to promote the expansion of these programs across the country. The support of former NHTSA Administrator Dr. Jeffrey Runge was critical as he pronounced that one of NHTSA's impaired driving priorities was the expansion of these programs.

(continued on page 5)

I Click It! Cross My Heart!

by Hon. Douglas J. Saloom, Lafayette, Louisiana
(Chair, ABA Judges Network Committee)

Many of you who know me, know that one of my favorite Judicial Outreach topics is safety belts. My favorite target audience is middle school students, as I have always felt that wearing a safety belt is a learned habit and that there is no better time to learn a habit than when you are young. I guess the same can be said about Judicial Outreach. It is a learned habit. The good thing is that it is a habit that can be learned regardless of your years on the bench. For this outreach project, I have borrowed existing print media from NHTSA (no permission needed), changed it to fit my needs (no permission asked) and came up with a simple outreach idea that I want to share with you.



The premise of the program was to meet middle school students at their school as they were being dropped off by car, and reward those that we witnessed wearing safety belts with an "I Click It! Cross My Heart!" sticker. Obviously the first thing that I did was to design and order production of the sticker. With the help of a local shop, and for under \$250.00, the sticker was formatted for reproduction and an order was placed for 2000 stickers.

The next step was to gather the troops. With the help of the Lafayette Police Department's media officer, Corporal Mark Francis, several "DARE" officers were assigned to the project, along with representatives of the Sheriff's Department and the State Troopers unit. In all, along with me, there were 8 to 10 officers that participated in the outreach project at 10 local schools. The project was received with open arms by the schools. In fact, at some schools, even the principal handed out stickers to worthy students. Cpl. Francis sent a press release to all television and radio stations about the project. He and I also made a television appearance on the morning of the project. Television film crews also covered the handing out of stickers for the evening news broadcast.

All in all, in less than two hours over 1500 stickers were distributed. The media

(continued on page 6)

What Do I Wear Under My Robe? In Search of a New Favorite Question

by Hon. Douglas J. Saloom, Lafayette, Louisiana (Chair, ABA Judicial Outreach Network Committee)

I have often wondered what question judges are most often asked. Sure, we've heard them all. Judge, can you take care of this ticket? Judge, how do I sue somebody if they owe me money? Judge, if I wring my kid's neck, will you set a bond? Judge, what the heck were you thinking when you made that ruling? The list goes on and on and on. Up until recently, my all-time favorite was: Judge, what do you wear under your robe? Gosh, the answers used to flow so easily. A Grateful Dead t-shirt! A Speedo and muscle shirt! Shorts and flip-flops! Just a shirt, shoes, boxers and clip-on tie! The second-hand clothes that I bought at Goodwill on my judge's salary! Sometimes, I would just sheepishly smile and leave the answer to the inquirer's imagination. Oh how I enjoy the reactions.

Now, as chair of the Judicial Outreach Network Committee (JONC), I have a new favorite question: Judge, what have you done for me lately? Now that's a good question. It's a question we should all be able to answer without hesitation. If you can't, then you're not doing enough judicial outreach. If you can answer positively, then I need your help. If you're not familiar with the JONC, it was formed several years ago to be a clearing-house for judicial outreach programs for use by any judge looking for a successful outreach program. Though up to date, in recent years, because of other commitments made by the JONC, little time has been spent promoting and gathering new programs.

This year, one of the goals of our committee is to rejuvenate our web site. This is where your help is needed.

While the committee is preparing a template for use by judges and lawyers, I would like to start gathering names and programs from those of you who do have existing programs. Initially, I would ask that you send me your contact information and a brief description of the outreach program.

At a later date, you will be contacted to complete the template that will be used on the JONC web site. In the meantime, please visit our site at www.abanet.org/jd/judges-network/home.html.

Ok, I can't help it. Under my robe I wear a shirt, slacks, undergarments, socks and shoes. Now a necktie, that's a whole other subject.

U.S. DOT Releases 2005 Data on Alcohol-Related Traffic Fatalities; State, National Statistics Underscore Severity of Drunk-Driving Problem

The U.S. Department of Transportation's National Highway Traffic Safety Administration released new state-by-state and national data for 2005 showing that alcohol-impaired driving remains an extremely severe problem. Last year alone, there were 16,885 alcohol-related fatalities in traffic crashes, a figure nearly unchanged during the last decade.

According to the data, the highest percentage of drivers in alcohol-related fatal crashes was for male drivers ages 21 to 34 (33 percent), followed by males age 35 to 44 (25 percent). In 2005, fully 39 percent of all traffic deaths involved alcohol. However, 23 states and Puerto Rico showed a decrease in the number of alcohol-related fatalities between 2004 and 2005.

NHTSA's latest statistical report on alcohol-related fatalities is drawn from the agency's Fatality Analysis Reporting System (FARS).

Beware of Bargain Shopping

(continued from page 3)

While there might be some successful programs operating in courts throughout the country, using only parts of the "model," generates concern that the fully comprehensive approach of drug court programs, which adhere to the "model" might be compromised if court leaders opt to create a "DWI Court Light" in order to save money, or because of a lack of resources. It is, after all, easier to work with what you've got, in terms of resources, rather than have to be creative and acquire the resources which would allow a court to fully implement the "model."

DWI Courts which have made the effort to comply with the key components are more easily compared and evaluated as a group using the same approaches than are the stand-alone programs which have opted for the "DWI Court Light" approach. Clearly, it is difficult, if not impossible to advocate for, promote or otherwise support programs which do not accept that fidelity to the model is important for the future of DWI Courts using the drug court model.

The point here is that it is important to know whether a program in existence or one that is being proposed is being designed with fidelity to the model so that its success or failure can be properly evaluated as one belonging to the drug court model and movement as a whole or to the design and operation of that specific program. Otherwise, anyone could call their program a DWI Drug Court or some derivation of one, and the consumer, you, might be misinformed.

Note: The views and opinions of the author do not reflect those of NHTSA or NDCI or NADCP. All comments and opinions expressed in this article are solely those of the author.

While there might be some successful programs operating in courts throughout the country, using only parts of the "model," generates concern that the fully comprehensive approach of drug court programs, which adhere to the "model" might be compromised if court leaders opt to create a "DWI Court Light" in order to save money, or because of a lack of resources.

Elder-Driver Issues

(continued from page 2)

DHSMV at a statewide gathering of local officers on how to recognize a potential unsafe older driver. These officers were given local resource contact information in order to access assistance for these elder drivers and advised to issue citations for traffic offenses so that the problem could be documented and action taken by the proper authorities.

During this training course several statements were made and questions asked by the officers when the case was discussed:

- "Why write this man a ticket when the court system won't do anything with it?"
- "We write the ticket, they pay the ticket, and nobody knows a problem exists."
- "The judge will just dismiss the case and the officer will be the 'bad guy'. It's just a waste of time."
- "The court doesn't know what to do with people like him either. He's just too old to drive anymore."
- "What do you do when you try to locate family members to help out, but he is all alone?"
- "Who is the proper authority that would take responsibility to address the problem?"
- "We don't have the time to spend figuring out the system, we have to get back on patrol. These situations take up too much of our time. Let someone else do it."
- "So what if we have the driving privilege taken away by the DMV, he's still going to get behind the wheel to drive. Then we'll just be writing ticket after ticket and then what will happen— who's going to keep him from driving?"
- "How can I be expected to determine the conditions that are causing unsafe driving during a short traffic stop? Isn't that a decision for a doctor and the DMV to make?"

Judicial system professionals have voiced similar and additional statements during training courses on this subject matter:



• "The DMV has the responsibility to remove unsafe drivers from the roadway. Why should I do their job in my court with our limited resources?"

• "A law should be passed to address the elder driver situation, requiring mandatory age-based testing at the DMV."

• "Do I have the authority in my court to remove a person's driving privilege?"

• "Defendants are often represented by their attorney and don't appear in court for me to make observations."

• "Cases are settled in plea bargain arrangements prior to court dates in order to clear overloaded court dockets."

• "In traffic court, most seniors who pay their tickets don't come before me."

• "I've heard of courts arranging alternative sentencing that includes special considerations in these types of cases. What are some that I could use?"

• "How do I find the community resources or agencies that can help in these situations?"

• "Quite often, a family member is in court with the elder and I just ask them if they think the elder should be driving?"

The driver licensing authorities are the entities assigned by individual state laws in the U.S. to grant driving privileges and take sanction actions. Nationwide, state licensing laws vary on requirements for testing, re-examination, reporting unsafe drivers, and renewal time periods. An effective system to address the concern of unsafe drivers must combine the efforts and establish communication lines between all existing stakeholders that come in contact with the driver. A driver can become medically at-risk and unsafe to drive at any time, and can go unnoticed by licensing authorities no matter how frequent the renewal periods or stringent the testing/reexamination requirements. Removal of the driving privilege does not guarantee that the unsafe driver will stop driving, especially in cases of drivers with cognitive problems. A combined effort at the local community level must be put in place and designed to meet the transportation needs of the elder and address the individual situation.

"Courage"

(continued from page 1)

where alcohol was being served could cope with the pressure by friends and acquaintances to drink. They also provided advice on what to do if they were faced with driving home as the passenger of someone who had consumed too much alcohol, or if a friend or acquaintance under the influence insisted on driving himself home.

Overall, we did not so much tell them what to do, but rather give them suggestions on ways to deal safely with the kinds of potentially dangerous situations they were likely to find themselves in while in high school and college.

The most interesting part of the program was when the young people got to ask the judges any question they wanted. I can tell you that the students weren't shy and I am proud to say the judges weren't afraid to answer truthfully either. One judge volunteered that when he was a teen he drank and drove although he knew it wasn't right

to do so. He added, "It was wrong then and it's wrong now for a teen to drink, and besides that, it was just stupid for me and would be for you if after doing so, we then

The most interesting part of the program was when the young people got to ask the judges any question they wanted. I can tell you that the students weren't shy and I am proud to say the judges weren't afraid to answer truthfully either.

proceeded to drive ourselves home." To another question, another judge admitted "driving once as a young adult while he had a buzz on." He said, "I am truly ashamed to admit this to you now but please remember I was lucky. I did not get caught and I did not end up like Brandon." He added, "The important thing is not to make the same mistake I did, not to take the chance I took.

Keep safe by thinking these things out beforehand. Have the inner courage to say 'no' to alcohol or drugs and if you can't, at least think through how to be cool and safe when confronted by the many temptations that you will face when you get together to party with friends."

By presenting ourselves as people who were not so different from them when we were young, I truly think most of the 250 plus kids who attended these sessions in groups of thirty seemed to get it. Indeed, if all they do is think about what they heard on August 2nd at their high school, from the judges who were there that day, in my opinion, it was time very well spent.

My sincere thanks to my colleagues and fellow team members, Judges Earl Penrod, Pete Evans, George Perez, Mike Kavanaugh, Roger Drew, Sandy Thompson, and Hilary Benson Gangnes and to Linda Murnane, Karl Grube and ABA staffer Gilda Fairly, without whose hard work the "Courage to Live" program would simply not have happened.

ABA Judicial Outreach

(continued from page 1)

"Little Red Driving Hood" video that we learned to use at the National Judicial College's (NJC) "Courage to Live" faculty basic training program underwritten by the National Highway Traffic Safety Administration (NHTSA). The video is a modern day version of the Grimm's fairy tale that depicts a too-young-to-drive "Little Red" who unwisely listens to a young man who convinces her it's "cool" to shun her safety belt, and drink beer while driving carelessly without a license to her sick grandmother's house.

Encouraging the Students to Act like Judges

Following the video, our team encouraged the students to act like judges. Should Little Red lose her privilege to get a driver's license, what type of punishment should she receive for drinking and driving; was

she really at fault or just the victim of the coercion of the wolf-like young man who encouraged her to drive? In answering these questions the students judged credibility, assessed blame, and debated the merits of Little Red's defense that she had been led astray by the smooth-talking



wolf. The culmination of their discussion resulted in the recognition that risk taking has its consequences and that Little Red could have made wiser and safer decisions. Those decisions included: not giving in to

peer pressure, not driving without a license, not drinking, and always buckling up.

Making a Promise to be Safe, Sober, and Buckled Up

Our team departed Mokulele at 0930 hours with the feeling that we had been successful. Our students realized that the No. 1 threat to their lives and well being was being involved in a motor-vehicle crash as either an occupant, pedestrian, or as bicyclist. They vowed to have the courage to live by making safe, sober, and responsible decisions and avoiding risk taking. As a token of their commitment they signed the banner that we brought to their school and pledged to always buckle up and to encourage their families and friends to do the same. Their principal agreed to hang the banner in the school cafeteria for all to remember our visit and their promise to always buckle up. Mission accomplished.

I Click It!

(continued from page 4)

loved it! The principals loved it! The parents loved it! And most importantly, the students loved it as they gladly wore their stickers for the remainder of the day. The

schools have asked that we repeat the campaign next year and we will. I am already thinking of adding the fire department to the project. Instead of collecting money in rubber boots at an intersection, they can hand out safety belt stickers to safety belt-wearing occupants. If they can help Jerry Lewis, I don't think they will mind helping us.

The bottom line is that as a judge, we can give many things back to our community and Judicial Outreach is one of those things. The best part is that outreach doesn't have to be complicated, extravagant or even performed by you alone. So, as the ad says, just do it!