



**JOE SHIRLEY, JR.**  
*President*

**FRANK J. DAYISH, JR.**  
*Vice-President*

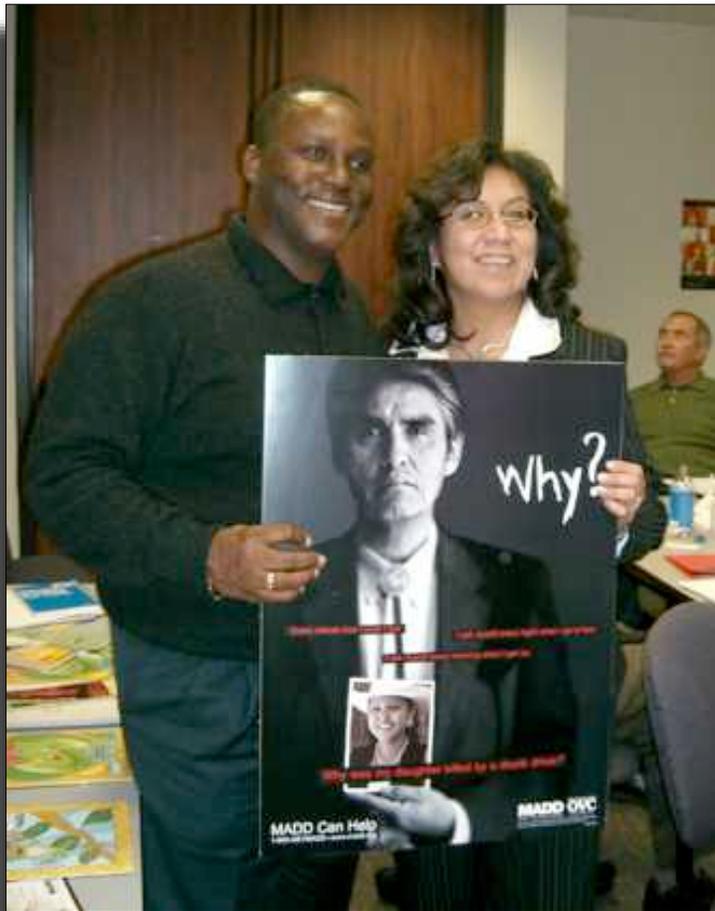
## THE NAVAJO NATION

**For Immediate Release**  
Jan. 26, 2006

**Contact:** George Hardeen  
Communications Director  
Office – 928-871-7917  
Cell – 928-309-8532  
georgehardeen@opvp.org

### Navajo Nation First Lady Vikki Shirley to join national MADD Diversity Life Saving Advisory Council

**DALLAS, Texas** – The First Lady of the Navajo Nation Vikki Shirley has been selected to serve on the Mothers Against Drunk Driving Diversity Life Saving Advisory Council at the MADD Diversity Forum being held here this week.



The Advisory Council will organize and plan the National Diversity Forum II, which will be held here in mid-May. As an Advisory Council member, Mrs. Shirley presented Native American issues on Wednesday following presentations on Hispanic/Latino and African-American concerns.

The Diversity Forum is a opportunity for MADD members to discuss attitudes, behaviors and trends regarding drunk driving, underage drinking, occupant protection and law enforcement. Participants identified barriers and successes of projects they have worked on that either succeeded or failed.

"This was an opportunity for us to get to know each other and educate one another about our various cultures and languages," Mrs. Shirley said.

***National MADD President Glynn Birch joined the Diversity Forum with Navajo First Lady Vikki Shirley in Dallas, Texas. Mrs. Shirley joined the Advisory Council to plan the Diversity Forum II conference in Dallas this May. They hold a MADD poster featuring Navajo President Joe Shirley, Jr., holding a photo of his daughter with him asking, "Why?"***

*Darlene Antonio Photo*

Mrs. Shirley and Navajo Nation President Joe Shirley, Jr., lost their 29-year-old daughter, Tona Vee Shirley-Paymella to a drunk driver two days after Thanksgiving Day in 2001. This led to their personal involvement in MADD to deal with the loss and eventually joining the organization to raise awareness about drunk driving and the heartache it leads to on Navajoland.

Attending the Diversity Forum in Dallas was National MADD President Glynn Birch, members of various Hispanic/Latino and African American MADD volunteers and employees, Texas MADD volunteers, and representatives of the National Highway Safety Association, as well as numerous MADD volunteers.

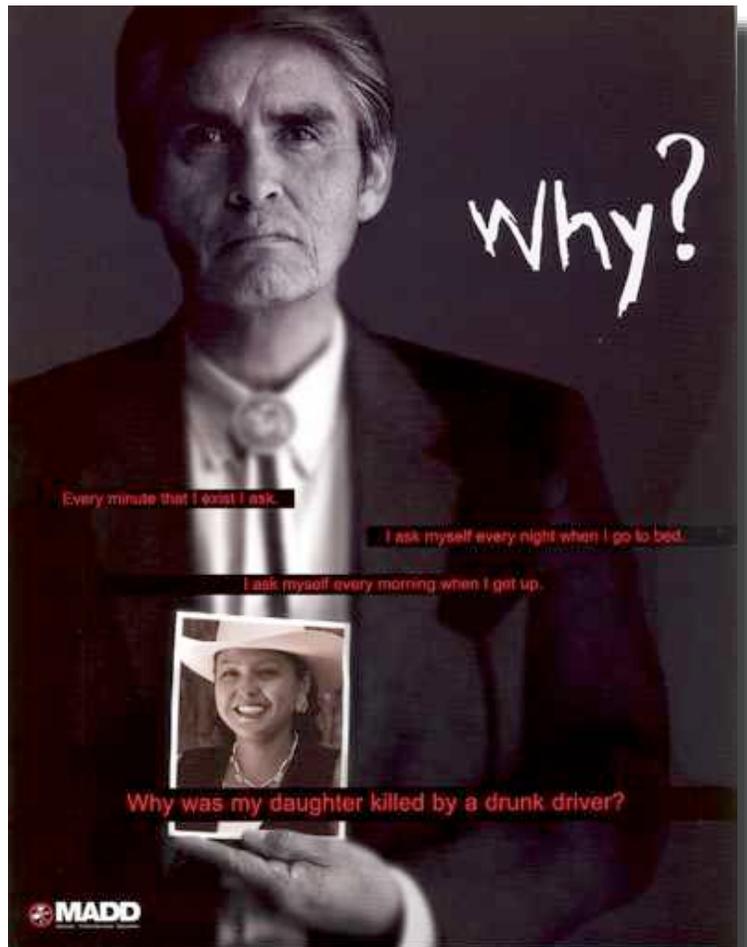
**If you are a victim of drunk driving in need of assistance, please call MADD's toll-free help line at 1-877-MADD-HELP to speak with a counselor who is ready to help you.**

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#### **ADDITIONAL SOURCES:**

**Bessie Yellowhair-Simpson,  
Verna Bia,  
Office of the Navajo Nation First Lady  
928-871-7000 vikkishirley@yahoo.com**

**Terry Huertaz, MADD New Mexico  
505-255-2955, 800-522-6233, maddnm@aol.com**



### **Seat Belt Use / Mobilizations**

- **76% of people who are fatally injured in impaired driving crashes are not wearing seat belts. Wearing seat belts reduces the risk of fatal injury by 45% and the risk of serious injury by 50%.**
- **Seat belt use of 90% is found and exceeded in Canada, Australia and many Northern Europe countries.**
- **25% of drivers who do not use seat belts also engage in high-risk behaviors, such as drinking and driving. Primary seat belt laws increase usage rates for higher-risk drivers to a greater extent than the average driver.**
- **Approximately 75% of Americans use seat belts.**
- **18 states and Washington, D.C. have a primary enforcement seat belt law.**
- **The only proven way to significantly increase belt use is through strong and well-enforced laws.**
- **Passage of a primary enforcement seat belt law raises seat belt use by 9 to 14 percentage points.**
- **The national "Click It or Ticket" mobilization campaign (May 2002) yielded an average increase in seat belt use of nearly 9 percentage points in states using the full implementation model.**
- **Seat belt use increased 14 percentage points (from 61% to 75%), 39 million more Americans buckle up and 3,780 lives have been saved each year since the Air Bag and Seat Belt Safety Campaign started in 1997.**