

HOLIDAY PLANNER (Social Norming) FACT SHEET & TALKING POINTS



Give the Gift of a Lift This Holiday Season *Friends Don't Let Friends Drive Drunk*

- The holiday season between Thanksgiving and New Year's is one of the deadliest and most dangerous times of the year due to an increase in impaired driving.
- In fact, according to the National Highway Traffic Safety Administration (NHTSA), 1,210 people across America, just during the month of December 2004, were killed in highway crashes involving a driver or a motorcycle operator with a blood alcohol concentration (BAC) level of .01 or higher, of those, 1,054 had an illegal BAC level of .08 or above.
- In 2004, over 15,000 people died in alcohol-related crashes involving a driver or a motorcycle operator with a BAC level of .01 or higher, of those, nearly 13,000 had an illegal BAC level of .08 or above.
- That's why **[Local Organization]** is joining with other National, State and local highway safety and law enforcement officials to encourage everyone to "Give the Gift of a Lift" this holiday season by helping make sure no one gets behind the wheel while impaired.
- With all of the office and holiday parties taking place during the holidays, this is a critically important time of year to make sure you always designate a sober driver before the parties begin and to remember that "Friends Don't Let Friends Drive Drunk."
- If you are organizing or hosting a party this month and plan on serving alcoholic beverages – remind your guests to designate their sober driver in advance and provide a variety of non-alcoholic beverages to those designated drivers. Then at the end of the party, make sure all of your guests leave with a sober driver or make arrangements to get them home safely. Other ways to avoid tragedy are to:
 - If you're impaired, call a taxi, use mass transit, or call a sober friend or family member to get you home safely;
 - Use your community's Sober Rides program **[Insert your local Sober Rides specifics here]**;
 - Report impaired drivers to law enforcement;
 - Always buckle up – it's your best defense against an impaired driver;
 - Spend the night where the activity is being held and sleep it off.
- Since 1981, every President of the United States has demonstrated the commitment to preventing impaired driving by proclaiming December as National Drunk & Drugged Driving (3D) Prevention Month.

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Act Responsibly – Make Sure All Office Parties Are Safe

- If you are organizing or hosting an office party this holiday season and you plan on serving alcoholic beverages, be sure to remind your coworkers to designate their sober driver in advance – and then make sure they all leave with a sober driver at the end of the party.
- Other tips to remember are to:
 - Make sure employees know your organization’s expectations and understand your substance abuse policy before the party begins;
 - Let them know they are welcome to have fun at the party, but that they are expected to act responsibly both during and after the party;
 - Be sure to offer non-alcoholic beverages and serve plenty of food during the event – and cut off the bar before the party ends.
- Most importantly, arrange alternative transportation and designate sober drivers in advance. Offer cash bonuses or other prizes to employees who are willing to serve as sober drivers for their colleagues.

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Impaired Driving Creates Serious Consequences

- Too many people still don't understand that alcohol, drugs, and driving don't mix. Impaired driving is no accident – nor is it a victimless crime.
- Impaired driving is one of America's deadliest problems.
- Driving a car or riding a motorcycle while impaired is not worth the risk. The consequences are serious and real. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for driving while impaired can be really significant.
- The tragedies and costs from drinking and driving impaired do not just end at the potential death, disfigurement, disability or injury. Violators who are caught will be spending their money on bail, court, lawyers and towing fees instead of buying holiday presents for others.
- Refuse a sobriety test in many jurisdictions and you can lose your license on the spot and have your car impounded.
- Plus, there is the added embarrassment, humiliation, and potential loss and consequence after informing family, friends, and employers.
- Driving impaired or riding with someone who is impaired is clearly not worth the risk. The consequences can be deadly.
- Please remember to “Give the Gift of a Lift” this holiday season. “Friends Don't Let Friends Drive Drunk.”
- For more information, visit www.stopimpaireddriving.org

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