

# HOLIDAY PLANNER ENFORCEMENT VERSION FACT SHEET & TALKING POINTS



## Impaired Driving Will Not Be Tolerated This Holiday Season

- Impaired driving is one of America's most-often-committed and deadliest crimes. Overall in 2005, 16,885 people died in alcohol-related highway crashes. Of those, nearly 13,000 were killed in crashes involving a driver or motorcycle operator with an illegal blood alcohol concentration (BAC) of .08 or higher.
- The holiday season between Thanksgiving and New Year's is one of the deadliest and most dangerous times on America's roadways due to an increase in impaired driving.
- According to the National Highway Traffic Safety Administration (NHTSA), 1,201 people across America, just during the month of December 2005, were killed in highway crashes involving a driver or motorcycle operator with a BAC level of .01 or higher. In these crashes, 1,033 involved a driver with an illegal BAC level of .08 or above.
- That's why local law enforcement will be out in force cracking down on drunk drivers this holiday season.
- The message is simple – *Drunk Driving. Over the Limit. Under Arrest.*
- No matter what you drive – a passenger car, pickup, sport utility vehicle or motorcycle – if you are caught driving impaired, you will be arrested.
- Far 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.
- Much of the tragedy that comes from impaired driving crashes could be prevented if everyone would take a few simple precautions:
  - Plan ahead: Whenever you plan on consuming alcohol, designate a sober driver before going out and give that person your keys;
  - 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]**;
  - Promptly report drunk drivers you see on the roadways to law enforcement;

- **And remember, *Friends Don't Let Friends Drive Drunk.*** If you know someone who is about to drive or ride while impaired, take their keys and help them make other arrangements to get to where they are going safely.

## **Impaired Driving Creates Serious Consequences**

- The tragedies and costs from driving impaired do not end at the potential death and injury caused by impaired drivers.
- Driving 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 significant.
- Violators often face jail time, the loss of their driver's license, higher insurance rates, and dozens of other unanticipated expenses from attorney fees, other fines and court costs, car towing and repairs, lost time at work, etc.
- 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.

## ***Drunk Driving. Over the Limit. Under Arrest.***

- Driving with a BAC of .08 or higher is illegal in every state. Yet too many people still ignore the law. According to the FBI's Uniform Crime Report, more than 1.3 million people were arrested for driving under the influence during 2005.
- Drunk driving is deadly serious and against the law. If you drive drunk, you *will* be arrested.
- Violators will be spending their money on bail, court, lawyers and towing fees instead of buying holiday presents for loved ones.
- Don't take the chance. Remember, *Drunk Driving. Over the Limit. Under Arrest.*
- For more information, visit [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org).