

**HOLIDAY PLANNER
SOCIAL NORMING VERSION
FACT SHEET & TALKING POINTS**



Buzzed Driving is Drunk Driving and Will Not Be Tolerated

- 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 a 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. Of these crashes, 1,033 involved a driver with an illegal BAC level of .08 or above.
- That’s why **[Local Leader/Organization]** is joining in a strong new push to remind all holiday partiers that *Buzzed Driving is Drunk Driving* and to never forget to designate a sober driver before the festivities begin.
- Far too many people believe that you have to be “falling down drunk” to be too impaired to safely drive. The buzzed driver is one who drinks and drives, but does not consider himself a hazard on the roadway or a drunk driver because “only a few” drinks are consumed.
- 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.

- 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.

Impaired Driving Creates Serious Consequences

- The tragedies and costs from driving impaired do not just 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.

Buzzed Driving is Drunk Driving.

- Driving a vehicle or a motorcycle while impaired is simply wrong and not worth the risk. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for drunk driving are significant.
- This holiday season, don't let your year end in an arrest—or even worse, death. Make smart decisions. Designate your sober driver in advance.
- Remember, *Buzzed Driving is Drunk Driving*. Whether you've had way too many or just one too many, it's not worth the risk. Don't ever drive impaired.
- For more information, visit www.StopImpairedDriving.org.