

**ST. PATRICK'S DAY PLANNER
SOCIAL NORMING VERSION
SAMPLE LETTER TO THE EDITOR
331 Words**



Dear Editor:

In 2005, 59 percent of all traffic fatalities that occurred during the evening of St. Patrick's Day to the early hours of the following morning involved drivers with blood alcohol concentrations (BAC) of .01 and higher. Of those, 88 percent involved a driver with a BAC of .08 or higher. This year, the risk may be even greater since St. Patrick's Day festivities will take place on a Saturday night.

That's why **[Local Organization]** is joining with other National, State and local highway safety officials to remind all St. Patrick's Day partiers that *Buzzed Driving is Drunk Driving* and to never forget to designate a sober driver before the festivities begin.

St. Patrick's Day has become a big night out for many Americans—especially young adults. Because the holiday falls on a Saturday this year, police officers will be working overtime to remind everyone that *Buzzed Driving is Drunk Driving*.

Impaired driving is no accident – nor is it a victimless crime. In 2005, nearly 13,000 people died in highway crashes involving a driver or a motorcycle operator with a BAC of .08 or higher, according to NHTSA.

Too many people still don't understand that alcohol, drugs and driving just don't mix. Too many lives are being lost and we need everyone's help to stop it.

Driving any vehicle – including a motorcycle – when buzzed 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.

Whether you are meeting a few friends at the local pub after work or attending the [big local parade/party], if you plan on using alcohol, never drive while impaired—and never let your friends drive if you think they are impaired. Make smart decisions. Designate your sober driver in advance. And remember, *Buzzed Driving is Drunk Driving*. Don't push your luck this St. Patrick's Day.

For more information, please visit www.StopImpairedDriving.org.

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phone number.)***

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