



2020 *DRIVE SOBER OR GET PULLED OVER*

Products For Enforcement Action Kit: Fact Sheet

The U.S. Department of Transportation's National Highway Traffic Safety Administration is teaming up with law enforcement nationwide during the 2020 Labor Day *Drive Sober or Get Pulled Over* high-visibility enforcement campaign, which runs from August 19 through September 7, 2020. The enforcement campaign coincides with the 2020 Labor Day holiday weekend, which is one of the deadliest times of the year in terms of drunk-driving fatalities. With NHTSA's support, state and local law enforcement agencies across the nation are stepping-up enforcement to keep communities safe by putting an end to drunk driving.

Sobering Statistics

- Approximately one-third of all traffic crash fatalities in the United States involve drunk drivers (with blood alcohol concentrations [BACs] at or above .08). In 2018, there were 10,511 people killed in drunk-driving crashes. To put it in perspective, that's equal to about 20 jumbo jets crashing, with no survivors.
- Nationally, it is illegal to drive with a BAC of .08 or higher – no exceptions.
- Of the traffic fatalities in 2018 among children 14 and younger, 22% (231) occurred in alcohol-impaired-driving crashes.
- Despite the fact that it's illegal to drive when impaired by alcohol, in 2018, one person was killed every 50 minutes by a drunk driver on our nation's roads.
- Men are more likely than women to be driving drunk when involved in fatal crashes. In 2018, 21% of males were drunk, compared to 14% of females.
- In 2018, motorcycle riders involved in fatal crashes had higher percentages of alcohol impairment than any other type of motor vehicle driver (25% for motorcycle riders, 21% for passenger car drivers, 19% for light-truck drivers, and 3% for drivers of large trucks).

Labor Day Statistics

- During the 2018 Labor Day holiday period (6 p.m. August 31 - 5:59 a.m. September 4), 38% of fatalities in traffic crashes involved a drunk driver.
- During the 2018 Labor Day holiday period, there were 439 crash fatalities nationwide. Forty-three percent of those fatalities involved drivers who had been drinking (.01+ BAC). More than one-third (38%) of the fatalities involved drivers who were drunk (.08+ BAC), and nearly one-fourth (24%) involved drivers who were driving with a BAC almost twice the legal limit (.15+ BAC).



- In fatal crashes during the month of August over the five-year period of 2014-2018, nearly one in ten (9%) of the drunk drivers involved, with a BAC of .08 or higher, had one or more previous convictions for drunk driving.
- Among drivers between the ages of 18 and 34 who were killed in crashes over the Labor Day holiday period in 2018, 47% of those drivers were drunk, with BACs of .08 or higher.
- **[Local Labor Day statistic if available.]**

The Cost of Drunk Driving

- On average, a DUI can set you back \$10,000 in attorney's fees, fines, court costs, lost time at work, higher insurance rates, car towing, and more.
- The financial impact from impaired-driving crashes is devastating. Based on 2010 numbers (the most recent year for which cost data is available), impaired-driving crashes cost the United States \$44 billion annually.
- If you're caught drinking and driving, you can face jail time. Imagine trying to explain that to your friends and family or your place of employment.
- Drinking and driving can cause you to lose your driver's license and your vehicle. This could inhibit you from getting to work, resulting in lost wages and, potentially, job loss.

Celebrate with a Plan

Always remember to plan ahead if you will be celebrating. If you plan to drink, plan for a sober driver to take you home. Is it your turn to be the designated driver? Take that role seriously and do not consume alcohol, not even one drink.

- Remember that it is never okay to drink and drive. Even if you've had only one alcoholic beverage, designate a sober driver or plan to use public transportation or a ride service to get home safely.
- If available, use your community's sober ride program **[Insert your local sober ride program specifics here]**.
- If you see a drunk driver on the road, contact **[Local Law Enforcement]**.
- Do you have a friend who is about to drink and drive? Take the keys away and make arrangements to get your friend home safely.



For more information about the *Drive Sober or Get Pulled Over* campaign, visit <https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/national-mobilization/peak-enforcement-kit>.