

AUGUST/LABOR DAY CRACKDOWN FACT SHEET & TALKING POINTS



Drunk Driving. Over the Limit. Under Arrest. National Labor Day Enforcement Crackdown

Impaired Driving Is a Crime and Will Not Be Tolerated

- Impaired driving is one of America's most-often-committed and deadliest crimes. Overall in 2004, more than 15,000 people died in highway crashes involving a driver or motorcycle operator with a blood alcohol concentration (BAC) of .01 or higher. Of those, nearly 13,000 were in crashes where the driver's BAC was .08 or higher.
- That's why law enforcement will be out in force across the nation this Labor Day weekend cracking down on drunk drivers.
- Our 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 we catch you driving impaired, we will arrest you.
- 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.
- Fortunately, much of the tragedy that comes from impaired driving crashes could be prevented if everyone would take a few simple precautions.
- Always follow these tips for a safe Labor Day weekend:
 - 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;
 - Wearing your safety belt while in a car or using a helmet and protective gear when on a motorcycle is your best defense against an impaired driver;
 - 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.

Alcohol and Fatal Motorcycle Crashes

- Alcohol affects those skills essential to operating a motorcycle – balance and coordination. So it plays a particularly big role in motorcycle fatalities.
- Twenty-eight percent of all fatally injured motorcycle operators had BAC levels of .08 or higher. An additional 6 percent had lower alcohol levels (BAC .01 to .07).
- Forty-one percent of the 1,672 motorcycle operators who died in single-vehicle crashes in 2004 had BAC levels of .08 or higher.
- The age groups 30 to 39 and 40 to 49 are those with the highest rates of alcohol involvement for motorcycle operators in fatal crashes.

Impaired Driving Creates Serious Consequences

- The tragedies and costs from driving impaired do not just end at the potential death, disfigurement, disability 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.

- Drunk driving is a serious crime.
- Driving with a BAC of .08 or higher is illegal in every state. Although drunk driving fatalities across the nation slightly declined in 2003 and 2004, alcohol-related fatalities are projected to increase in 2005. Moreover, according to the FBI's Uniform Crime Report, more than 1.4 million people were arrested for driving under the influence during 2004.
- That's why law enforcement will be out in force looking for drunk drivers. Don't take the risk. Remember *Drunk Driving. Over the Limit. Under Arrest.*

- The national *Drunk Driving. Over the Limit. Under Arrest.* impaired driving crackdown is a comprehensive impaired driving prevention program organized by the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) that focuses on combining high-visibility enforcement with heightened public awareness through advertising and publicity.
- This year's effort is supported by \$11 million in paid national advertising to help put everyone on notice that if they are caught driving impaired, they will be arrested.
- For more information, visit www.StopImpairedDriving.org.

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