

# AUGUST/LABOR DAY CRACKDOWN FACT SHEET & TALKING POINTS 2009



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

### Impaired Driving Is a Crime and Will Not Be Tolerated

- Alcohol impaired driving is one of America's most-often-committed and deadliest crimes. Overall in 2007, nearly 13,000 people were killed in highway crashes involving a driver or motorcycle operator with an illegal blood alcohol concentration (BAC) of .08 or higher.
- In 2007, of the 6,159 passenger vehicle drivers in the age group of 21 to 34 killed in crashes, 51 percent had a BAC of .08 or higher.
- That's why law enforcement will be out in force across the nation this August 21 through the 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 these few simple precautions:
  - Plan ahead. If you are planning to drink alcohol with friends, designate a sober driver before going out and give that person the keys;
  - If you didn't plan ahead and 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;
  - Wear your seat belt while in a car or use a helmet and protective gear when on a motorcycle as these are your best defenses against an impaired driver;
  - And remember, 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.
- In 2007, the picture for motorcycle riders was particularly bleak. In fatal crashes that year, a higher percentage of motorcycle riders (27 percent) had a blood alcohol concentration (BAC) of .08 or higher than any other type of motor vehicle driver.
- The percentage with BAC if .08 or above was highest for fatally injured motorcycle riders in two age groups, 45-49 (41 percent); and 40-44 (37 percent), followed by ages 35-39 (35 percent).

## Impaired Driving Creates Serious Consequences

- Driving or riding a motorcycle while impaired is not worth the risk. The consequences are serious and real.
- The tragedies and costs from driving impaired are not limited to potential death, disfigurement, disability and injury. The personal trauma and financial costs of a crash or an arrest for impaired driving also can be significant.
- 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.
- If you refuse a sobriety test in many jurisdictions and you can lose your license on the spot and have your car impounded.
- Plus, offenders risk added embarrassment, humiliation and other potential losses and consequences 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.
- Modest declines were seen in 2007, but the death rate is still too high.

- Traffic fatalities in alcohol-impaired driving crashes decreased nearly 4 percent from 13,491 in 2006 to 12,998 in 2007.
- The alcohol-impaired driving fatality rate per 100 million vehicle miles traveled (VMT) decreased to 0.43 in 2007 from 0.45 in 2006.
- In 2007, the 12,998 fatalities in alcohol-impaired driving crashes represent an average of one alcohol-impaired driving fatality every 40 minutes.
- 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 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 \$13 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](http://www.StopImpairedDriving.org).

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