**SOCIAL NORMING FACT SHEET**

**SAMPLE**

**Make Sure Your July Fourth Plans Include a Sober Driver**

***Buzzed Driving Is Drunk Driving***

Independence Day is one of our nation’s most celebrated holidays. With plenty of backyard barbecues, picnics, and pool parties to attend, millions of Americans head out onto the roads to take part in summer festivities. Unfortunately, this celebratory holiday often turns deadly for those who decide to drink and drive. This irresponsible behavior not only endangers the driver and his or her passengers, but it also endangers thousands of others on the road. In 2015, an average of one person was killed in a drunk-driving crash every 51 minutes. This is a serious problem in our country. So this Fourth of July holiday and every day, remember: *Buzzed Driving Is Drunk Driving*.

During the Fourth of July holiday period, which starts at 6 p.m. Friday, June 30, and ends on Wednesday, July 5 at 5:59 a.m., make sure you plan for a safe weekend of festivities. Statistics show us that drunk driving is a deadly epidemic in our nation. In fact, in 2015, 10,265 people were killed in drunk-driving crashes—almost a third of all traffic fatalities nationwide. To put it in perspective, that’s equal to about 20 jumbo jets crashing, with no survivors. Drunk driving is scary. It can kill you, your loved ones, or a complete stranger. As you head out to enjoy the long weekend, keep the following in mind:

* Over the 2015 Fourth of July holiday (6 p.m. July 2 to 5:59 a.m. July 6), 146 people were killed in crashes involving at least one driver or motorcycle operator with a blood alcohol concentration of .08 or higher.
* During the 2015 July Fourth holiday period, 92 people died in crashes involving at least one driver or motorcycle operator with a blood alcohol concentration (BAC) of .15 or higher—almost twice the legal limit.
* Although those most likely to drive drunk are younger drivers 18 to 34 years old, the number of those involved in fatal alcohol-impaired crashes has drastically decreased. Nearly half (46%) of 18- to 34-year-old drivers killed in motor vehicle traffic crashes during the 2015 July Fourth holiday period were alcohol-impaired (BAC of .08 or higher), whereas in 2014, the number was 58 percent.
* The rate of alcohol impairment among drivers involved in fatal crashes during the 2015 July Fourth holiday period was more than three times higher at night than it was during the day.
* The number of drunk-driving fatalities during the 2015 July Fourth holiday period is no exception to this trend. From 2011 to 2015, there were 751 people killed in drunk-driving crashes over the Fourth of July holiday periods.
* **[Local July Fourth statistic if available.]**

**Be Prepared to Party**

Don’t let the plans get away from you—it’s imperative to your safety, and the safety of others, to plan a responsible ride home from your party. If you leave your house unprepared to get home safely, you may not be in the right frame of mind to make the best choices by the end of the night. Here are a few tips to help you prepare for a safe night of fun:

* Remember that it is never okay to drink and drive. Even if you’ve had one alcoholic beverage, designate a sober driver or plan to use public transportation to get home safely.
* Download NHTSA’s SaferRide mobile app available on Google Play for Android devices: (<https://play.google.com/store/apps/details?id=com.nhtsa.SaferRide&hl=en>), and Apple’s ITunes Store for IOS devices: (<https://itunes.apple.com/us/app/saferride/id950774008?mt=8>). SaferRide allows users to call a taxi or a predetermined friend, and identifies the user’s location so he or she can be picked up.
* 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]**.
* Know a friend who is about to drink and drive? Take the keys away and make arrangements to get your friend home safely.

**Consequence Facts and Figures**

Drinking and driving could cause you to lose your driver’s license and your vehicle.

If you’re caught drinking and driving, you could face jail time. If you kill someone while drinking and driving, you could face manslaughter chargers. Financially, a DUI arrest could cost you up to $10,000 in attorney fees, fines, car towing, repairs, higher insurance rates, and lost time at work.

This Fourth of July, commit to only driving when you’re 100-percent sober, because *Buzzed Driving Is Drunk Driving*. For more information on impaired driving, visit [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov).

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