**CINCO DE MAYO 2017   
SAMPLE TALKING POINTS**

**SOCIAL NORMING VERSION**

**Margaritas and Driving Don’t Mix on Cinco de Mayo**

***Remember: Buzzed Driving Is Drunk Driving***

**Drunk Driving Kills on Cinco de Mayo.**

* In 2015, nearly one third of all motor vehicle fatalities during Cinco de Mayo involved drunk driving.
* Over the 2015 Cinco de Mayo holiday period (6 p.m. May 4th - 5:59 a.m. May 6th), 40 people (31% of all crash fatalities during the holiday period) were killed in drunk-driving crashes.
* From 2011-2015, 270 people were killed in drunk-driving crashes during the Cinco de Mayo holiday period.
* During the Cinco de Mayo holiday period (6 p.m. May 4th – 5:59 a.m. May 6th) over a 5-year period, 51 percent of male drivers 21 to 34 died driving drunk.
* Drunk driving kills more than 10,000 people each year in our country, and those deaths are preventable.
* That’s why [**State/Local Organization]** is teaming up with the National Highway Traffic Safety Administration to reach all drivers with a life-saving reminder this Cinco de Mayo.
* Planning ahead is the key to staying safe after you’ve been drinking. Before the party starts, make a plan for how to get home safely and to stay out of jail. Remember: *Buzzed Driving Is Drunk Driving.*

**Alcohol and Driving Don’t Mix.**

* Drinking and driving is dangerous and deadly. Just one or two drinks can impair your judgment and increase the risk of getting arrested for driving drunk—or worse, causing a crash and killing yourself or someone else—if you get behind the wheel.
* Many factors determine the effect alcohol has on your body, and it can vary from person to person depending on factors such as your weight and when and what you last ate.
* Too many people wait until after they’ve started drinking to figure out how they will get home, but by then, it’s too late to make a clear-headed decision.
* Drinking after driving is never worth the risk of injuring or killing yourself or someone else.

**Drinking and Driving Will Cost You—Possibly Your Life.**

* According to NHTSA, 35,092 people were killed in motor vehicle traffic crashes in 2015, and 29 percent (10,265) of those fatalities occurred in drunk-driving-related crashes.
* If you’ve been out drinking and then get behind the wheel, you run the risk of causing a crash or getting arrested for a DUI.
* If you are convicted of a DUI, you could face jail time, the loss of your driver’s license, higher insurance rates, and other expenses including attorney fees, court costs, car towing and repairs, and lost wages due to time off from work. There’s also the embarrassment, humiliation and consequence of telling family, friends, and employers of your arrest.
* The average DUI costs about $10,000. The costs for public transportation, a taxi or a shared ride home is a bargain compared to the cost of an arrest.

**Plan Your Sober Ride Home Before the Party Begins.**

* A safe, sober ride home is an essential part of any plan that includes drinking.
* Before celebrating Cinco de Mayo this year, decide whether you’ll drink or you’ll drive. You can’t do both.
* If you’re planning on driving, commit to staying sober.
* If you’ve been drinking and need a sober ride home, there are many options. Call a taxi or sober friend or family member, use public transportation or **[insert your local sober ride program specifics here]**. Also, try NHTSA’s SaferRide mobile app, which helps users call a taxi or a sober friend for a ride home and to identify their location so they can be picked up.
* Help those around you be responsible, too. Walking while intoxicated can also be deadly, as a lack of attention could put you at risk of getting hit by a vehicle. If someone you know is drinking, do not let them get behind the wheel; help them find a sober ride home.
* If you see someone who appears to be driving drunk, call the police. Your actions could help save a life. It *is* your business.

Plan your sober ride home before you party this Cinco de Mayo. Remember: *Buzzed Driving Is Drunk Driving.*

For more information, visit [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov).

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