

Halloween Campaign

Sample Talking Points

What’s scarier than a ghost wandering the graves on Halloween? A drunk driver on the road. Stay safe this Halloween. Share these drunk-driving facts and figures with people in your community. Halloween should be a night of good memories, not nightmares.

* On Halloween night during the years 2011-2015, there were 172 people killed in drunk-driving-related crashes.
* On Halloween night during the years 2011-2015, 45 percent of all motor vehicle deaths involved drunk driving.
* In 2015, there were 8 pedestrians and 47 vehicle occupants killed in drunk-driving-related crashes.
* The 21-to-34-year age group accounted for the most fatalities (64%) in drunk-driving-related crashes during Halloween night in 2015.

**Plan Before You Party to Get Home Safely**

You can stay safe and protect your neighbors by following these tips:

* 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 in 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]**.
* Have a friend who is about to drink and drive? Take the keys away and make arrangements to get your friend home safely.

**One Way or Another, You’ll Pay for Drunk and Buzzed Driving**

* On average, a DUI can set you back $10,000 in attorney fees, fines, court costs, lost time at work, higher insurance rates, car towing and repairs, and more.
* The financial impact from impaired driving crashes can be 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.
* Some people mistakenly think they can avoid a DUI by refusing to take a breath test. Wrong. In many jurisdictions a refusal to take a breath test results in the immediate loss of your driver’s license, and the impoundment of your vehicle.

**Alcohol Impairment Affects Pedestrians, Too.**

* Walking impaired can be just as dangerous as drunk driving. Designate a sober friend to walk you home.
* Alcohol involvement—for the driver and/or the pedestrian—was reported in 48 percent of the traffic crashes that resulted in pedestrian fatalities in 2015.
* In 2015, an estimated 34 percent of fatal pedestrian crashes had pedestrians with BACs of .08 g/dL or higher.
* In 2015, an estimated 15 percent of fatal pedestrian crashes had drivers with BACs of .08 g/dL or higher.

Always remember: It is illegal in every state to drink and drive with a blood alcohol concentration (BAC) of .08 grams per deciliter (g/dL) or higher. Keep yourself, your loved ones, and your neighbors safe—never drink and drive. Always remember: *Buzzed Driving Is Drunk Driving*. For more information, visit [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov).

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