### 2019 *Drive Sober or Get Pulled Over*

### Products For Enforcement Action Kit: Welcome Letter

Each year, Americans around the country gather to celebrate Labor Day and bid the summer a celebratory farewell. Unfortunately, the holiday weekend also means an increase in road traffic, with many flocking to the beaches and to visit family and friends for the long weekend. Increased traffic means an increased likelihood of vehicle crashes, and the festive nature of the weekend, unfortunately, lends itself to instances of drunk driving. To keep people safe on the streets, the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) wants to make sure this busy travel period is a safe one, which is why we’re partnering with law enforcement nationwide for the *Drive Sober or Get Pulled Over* enforcement campaignfrom August 14 through September 2, 2019, to help put a stop to alcohol-impaired driving.

With the support of law enforcement nationwide, the message of sober driving will reach millions of drivers and help save lives. This Products for Enforcement Action Kit (PEAK) contains customizable materials to help you successfully spread the campaign’s message, *Drive Sober or Get Pulled Over*,and complement your enforcement campaign. The high-visibility enforcement model has two important purposes: to spread the message and to increase enforcement of impaired driving laws.

**Why Enforcement Matters**

In 2017, there were 10,874 people 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. While we see some fluctuation in numbers from year to year, drunk driving continues to be a major problem. Labor Day proves to be an especially dangerous time on the roads, as people are enjoying those last summer parties and, sadly, making the deadly decision to drive after drinking. In fact, in 2017, 36 percent of all fatalities over the Labor Day holiday period (6 p.m. September 1–5:59 a.m. September 5) were in alcohol-impaired-driving crashes. The statistics are clear: Labor Day weekend is a dangerous time for people out on the roads. It is important that those considering driving after drinking know there are deadly consequences to their actions.

Drunk driving isn’t the only risk on the road: Among several others, drug-impaired driving is an increasing problem on America’s roads. If drivers are impaired by any substance—alcohol or drugs—they should not get behind the wheel of a vehicle. Driving while impaired is illegal, period. The bottom line is this: *If You Feel Different, You Drive Different. Drive High, Get a DUI.*

To help keep drivers and other road users safe, NHTSA is pleased to once again provide your law enforcement team with materials that will help spread the message that impaired driving, whether from alcohol or drugs is illegal. Drivers must be reminded: *Drive Sober or Get Pulled Over and If You Feel Different, You Drive Different. Drive High Get A DUI.* Find up-to-date alcohol and drug-impaired driving campaign materials at www.trafficsafetymarketing.gov.

**What’s in this Products for Enforcement Action Kit?**

* **NHTSA Law Enforcement Call to Action:** The *Drive Sober or Get Pulled Over* national high-visibility enforcement campaign is only possible with the dedication of law enforcement officers. Use this message to remind your team why their efforts are so important.
* ***Drive Sober or Get Pulled Over*****Timeline and Future Dates Flyer:** Share these important documents internally so your team is aware of key campaign dates and can strategize accordingly.
* **Earned Media:** Customize and use our sample press releases, editorial, and fact sheet with talking points to get the word out to drivers in your area about the *Drive Sober or Get Pulled Over* campaign—or, use the samples as guides to create your own promotional and educational material.
* **Social Media:** Customize or use the sample Facebook posts and Twitter messages about drunk driving and the *Drive Sober or Get Pulled Over* campaign. Social media is an excellent way to make sure the message gets out to the greatest number of people.
* **Infographics: Use these up-to-date graphic data images to spread the message about impaired driving.**
* **NHTSA Reports:** NHTSA uses data and years of research to shape enforcement and outreach efforts. Check out the statistics on impaired driving; you’ll be reminded why this campaign is vital to keeping your citizens safe and reducing drunk driving.

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