## 2019 *Drive sober or get pulled over*

## Products For Enforcement Action Kit: Dispatch

Law enforcement: We need your help! Each year, America loses more than 10,000 people to drunk-driving vehicle crashes. With your support, we hope to spread the message about the dangers of drunk driving, and to help get drunk drivers off the streets. In 2017, there were 10,874 people killed in drunk-driving crashes, making up nearly one-third of all traffic fatalities that year. In fact, on average, more than 10,000 people have died each year (2013 to 2017) in drunk-driving crashes. As Labor Day nears, we are reminded that it is one of the deadliest holidays for drunk-driving crashes. As summer winds down and the holiday approaches, we must intensify our efforts to let drivers know that drunk driving is a deadly crime that won’t be tolerated. This Labor Day, help us spread the lifesaving message: *Drive Sober or Get Pulled Over*.

As part of this high-visibility enforcement campaign, it is essential that we communicate this reality to the public. To help spread the message in your area, let drivers know that from August 14-September 2, 2019, law enforcement personnel is stepping up enforcement efforts and showing zero tolerance for drunk driving. When drivers are better informed about the dangers—and the consequences—of drunk driving, they are more inclined to obey the law. Drunk driving isn’t the only illegal behavior law enforcement will be watching for. Drug-impaired driving is increasingly prevalent on our roads, and it’s important to impress upon drivers this lifesaving message: *If You Feel Different, You Drive Different. Drive High, Get a DUI*. Let your community know that your mission is simple: you are out to save lives. Additionally, we hope you make use of the communications material provided to you by NHTSA in the Products for Enforcement Action Kit (PEAK) and at TrafficSafetyMarketing.gov. You can use social media and local news outlets to help maximize your reach.

**The Strategy**

Below is a brief layout to assist you in enforcing the lifesaving message of sober driving. Although the facts are strong, we know they aren’t necessarily enough to deter drunk-driving behavior. Drivers need to know that if they’re driving drunk, there are consequences to their actions: They will be pulled over and arrested. NHTSA recommends that as an agency, you:

* **Maximize your enforcement.** High-visibility enforcement is achieved when you add greater numbers of patrols, both fixed and roving. Add checkpoints where possible. Show drivers in your community that you are committed to this effort.
* **Know the stats.** During the 2017 Labor Day holiday period (6 p.m. September 1–5:59 a.m. September 5), 36 percent of fatalities in traffic crashes involved a drunk driver.
* **Show zero tolerance.** Nationally, it’s illegal to drive with a blood alcohol concentration (BAC) of .08 or higher. Yet in 2017, one alcohol-impaired-driving fatality occurred every 48 minutes. In the month of August, over the five-year period from 2013-2017, almost 10 percent of drunk drivers in fatal crashes had one or more previous convictions for impaired driving.

**NHTSA Thanks You**

As safety partners, we at NHTSA are indebted to your teams for the tireless work done to keep America’s roads safe. Law enforcement officers nationwide show selflessness on a daily basis by putting their lives on the line in commitment and service to their communities, working hard to remove impaired drivers from our roadways and to save lives each and every day. We are grateful for your help and for your commitment to traffic safety. This mission could not be accomplished without you. Thank you for your work and dedication during the 2019 Labor Day *Drive Sober or Get Pulled Over* campaign.

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