**2012 HOLIDAY CRACKDOWN  
FACT SHEET**

**“Drive Sober or Get Pulled Over”**

**[Law Enforcement Organization] Cracking Down**

**On Impaired Driving to Save Lives**

* **[Law Enforcement Organization]** is joining a nationwide impaired-driving crackdown this holiday season to stop impaired driving and to save lives in **[CITY/COUNTY/STATE].**
* Efforts will include **[sobriety checkpoints, saturation patrols, etc.]**.
* According to the National Highway Traffic Safety Administration, 32,885 people were killed in motor vehicle traffic crashes in 2010. Thirty-one percent (10,228) of those fatalities involved an alcohol-impaired driver.
* The holiday season is particularly dangerous. During December 2010, 2,597 people lost their lives in motor vehicle traffic crashes, and 30 percent (775) involved an alcohol-impaired driver.
* Data further shows that over two-thirds (71%) of those killed in December 2010 were in alcohol-impaired crashes where a driver tested at a blood alcohol concentration of .15 grams per deciliter and above.
* During December 2010, 25 people were killed in impaired-driving crashes per day on average.
* That’s why **[Local Law Enforcement]** will be out in force during the period December 12, 2012, to January 1, 2013, cracking down on impaired driving with a special “Drive Sober or Get Pulled Over” enforcement blitz.

**Young Adults, Men, and Nighttime Drivers Most At Risk**

* Young adults are among those at greatest risk for driving impaired. During December 2010, drivers 21 to 34 years old were alcohol impaired and involved in fatal crashes at a higher percentage than any other age group.
* In December 2010, 78 percent of the alcohol-impaired drivers in fatal crashes were male.
* Nighttime driving is the most deadly. Seventy-eight percent of the alcohol-impaired drivers involved in fatal crashes during December 2010 were driving from 6 p.m. to 5:59 a.m.
* Data further shows that during December 2010, 45 percent of drivers involved in fatal crashes from 12 a.m. to 2:59 a.m. had BACs of .15 g/dL or higher.

**Break the Law, Face the Consequences**

* During the holiday crackdown, law enforcement will be aggressively looking forimpaired drivers. When you drink and drive, you are putting your life and the lives of others at risk.
* If you break the law, you face jail time, the loss of your driver’s license, higher insurance rates, and dozens of other unanticipated expenses ranging from attorney fees, court costs, car towing and repairs, and lost wages due to time off from work
* Law enforcement will have zero tolerance for those who don’t obey the law. If you choose to drive impaired, you will be arrested. No warnings. No excuses.
* It is illegal in all 50 States, the District of Columbia and Puerto Rico to drive with a BAC of .08 or higher.
* Refusing to take an alcohol breath test in many jurisdictions may result in the loss of your license on the spot and enhanced penalties, not to mention that having to inform family, friends, and your employer that you lost your license will add to your embarrassment and humiliation.

**Three Simple Ways to Prevent a Tragedy**

* Plan ahead. If you will be drinking, do not drive. Designate a sober driver or arrange another safe way home.
* If you are impaired, find another way home. Use a taxi, call a sober friend or family member, use public transportation, or call your **[insert your local sober ride program specifics here].**
* Be responsible. If someone you know is drinking, do not let that person get behind the wheel. If you see an impaired driver on the road, contact law enforcement. Your actions may save someone’s life, and inaction could cost a life.

For more information, visit the “Drive Sober or Get Pulled Over” Campaign Headquarters

at [www.nhtsa.gov/drivesober](http://www.nhtsa.gov/drivesober).