

2012



Crackdown

**2012 WELCOME
HIGH-VISIBILITY ENFORCEMENT WORKS!**

**Join the National Impaired-Driving Enforcement Crackdown
August 17 – September 3**

In an effort to get impaired drivers off the road, raise public awareness about the dangers of impaired driving, and most importantly, to save more lives on our roadways, the national impaired-driving enforcement crackdown—"Drive Sober or Get Pulled Over"—will be held from mid-August through Labor Day 2012.

This national crackdown will include high profile events and media outreach, supported by national paid advertising, but it will simply not save as many lives without the high visibility enforcement you and other law enforcement partners bring.

The Facts...

All 50 States, the District of Columbia and Puerto Rico have made it illegal to drive with a blood alcohol concentration of .08 grams per deciliter or higher.

- Despite these laws, 10,228 people nationwide were killed during 2010 in motor vehicle traffic crashes involving drivers or motorcycle riders with a BAC of .08 or higher.
- Alcohol-impaired (.08 BAC or higher) crash fatalities accounted for 31 percent of all motor vehicle crash fatalities during 2010 – or an average of one fatality every 51 minutes.
- During Labor Day weekend (*6 p.m. Sept. 3- 5:59 a.m. Sept. 7*) in 2010, 147 people were killed in crashes involving drivers or motorcycle riders with a BAC of .08 or higher.
- Eighty percent of fatalities in alcohol impaired driving crashes over the 2010 Labor Day weekend occurred between the hours of 6 p.m. and 5:59 a.m.
- Over Labor Day weekend in 2010, 53 percent of the drivers or motorcycle riders killed who had BACs of .08 or higher in the fatal crashes - were 18 to 34 years old.

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Help Us Crack Down on Impaired Driving ...

Impaired driving is not an accident, and it is something that YOU can help deter in your community.

Research shows that high-visibility enforcement reduces alcohol impaired driving fatalities by as much as 20 percent, and a well-implemented enforcement campaign that is intense, frequent, visible and targeted can make a big difference in your community.

- **Commit to the crackdown** – Join law enforcement agencies across the country in cracking down on impaired drivers during the “Drive Sober or Get Pulled Over” campaign, this August 17 through September 3.
- **Raise awareness**— Publicize your enforcement efforts with events, promotions and communication through your local media. Use the sample earned media in this kit to share information with the public about the campaign, and the deadly impact of impaired driving.
- **Emphasize consequences** – Driving while impaired not only claims lives, it often results in jail time, fines and other penalties – including being sentenced to use an ignition interlock – as well as personal embarrassment, adverse effects on job prospects and financial costs. Statistics show that the fear of these consequences changes actions, so remind your community about the many personal and financial costs of impaired driving.
- **Maximize enforcement success** – Conduct sobriety checkpoints and enforcement activities during high-risk nighttime hours. Consider setting up checkpoints (even with low staffing) early in the evening, e.g., from 4 to 9 p.m. (to increase visibility) and saturation and roving patrols during late night hours, e.g., 9 p.m. to 3 a.m. (to increase the likelihood of making arrests).

Thank you for joining the 2012 “Drive Sober or Get Pulled Over” crackdown. Your active and aggressive support will make a huge difference in saving more lives on your local roadways.

For Additional Impaired Driving Prevention Information and Resources, Visit the “Drive Sober or Get Pulled Over” Headquarters at www.nhtsa.gov/drivesober.