**2017 HOLIDAY CAMPAIGN**

**SAMPLE TALKING POINTS**

**This Holiday Season, *You Better Watch Out!***

***Drive Sober or Get Pulled Over***

The holidays are a festive time for Americans, and endless parties with friends, families, and co-workers can easily lead to drinking too much alcohol. Drinking and driving accounts for one-third of vehicle-related fatalities in the United States. Keep your holidays merry and bright by remembering to always drive sober, no matter what. Review these facts and sober-driving tips to see you through the New Year.

* This holiday season, **[State/Local Law Enforcement Organization]** is partnering with the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) for the national *Drive Sober or Get Pulled Over* enforcement campaign to help keep impaired drivers off the road. The campaign runs December 13-31, 2017.
* This holiday season, law enforcement will increase patrols looking for drunk drivers. If they catch you drinking and driving, you will be pulled over and arrested. Don’t put yourself, your passengers, and others at risk this holiday season by drinking and driving. Remember: *Drive Sober or Get Pulled Over*.
* According to NHTSA, 37,461 people were killed in motor vehicle traffic crashes in 2016, and 28 percent (10,497) of those fatalities were in crashes during which a driver had a blood alcohol concentration (BAC) over the legal limit of .08.
* That same year, 781 people lost their lives in drunk-driving-related crashes in the month of December alone.
* From 2012-2016, 28 percent (3,995) of all people who lost their lives in traffic crashes during the month of December died in crashes that involved a driver with a BAC of .08 or higher.

**Drive Sober or Get Pulled Over**

* In every State and the District of Columbia, drunk driving is illegal, and the consequences can prove deadly to you and those around you. If you drive while impaired, you could be arrested or involved in a car crash, potentially injuring or killing you, your passenger, or another road user. Do you want these devastating consequences resting on your shoulders? Driving drunk is never worth the risk.
* In many jurisdictions, refusing to take a breathalyzer test has tough consequences, including the immediate loss of your driver’s license and the impoundment of your vehicle. If you think you might not pass a breathalyzer test, you shouldn’t be behind the wheel.
* The legal and financial costs of a DUI can be significant. If you are arrested for a DUI, you could face jail time, losing your license, and expenses including higher insurance rates, attorney fees, court costs, car towing and repairs, and lost wages due to time off from work. There’s also the embarrassment and consequences of telling your family, friends and employers of your arrest.

**Financial Impacts**

* 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.

**Celebrate with a Plan**

* Remember that it is never okay todrive drunk. Even if you’ve had only 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 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].**
* See someone who is about to drink and drive? Take the keys away and make arrangements to get your friend home safely.

For more information about the *Drive Sober or Get Pulled Over* campaign, visit [www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov).