

JULY 4th PLANNER ENFORCEMENT VERSION FACT SHEET AND TALKING POINTS



Drunk Driving Will Not Be Tolerated This July 4th

- In 2005, July 4th was the deadliest holiday period of the year – due to impaired driving.
- In 2005, 48 percent of all traffic fatalities that occurred in crashes during the Fourth of July holiday involved a driver or motorcycle operator with blood alcohol concentrations (BAC) of .01 or higher. Of those fatalities, 88 percent were in crashes where the BAC level was .08 or higher. —the illegal limit in all 50 states, the District of Columbia and Puerto Rico.
- In 2005, 280 people were killed in crashes involving a driver or motorcycle operator with a BAC of .08 or higher across America during the Fourth of July holiday period. Of those, 245 fatalities involved a driver or motorcycle operator with a BAC level of .08 and higher.
- That is why national, state and local law enforcement will be out in full force cracking down on drunk drivers during the Fourth of July holiday period with an aggressive *Drunk Driving. Over the Limit. Under Arrest.* enforcement blitz.
- There will be more sobriety checkpoints, saturation patrols and heightened enforcement activities to show zero tolerance for anyone who is driving impaired. If you are over the limit – you’re under arrest. No exceptions. No excuses.
- Much of the tragedy that comes from impaired-driving related crashes could be prevented if everyone would take a few simple precautions before going out to party this Fourth of July. Always follow these tips for a safer July 4th celebration:
 - Plan ahead: Whenever you plan on consuming alcohol, designate your sober driver before going out and give that person your keys;
 - If you’re impaired, call a taxi, use mass transit or call a sober friend or family member to get you home safely;
 - Use your community’s Sober Ride program **[insert your local Sober Ride specifics here]**;
 - Promptly report drunk drivers you see on the roadways to law enforcement;
 - And remember, *Buzzed Driving Is Drunk Driving*. If you know someone who is about to drive or ride while impaired, take their keys and help them make other arrangements to get to where they are going safely.

Drunk Driving is a Deadly Problem

- Impaired driving is one of America's deadliest problems. Nearly 13,000 people died in highway crashes involving a driver or motorcycle operator with a BAC of .08 or higher in 2005.
- Driving with a BAC of .08 or higher is illegal in every state. Yet too many people still ignore the law. According to the FBI's Uniform Crime Report, more than 1.3 million people were arrested for driving under the influence during 2005.
- Too many people still don't understand that alcohol or drugs and driving don't mix. Impaired driving is no accident—nor is it a victimless crime.

Motorcyclists Are At Great Risk

- Alcohol plays a big role in motorcycle fatalities: Forty-one percent of the 1,878 motorcycle operators who died in single-vehicle crashes in 2005 had BAC levels of .08 or higher.
- A higher percentage of motorcycle operators had BAC levels of .08 or higher than any other type of vehicle driver involved in fatal crashes during 2005.
- Alcohol affects those skills essential to operating a motorcycle – balance and coordination.
- In 2005, the age groups with the highest rates of alcohol involvement in fatal crashes for motorcycle operators were between the ages of 35 to 44.

Drunk Driving Creates Serious Consequences

- The tragedies and costs from drinking and driving impaired do not just end at the potential death, disfigurement, disability and injury caused by impaired drivers.
- Driving or riding a motorcycle while impaired is not worth the risk. The consequences are serious and real. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for driving while impaired can be significant.
- Violators often face jail time, the loss of their driver's license, higher insurance rates, and dozens of other unanticipated expenses from attorney fees, other fines and court costs, car towing and repairs, lost time at work, etc.
- Refuse a sobriety test in many jurisdictions and you can lose your license on the spot and have your car impounded.
- Plus, there is the added embarrassment, humiliation, and potential loss and consequence after informing family, friends and employers.

Over the Limit. Under Arrest. This Fourth of July.

- No matter what you drive—a passenger car, pickup, SUV or motorcycle—if you are caught driving impaired, you will be arrested. No exceptions. No excuses.
- Don't let this Fourth of July blow up in your face! Remember, *Drunk Driving. Over the Limit. Under Arrest.*
- Designate a sober driver before the July 4th festivities begin.
- For more information, please visit www.StopImpairedDriving.org .