



Drive Sober Or Get Pulled Over

Talking Points

Join the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) safety initiative to educate the public about the importance of sober driving. *Drive Sober or Get Pulled Over* is a national high-visibility enforcement drunk-driving prevention campaign that urges drivers to understand the importance of sober driving and is supported by increased law enforcement.

Overview

- Drunk driving is illegal and deadly.
- Drivers will see more law enforcement on the road during the holidays as part of the *Drive Sober or Get Pulled Over* high-visibility enforcement campaign.
- Law enforcement will be expanding their efforts with zero tolerance for impaired driving. The goal is to save lives.
- Even a small amount of alcohol can affect driving ability.
- Nationally, it is illegal to drive with a BAC of .08 g/dL or higher, except in Utah, where the limit is .05 g/dL.

Stats

The Cost of Drunk Driving

- The average DUI costs \$10,000 in attorney's fees, fines, court costs, lost time at work, higher insurance rates, and more.
- The financial impact from impaired-driving crashes is devastating: Crashes in which alcohol was the cause resulted in \$57 billion in economic costs.
- If you're caught drinking and driving, you can face jail time. That arrest will follow you for many years to come.

Commented [A1]: Localize: We encourage you to insert your local/state statistics related to this topic. For national statics, click the below links.

[General Drunk Driving Stats](https://www.trafficsafetymarketing.gov/safety-topics/drun-driving#1661)

<https://www.trafficsafetymarketing.gov/safety-topics/drun-driving#1661>

[Fourth of July](https://www.trafficsafetymarketing.gov/safety-topics/drun-driving/drive-sober-or-get-pulled-over/fourth-july#7621)

<https://www.trafficsafetymarketing.gov/safety-topics/drun-driving/drive-sober-or-get-pulled-over/fourth-july#7621>

[August/Labor Day](https://www.trafficsafetymarketing.gov/safety-topics/drun-driving/drive-sober-or-get-pulled-over/august-labor-day#7806)

<https://www.trafficsafetymarketing.gov/safety-topics/drun-driving/drive-sober-or-get-pulled-over/august-labor-day#7806>

[Winter Holidays](https://www.trafficsafetymarketing.gov/safety-topics/drun-driving/drive-sober-or-get-pulled-over/winter-holidays#7881)

<https://www.trafficsafetymarketing.gov/safety-topics/drun-driving/drive-sober-or-get-pulled-over/winter-holidays#7881>



- Drinking and driving can cause you to lose your driver's license and your vehicle. This could prevent you from getting to work, resulting in lost wages and, potentially, job loss.

Plan Ahead

- Always drive 100% sober. Even one alcoholic beverage could be one too many.
- Plan ahead: Before you have even one drink, designate a sober driver to get you home safely. If you wait until you've been drinking to make this decision, you might not make the best one.
- You have options to get home safely: designate a sober driver or call a taxi or rideshare. Getting home safely is always worth it.
- If it's your turn to be the designated driver, take your job seriously and don't drink.
- If you see a drunk driver on the road, contact local law enforcement.
- If you have a friend who is about to drink and drive, take the keys away and let a sober driver get your friend home safely.

Commented [A2]: Option: If your community has sober ride program, insert that information here.

Commented [A3]: Option: Insert local law enforcement agency and number.

For more information on impaired driving, www.nhtsa.gov/risky-driving/drunk-driving.