



Drive Sober or Get Pulled Over FACT SHEET & TALKING POINTS

**From the Wisconsin DOT
Division of State Patrol
Bureau of Transportation Safety**



***Drive Sober or Get Pulled Over* crackdown – Aug. 18 to Sept. 4, 2017**

- The national 2017 *Drive Sober or Get Pulled Over* high-visibility law enforcement campaign from August 18 through September 4 is aimed at deterring impaired driving especially as we approach the Labor Day holiday weekend - one of the deadliest times of the year for drunk-driving fatalities.
- As part of the nationwide effort to save lives and prevent injuries, law enforcement agencies from around Wisconsin will patrol in greater numbers and for longer hours to arrest impaired drivers and get them off the road.
- The goal is not simply to arrest more impaired drivers. The goal is to deter drunken driving as we continue our push towards zero traffic deaths on Wisconsin roads.

Sobering statistics

- About one-third of all traffic crash deaths in the U.S. involve drunk drivers. Last year in Wisconsin, 143 people were killed and over 2,900 injured in alcohol-related crashes.
- There were over 24,700 convictions for drunken driving in Wisconsin last year.
- On average, a DUI can cost \$10,000 in fines, court costs, attorney fees, lost time at work, higher insurance rates, car towing and repairs, and more.
- Drunken driving is 100 percent preventable, but too many people are still being killed or injured because of the irresponsible decision to drive while impaired.

Making responsible choices:

- Choose a sober designated driver before you start drinking.
- If you're feeling buzzed, you likely are over the 0.08 BAC limit and should not drive.
- Rather than risk an arrest, take mass transit, a taxicab, or ask a sober friend to drive you home.
- The Zero In Wisconsin traffic safety program has a free "Drive Sober" mobile app that can be downloaded by visiting zeroinwisconsin.gov.

- Some taverns and restaurants have programs to provide patrons with a safe ride home. Visit www.tlw.org/ and click on Safe Ride.
- Report impaired drivers to law enforcement by calling 911.

Online resources:

- Drive Sober or Get Pulled Over Law Enforcement Action Kit:
<http://wisconsindot.gov/Pages/safety/enforcement/agencies/media.aspx>
- Zero In Wisconsin traffic safety campaign, including TV and radio commercials
zeroinwisconsin.gov
- National Drive Sober or Get Pulled Over logos and artwork
www.TrafficSafetyMarketing.gov