

FACT SHEET
Drive Sober or Get Pulled Over Campaign
August 2020

General

Drive Sober or Get Pulled Over is Michigan's ongoing enforcement and education campaign to encourage safe and sober driving. Statewide campaigns typically occur during holidays when travel and traffic fatalities increase.

Impaired Driving Mobilization Quick Facts

Length of campaign: August 14 to September 7, 2020

Number of grant-funded law enforcement agencies participating in the effort: 109

Number of counties where enforcement will take place: 24

Number of enforcement hours: approximately 10,464

Number of traffic fatalities during the holiday period:

- In 2019, there were 10 traffic fatalities in Michigan during the Labor Day holiday period, which began at 6 p.m. on August 30 and ended at 11:59 p.m. on September 2.

Federal funding: The OHSP dedicated more than \$680,000 in stepped-up enforcement. During the July 2020 and August 2020 campaigns **combined**, there will be a total of \$1.5 million in paid advertising across the state.

Enforcement







- ☞ Law enforcement agencies across the state will focus on drunk and drugged driving during the campaign.
- ☞ Officers from 109 police departments, sheriff's offices, and Michigan State Police (MSP) posts will put extra officers on the road during the *Drive Sober or Get Pulled Over* effort to locate and arrest drunk and drugged drivers.
- ☞ The extra overtime enforcement is paid with federal funds administered by the OHSP.
- ☞ The mobilization is about saving lives, not writing tickets, which is why it is widely publicized.
- ☞ To increase awareness and encourage safe and sober driving, there will be a paid media campaign, including a video titled "Toe Tags," with an emphasis on drugged driving as impaired driving. The video can be found at youtube.com/ohsp.

Drunk and Drugged Driving Statistics





Nationally

- 👤 According to the National Highway Traffic Safety Administration (NHTSA), 10,511 people lost their lives in traffic crashes in alcohol-impaired driving crashes during 2018.
- 👤 Although it's illegal to drive with a BAC of .08 or higher, in 2018, one person was killed every 50 minutes by a drunk driver on our nation's roads. (NHTSA)




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-  Laboratory and on-road research shows most drivers are significantly impaired at a BAC of .08 with regards to critical driving tasks such as braking, steering, lane changing, judgment, and divided attention. (NHTSA)
-  Men are more likely than women to be driving drunk in fatal crashes. In 2018, 21 percent of males were drunk in these crashes, compared to 14 percent of females. (NHTSA)
-  Of the traffic fatalities in 2018 involving children 14 and younger, 22 percent occurred in alcohol-impaired-driving crashes. (NHTSA)
-  It is illegal to drive impaired in all 50 states and the District of Columbia – no exceptions. (NHTSA)
-  Driving while high will also affect your ability to drive properly. It has been proven that Tetrahydrocannabinol (THC) — the chemical responsible for most of marijuana’s psychoactive effects — slows reaction times, impairs cognitive performance, and makes it more difficult for drivers to keep a steady position in their lane. This is a deadly combination. (NHTSA)
-  In addition, something as simple as cold medication or an over-the-counter sleep aid could impair a person’s ability to drive. If it does, a person can be arrested for a DUI. A person should not drive until they know what effect the medication will have on their judgment, coordination, and reaction time. (NHTSA)

Michigan

-  In 2019, there were 9,787 alcohol-involved crashes with 295 alcohol-involved fatalities statewide. (MSP Criminal Justice Information Center)
-  Michigan law considers persons with a BAC of .08 or greater to be driving drunk, although motorists can be arrested at any BAC level if an officer believes they are impaired.
-  Michigan drivers cannot operate, navigate or be in physical control of a motor vehicle under the influence of marijuana. Drivers and/or their passengers are also prohibited from smoking marijuana within the passenger area of a vehicle on a public roadway.
-  Michigan’s drunk driving law contains a zero-tolerance provision for drivers with certain illegal drugs in their system. Prosecutors do not have to prove the driver was impaired, just that they were driving with those drugs in their system. The same penalties for drunk driving will apply to those convicted under the zero-tolerance drug provisions.

Financial Impacts

-  If a person is caught driving impaired, they can face jail time.
-  On average, a DUI may cost you \$10,000 in attorney’s fees, fines, court costs, lost time at work, higher insurance rates, car towing and repairs, etc.
-  The financial impact from an impaired-driving crash is devastating. Based on 2010 figures (the most recent year for which cost data is available), impaired driving crashes cost the United States \$44 billion annually.