



Fact Sheet November 2017

Impaired Driving in Michigan

- In 2016, 416 people died in Michigan as a result of alcohol and/or drug-involved traffic crashes. *Michigan State Police Criminal Justice Information Center (CJIC)*
- Officers from more than 175 police departments, sheriff's offices, and the Michigan State Police are participating in the *Drive Sober or Get Pulled Over* crackdown Nov. 22-Dec. 10. The campaign is coordinated by the Michigan Office of Highway Safety Planning and paid for with federal traffic safety funds.
- In 2016, there were 2,986 (31 percent) drivers in alcohol-involved crashes between the ages of 25-34. During the same year there were 2,279 (23.7 percent) drivers in alcohol-involved crashes who were 24 or younger. *CJIC*
- Out of the 9,623 drivers in alcohol-involved crashes, 1,159 (12 percent) of them were also suspected of drug impairment. *CJIC*
- Of the 980 fatal crashes that occurred in Michigan, 254 (25.9 percent) were alcohol-related, involving at least one drinking operator, bicyclist, or pedestrian. *CJIC*
- Saturdays had the highest number of had-been-drinking (HBD) fatal crashes at 61, followed by Sundays at 56. *CJIC*
- The 1 a.m.-1:59 a.m. period had the highest number of HBD fatal crashes with 24. *CJIC*
- Approximately one-third of all traffic crash fatalities in the United States involve drunk drivers with a blood alcohol content (BAC) of .08 or higher. In 2015, there were 10,265 people killed in these preventable crashes. *National Highway Traffic Safety Administration (NHTSA)*
- On average, more than 10,000 people died nationwide every year in drunk-driving crashes from 2006-2015. *NHTSA*
- One person is killed in a drunk-driving crash every 51 minutes in the United States. *NHTSA*



Sample Social Media Posts 2017

ENFORCEMENT SOCIAL MEDIA

Twitter:

Make sure your #Thanksgiving weekend is full of happy memories: #DriveSober

Heading out to #Thanksgiving festivities? If you plan to drink, plan a safe ride home. #DriveSober

During #Thanksgiving, law enforcement will be out to help ensure the streets are clear of drunk drivers. #DriveSober

A DUI can cost you big money in attorney fees, fines, repairs, and lost time at work. Stay safe and #DriveSober this #Thanksgiving!

It is never OK to drink and drive. Designate a sober driver or use public transportation to get home safely this #Thanksgiving.

Facebook:

Make sure your Thanksgiving weekend is only full of happy memories, not a lifetime of regrets. Remember: *Drive Sober or Get Pulled Over*—during the holiday and every day.

Heading out to Thanksgiving parties? If you plan to drink, you need to plan a safe ride home before you leave your house. Download NHTSA's SaferRide mobile app at www.nhtsa.gov/link/saferride/.

This Thanksgiving, law enforcement will patrol neighborhood streets for drunk drivers. Remember, *Drive Sober or Get Pulled Over*—during the holiday and every day.

A DUI can cost you big money in attorney fees, fines, repairs, and lost time at work. Remember: It's never OK to drink and drive.

It is never acceptable to drive impaired. Designate a sober driver, use public transportation, or download NHTSA's SaferRide mobile app at www.nhtsa.gov/link/saferride/ to help you get home safely. Remember: *Drive Sober or Get Pulled Over*—during the holiday and every day.



November XX, 2017

Contact Name:
Phone number:

FOR IMMEDIATE RELEASE

Drive Sober or Get Pulled Over **Impaired driving crackdown aims to reduce fatalities**

The end of November is traditionally marked by Thanksgiving events. The long weekend is typically celebrated through dinners, sports activities and shopping as families and friends enjoy the waning days of autumn. Thanksgiving can also be deadly, with impaired drivers endangering themselves and others on America's roadways.

"Law enforcement officers from (DEPARTMENT OR COUNTY) will be watching. If we see you driving while impaired we will stop and arrest you. No second chances," said (DEPARTMENT SPOKESPERSON). "As you head out to Thanksgiving festivities, remember: *Drive Sober or Get Pulled Over.*"

The high-visibility enforcement campaign, *Drive Sober or Get Pulled Over*, runs from Nov. 22-Dec. 10. During this period, local law enforcement will show zero tolerance for impaired driving. Increased state and national messages about the dangers of driving impaired, coupled with enforcement and increased officers on the road, aim to drastically reduce impaired driving on the nation's roadways.

According to the National Highway Traffic Safety Administration, there were 10,265 fatalities in 2015 in motor vehicle traffic crashes involving drivers with a blood alcohol content (BAC) of .08 or higher. This totaled 29 percent of all traffic fatalities nationwide for the year.

"In the United States, a person is killed in a drunk driving crash every 51 minutes," said DEPARTMENT SPOKESPERSON.

Ten people lost their lives on Michigan roads during the 2016 Thanksgiving holiday period. Throughout 2016, 416 people died in Michigan as a result of alcohol and/or drug-involved traffic crashes, according to the Michigan State Police Criminal Justice Information Center.

In Michigan, it is illegal to drive with a BAC of .08 or higher, although motorists can be arrested at any BAC level if an officer believes they are impaired. Motorists face enhanced penalties if arrested for a drunk driving offense with a .17 BAC or higher.

The *Drive Sober or Get Pulled Over* campaign is supported with federal traffic safety funds coordinated by the Michigan Office of Highway Safety Planning.

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