



ST. PATRICK'S DAY 2018

FACT SHEET & TALKING POINTS

Don't Rely on the Luck o' the Irish

Remember This One Life-Saving Rule: ***Buzzed Driving Is Drunk Driving. Don't Do It.***

St. Patrick's Day is one of America's favorite holidays. On this day all around the country, the bars run deep with green beer and, unfortunately, the roads grow dangerous with drunk drivers. Drinking and driving accounts for nearly one-third of vehicle-related fatalities in the United States. This St. Patrick's Day weekend, remember: *Buzzed Driving is Drunk Driving*. If you plan to go out and enjoy the evening with alcohol, make sure you refrain from driving. Review these facts and share the word about the dangers of drunk driving.

- St. Patrick's Day is one of the deadliest holidays on the road our nation's roads. During the 2012-2016 St. Patrick's Day holiday period (6 p.m. March 16 to 5:59 a.m. March 18), 269 lives were lost due in drunk-driving crashes. In 2016, drunk driving killed more than 10,000 people in our country, and every single one of those deaths was preventable. Do your part this St. Patrick's Day: Arrange for a sober driver to ensure you get home safely.
- This St. Patrick's Day, your local community officials are working tirelessly to spread the word about the dangers of drinking and driving. Choosing to refrain from this deadly and illegal behavior not only keeps you safe, but it keeps other vehicle passengers and pedestrians safe. Don't test your luck this St. Patrick's Day. Remember: *Buzzed Driving Is Drunk Driving*.
- In 2016 alone, 60 people (39% of all crash fatalities) were killed in drunk-driving crashes over the St. Patrick's Day holiday period.
- Between midnight and 5:59 a.m. March 18, 2016, almost three-fourths (69%) of crash fatalities involved a drunk driver.
- Walking home from the bar after a night out partying? That can also be dangerous. In 2016, 36 percent of the pedestrians killed in crashes had blood alcohol concentrations (BAC) of .08 or higher. Arrange for a sober ride or for a sober friend to walk you home.

Financial Impacts

- On average, a DUI can set you back \$10,000 in attorney fees, fines, court costs, lost time at work, higher insurance rates, car towing and repairs, and more.

- The financial impact from impaired driving crashes is devastating. Based on 2010 numbers (the most recent year for which cost data is available), impaired-driving crashes cost the United States \$44 billion annually.

Celebrate with a Plan

- First: Always remember to plan ahead. You know whether you'll attend a party. If you plan to drink, plan for a sober driver to take you home. Is it your turn to be the designated driver? Take that role seriously—your friends could be relying on you.
- Remember that it is never okay to drink and drive. Even if you've only had one alcoholic beverage, designate a sober driver or plan to use public transportation to get home safely.
- Download NHTSA's SaferRide mobile app, available on Google Play for Android devices: (<https://play.google.com/store/apps/details?id=com.nhtsa.SaferRide&hl=en>), and Apple's iTunes Store for iOS devices: (<https://itunes.apple.com/us/app/saferride/id950774008?mt=8>). SaferRide allows users to call a taxi or a predetermined friend, and identifies the user's location so he or she can be picked up.
- Use your community's sober ride program [Insert your local sober ride program specifics here].
- If you see a drunk driver on the road, contact [Local Law Enforcement].
- Have a friend who is about to drink and drive? Take the keys away and make arrangements to get them home safely. Don't worry about offending someone—they'll thank you later.

For more information, visit www.trafficsafetymarketing.gov.

