



2020 St. Patrick's Day *Buzzed Driving Is Drunk Driving*

FACT SHEET & TALKING POINTS

If you're heading out to a St. Patrick's Day celebration this year, make sure you have more than just the luck o' the Irish on your side. The holiday – March 17, 2020 – is one of the biggest drinking nights of the year, and this, unfortunately, means more drunk drivers on the roads. Drunk 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 so you can continue merry-making for all the St. Paddy's Days to come.

- St. Patrick's Day is one of the deadliest holidays on our nation's roads. During the 2014-2018 St. Patrick's Day holiday period (6 p.m. March 16 to 5:59 a.m. March 18), 249 lives were lost due in drunk-driving crashes. In 2018, 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.
- In 2018 alone, 73 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. over the St. Patrick's Day holiday period in 2018, more than three out of five (62%) crash fatalities involved a drunk driver.
- Walking home from the bar after a night out partying? In 2018, 33% of the pedestrians aged 16 and older killed in crashes had blood alcohol concentrations (BAC) at or above .08. Arrange for a sober ride or for a sober friend to walk you home.
- Drug-impaired driving is an increasing problem on our nation's roads. It is illegal to drive while drug-impaired, period. It's essential for drivers to understand: *If You Feel Different, You Drive Different*.
- [Local holiday season statistic if available.]

The Cost of Drunk Driving

- On average, a DUI could set you back \$10,000 in attorney's fees, fines, court costs, lost time at work, higher insurance rates, car towing, 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 annually¹.
- If you're caught drinking and driving, you could face jail time. Imagine trying to explain that to your friends and family or your place of employment.

¹ <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812013>



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

Celebrate with a Plan

Always remember to plan ahead if you will be celebrating. 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 and do not consume alcohol, not even one drink.

- Remember that it is never okay to drink and drive. Even if you've had only one alcoholic beverage, designate a sober driver or plan to use public transportation or a ride service to get home safely.
- If available, 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 your friend home safely.

For more information, visit www.trafficsafetymarketing.gov.