

**2012**



**Crackdown**

## **CALL TO ACTION!**

### **National “Drive Sober or Get Pulled Over” Crackdown August 17 - September 3, 2012**

#### **Increase the Visibility and Effectiveness of Your Law Enforcement Efforts**

##### **Stop Impaired Driving**

Statistics show that when the public’s perceived risk of being arrested for impaired driving increases, the less likely they are to do so.

That’s why communities across the country are once again participating in the national impaired driving enforcement crackdown—“Drive Sober or Get Pulled Over.”

Through this high-visibility law enforcement campaign, we are working together to save many more lives on our roadways.

High-visibility enforcement and the surrounding publicity make a huge difference in increasing public awareness of the deadly consequences of impaired driving. Increased saturation or roving patrols, as well as sobriety checkpoints, remind the public of the legal consequences that can come from driving impaired. The impact only increases when you also publicize your efforts:

- Customize the earned media materials provided in this Product for Enforcement Action Kit (PEAK) and share them with your partners and local media;
- Hold an event to publicize your efforts and inform the public of the campaign;
- Use road signage to publicize your efforts whenever possible;
- Make use of the LEL contact list for your State or Territory provided in this PEAK;
- Use social media tips found in this PEAK to enhance exposure to your State effort;
- Involve local grassroots and media organizations to help promote your efforts.

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### Use the Data for Law Enforcement Action

In 2010, 10,228 people died in traffic crashes in which at least one driver or motorcycle rider had a blood alcohol concentration (BAC) of .08 grams per deciliter or higher. But your enforcement efforts can help reduce the number of impaired drivers on the roads and save lives in 2012!

**The table below tells us that the majority of driving fatalities occur between 3 p.m. and Midnight.**

*Action:* To increase the visibility of your law enforcement efforts when a large number of drivers are on the road, set up sobriety checkpoints—either standard or low-staffing—in late afternoon and/or early in the evening, such as between 4 p.m. and 9 p.m. If your State law does not permit the use of checkpoints, use other law enforcement strategies that are highly visible during dusk and nighttime hours, such as saturation patrols, safety checks or enforcement zones. You are also encouraged to look at your local crash data as well to determine where and when you should focus your high visibility enforcement efforts.

**The table reveals that nationally nearly half of all alcohol impaired driving fatalities occur between 9 p.m. and 3 a.m.**

*Action:* To increase the likelihood of making arrests and increase the ability of officers to remove impaired drivers from our roadways, **conduct your saturation or roving patrols and checkpoints, during late night hours** (between 9 p.m. and 3 a.m.) when a large percentage of drivers on the road are impaired by alcohol.

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**FATALITIES IN MOTOR VEHICLE TRAFFIC CRASHES  
BY TIME OF DAY AND THE HIGHEST "DRIVER OR  
MOTORCYCLE OPERATOR" BAC IN THE CRASH**

Time of Day	Fatalities in Alcohol-Impaired-Driving Crashes BAC=.08+		*Total Fatalities	
	Number	Percent	Number	Percent
<b>6 a.m. - 8:59 a.m.</b>	455	14%	3,164	100%
<b>9 a.m. - 11:59 a.m.</b>	296	9%	3,211	100%
<b>Noon - 2:59 p.m.</b>	478	11%	4,349	100%
<b>3 p.m. - 5:59 p.m.</b>	1,016	19%	5,339	100%
<b>6 p.m. - 8:59 p.m.</b>	1,666	32%	5,178	100%
<b>9 p.m. - 11:59 p.m.</b>	2,063	46%	4,475	100%
<b>Midnight - 2:59 a.m.</b>	2,751	66%	4,156	100%
<b>3 a.m. - 5:59 a.m.</b>	1,396	50%	2,767	100%
<b>Unknown</b>	108	44%	246	100%
<b>Total</b>	10,228	31%	32,885	100%

SOURCE: FATALITY ANALYSIS REPORTING SYSTEM (FARS) 2010 ARF