

NORTH LITTLE ROCK POLICE DEPARTMENT

PRESS RELEASE



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FOR IMMEDIATE RELEASE

DRIVE SOBER OR GET PULLED OVER CAMPAIGN – DECEMBER 18, 2020 – JAN, 1, 2021

North Little Rock, Arkansas (December 14, 2020) –The U.S. Department of Transportation’s National Highway Traffic Safety Administration is teaming up with The NLRPD and other local law enforcement agencies during the 2020 holiday season *Drive Sober or Get Pulled Over* high-visibility enforcement campaign, which runs from December 18, 2020, through January 1, 2021. The enforcement campaign coincides with the 2020 holiday season, which is one of the deadliest times of the year in terms of drunk-driving fatalities. With NHTSA’s support, state and local law enforcement agencies across the nation are stepping-up enforcement to put an end to drunk driving, showing zero tolerance for impaired driving to save lives.

Sobering Statistics:

- According to NHTSA, 839 people lost their lives in traffic crashes involving a drunk driver during the month of December 2018.
- During the Christmas and New Year’s Day holiday periods in 2018 alone, there were more drunk-driving-related fatalities (285) than during any other holiday period that year.
- Approximately one-third of all traffic crash fatalities in the United States involve drunk drivers (with blood alcohol concentrations [BACs] at or above .08). In 2018, there were 10,511 people killed in drunk-driving crashes.
- Nationally, it is illegal to drive with a BAC of .08 or higher, except in Utah, where the limit is .05 BAC.
- Of the traffic fatalities in 2018 among children 14 and younger, 22% (231) occurred in alcohol-impaired-driving crashes.
- Despite the fact that it’s illegal to drive when impaired by alcohol, in 2018, one person was killed every 50 minutes by a drunk driver on our nation’s roads.
- Men are more likely than women to be driving drunk in fatal crashes. In 2018, 21% of males were driving drunk in these crashes, compared to 14% of females.
- In 2018, motorcycle riders involved in fatal crashes had higher percentages of alcohol impairment than any other type of motor vehicle driver (25% for motorcycle riders, 21% for passenger car drivers, 19% for light-truck drivers, and 3% for drivers of large trucks).

The Cost of Drunk Driving:

- On average, a DUI can 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 annually.
- If you’re caught drinking and driving, you can face jail time. Imagine trying to explain that to your friends and family or your place of employment.
- Drinking and driving can 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.

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