

DRIVE SOBER OR GET PULLED OVER

On a hot late summer day, it's easy to throw back a few drinks while enjoying the beach or fishing on the dock—and it's easy to forget that driving home with a buzz is drunk driving. As summer winds down, don't let your employees wind up a statistic because of poor choices about drinking and driving. Make use of the following facts and resources (and the poster on the next page) to help employees make a plan before getting behind the wheel.

Piggyback your efforts on the stepped up statewide and nationwide DWI "Drive Sober or Get Pulled Over" enforcement efforts that will run August 21–September 7.

WHAT ARE THE CONSEQUENCES OF A DWI?

- Loss of license for up to a year, thousands of dollars in costs and possible jail time.
- Repeat DWI (driving while impaired) offenders, as well as first-time offenders arrested at 0.16 alcohol-concentration level and above must use ignition interlock in order to regain legal driving privileges or face at least one year without a driver's license.
- Offenders with three or more offenses are required to use interlock for three to six years, or they will never regain driving privileges.

WHAT CAN WE DO?

- Plan for a safe ride—designate a sober driver, use a cab/public transportation or stay at the location of the celebration.
- Offer to be a designated driver, or be available to pick up a loved one anytime, anywhere.
- Buckle up—the best defense against a drunk driver.
- Report drunk driving—call 911 when witnessing impaired driving behavior. Be prepared to provide location, license plate number and observed dangerous behavior.

Encourage your people to think ahead and plan for a safe ride. Make use of impaired driving resources for the workplace on the [MN NETS website](#) and share this video message from the Minnesota State Patrol and the DNR which reminds us [Drunk Boating is Drunk Driving](#), too.

A DEADLY HOLIDAY APPROACHING

25,000 DWIs in 2014

1 of 4 traffic deaths involves
drunk driving

Labor Day is the second deadliest major holiday, with 24 fatalities over the last five years (2010–2014) on Minnesota roads. Typically, a significant number of Labor Day traffic deaths involve alcohol, which is a leading contributing factor in fatal and severe injury crashes in Minnesota.

JUST RELEASED! 2014 MINNESOTA CRASH FACTS

- ▶ 78,396 crashes
- ▶ 29,439 injuries
- ▶ 361 deaths
- ▶ \$212,937,000
Total economic cost

On average each day, that's:

- ▶ 1 death
- ▶ 81 injuries
- ▶ 215 crashes
- ▶ \$4,394,663 in costs

Leading contributing factors:
driver inattention/distraction,
speed, failure to yield the right
of way, following too closely.