

# 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.**

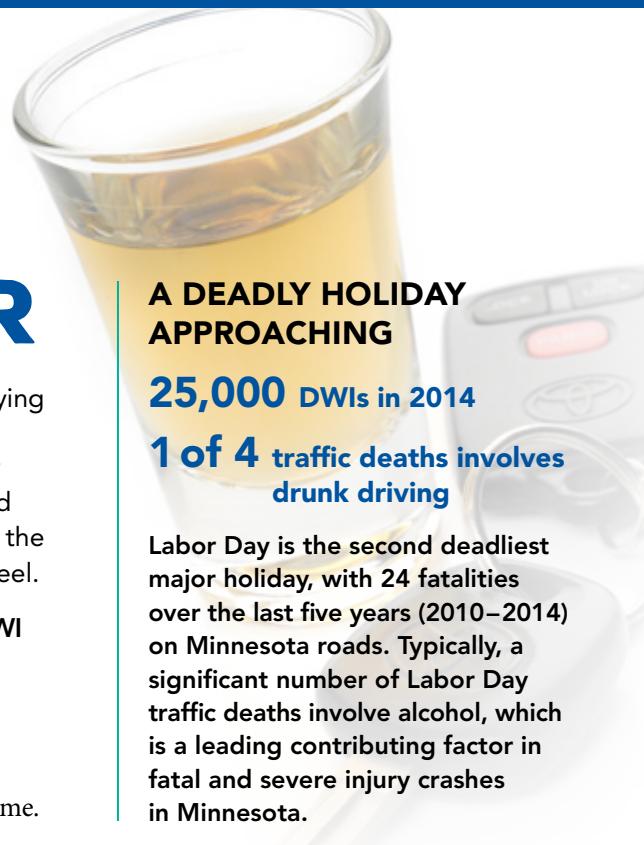
## WHAT ARE THE CONSEQUENCES OF A DWI?

- 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.