**2023 DRIVE SOBER LABOR DAY Talking Points**

The Labor Day *Drive Sober or Get Pulled Over* high-visibility enforcement and awareness campaign runs from August 18 through September 4, 2023.

Funding is provided by a federal grant from the National Highway Traffic Safety Administration (NHTSA) and administered through the Kentucky Office of Highway Safety (KOHS).

While law enforcement officers patrol for impaired drivers year-round, NHTSA says impaired driving-related crashes tend to increase during the Labor Day holiday period.

**Prevention:**

Make safe choices each and every time you get behind the wheel.

Alcohol and/or drugs not only impair your driving skills – it impairs your judgment – so don’t wait until you’re impaired to find a sober driver.

If you *plan* to drink alcohol, make sure you *plan* for a designated driver.

Drunken-driving crashes are 100 percent preventable if you celebrate responsibly.

Report any impaired drivers that you see. Safely pull off the road and contact law enforcement:

* Before you start driving, program Kentucky State Police hotline into your cell phone (1-800-222-5555).

Remember that your best defense against an impaired driver is to wear your seat belt!

**Statistics:**

According to the KOHS, last year in Kentucky there were 4,127 total crashes involving an impaired driver, resulting in 1,990 injuries and 189 deaths.

Last year during the Labor Day holiday weekend, there were 76 crashes involving an impaired driver, resulting in 44 injuries and one death.

Of the 1,575 total motorcycle crashes last year in Kentucky, 749 involved only the motorcyclist (single-vehicle crash). Of those single-vehicle crashes, 44 involved alcohol, resulting in 32 injuries and 11 deaths.

According to NHTSA, on average, one person is killed every 50 minutes in a drunken-driving crash in the United States.

**Drunken Driving Comes at a Cost**

Drunken driving can cost you your life, but it can also cost you financially:

* If you’re caught drinking and driving, you could face jail time. Imagine trying to explain that to your place of employment if you’re unable to report to the office.
* On average, a DUI can set you back $10,000 in attorney fees, fines, court costs, lost time at work, higher insurance rates, car towing and repairs, and more.
* In addition to the human toll drunk driving takes on our country, the financial impact is devastating as well. According to NHTSA, the economic cost of impaired-driving crashes is estimated at more than $44 billion annually.
	+ Economic Costs include wage loss, medical expense, administration costs, property damage, and employer costs.

**Keep Kentucky’s streets safe as you celebrate. Don’t drink and drive!**

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