



Drive Sober or Get Pulled Over Talking Points

We invite you to use the following talking points to help easily share the importance of planning ahead and designating a sober driver. If you would like any additional information, please email us at dottrafficgrp@nd.gov.

Alcohol and drug-related crashes are 100 percent preventable. Many lives would be saved in North Dakota each year if every driver consistently makes the choice to drive sober and not drive while under the influence of alcohol or drugs.

Alcohol-impaired driving is the most frequently committed violent crime in the U.S. In North Dakota, nearly 40-50% of vehicle fatalities are alcohol-related annually. It's never acceptable to drink and drive. Plan ahead and designate a sober driver. (*NDDOT Crash Summary*)

It only takes one bad decision to put you or a loved one in the back of an ambulance or a police car. It's not worth it. Make the choice to drive sober. (*Vision Zero ND - Impaired Driving*)

One alcohol-related fatality occurred every seven days on North Dakota roads in 2016. Devastating tragedies can be avoided by designating a sober driver. (*NDDOT Crash Summary*)

295 people have died in alcohol-related crashes in North Dakota over the past five years (2013-2017). Driving under the influence is dangerous and deadly. Drive sober. (*NDDOT Crash Summary*)

Last year, one alcohol-related crash occurred every 10 hours on North Dakota roads. Drinking and driving can change your life forever. Always plan for a designated driver or an alternative to driving if you plan to drink. (*NDDOT Crash Summary*)

The percent of alcohol-related crashes decreased annually between 2013 and 2016 but increased in 2017. (*Vision Zero ND - Impaired Driving*)

Did you know the average blood alcohol content among DUI offenders in North Dakota is .15? That's almost twice the legal limit of .08. Designate a sober driver, call a cab, or download NHTSA's SaferRide mobile app to help you get home safely. Remember: Drive Sober or Get Pulled Over. (*NDDOT Crash Summary*)