



Drive Sober or Get Pulled Over Crackdown 2011

Call to Action!

How You Can Increase the Visibility and Effectiveness of Law Enforcement Efforts

Creating General Deterrence

In 2009, 10,839 people died in traffic crashes in which at least one driver or motorcycle rider had a blood alcohol concentration (BAC) of .08 grams per deciliter or higher. One of the most effective ways to reduce alcohol-impaired driving is by creating general deterrence through high-visibility law enforcement. When the perceived risk of getting caught by law enforcement goes up, the likelihood that people will drive impaired decreases. To achieve effective general deterrence, the public must be well aware of law enforcement efforts. **Actively publicize** all aspects of your law enforcement strategy. High-visibility enforcement relies on making the public aware of your saturation or roving patrols and sobriety checkpoints to the greatest extent possible. Here are some strategies: Use the earned media material provided in this Product for Enforcement Action Kit (PEAK). Use road signage whenever possible. Make use of the list of contacts for your State or Territory provided in this PEAK for assistance or to involve your local grassroots organizations in your efforts.

What the Data Reveals and How to Put It Into Law Enforcement Action

The graph tells us that most driving trips take place between noon and 9 p.m.

Action:

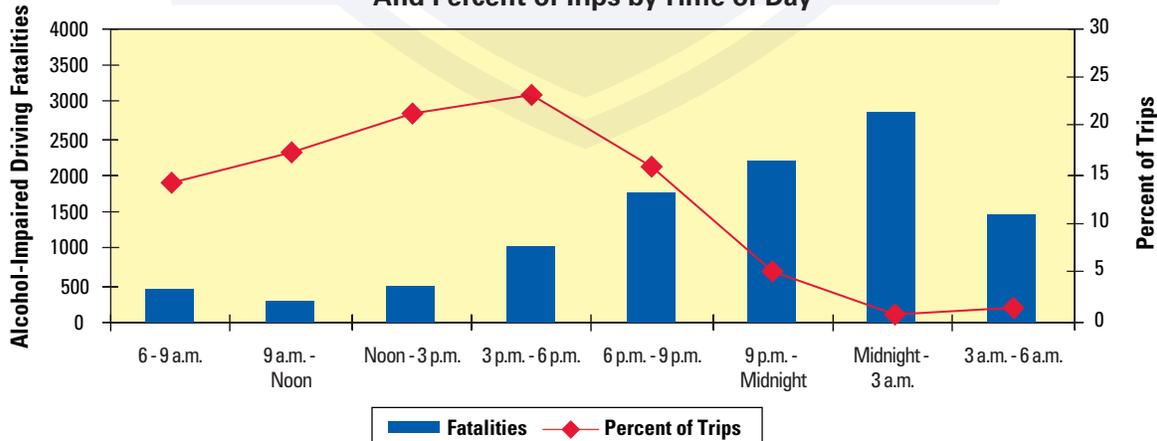
To increase the visibility of your law enforcement efforts when a large number of drivers are on the road, **set up sobriety checkpoints - either standard or low-staffing - early in the evening**, such as between 7 p.m. and 9 p.m. If your State law does not permit the use of checkpoints, use other law enforcement strategies that are highly visible from 7 p.m. to 9 p.m., such as safety checks or enforcement zones.

The graph below reveals that nearly half of all impaired driving traffic fatalities occur between 9 p.m. and 3 a.m.

Action:

To increase the likelihood of making arrests and increase the ability of officers to remove impaired drivers from our roadways, **conduct your saturation or roving patrols during late-night hours** (between 11 p.m. and 2 a.m.) when a large percentage of drivers on the road are impaired by alcohol.

Alcohol-Impaired Driving Fatalities in 2009
And Percent of Trips by Time of Day



SOURCE: Fatalities – Fatality Analysis Reporting System (FARS) 2009 ARF
Percent of Trips – 2001 National Household Travel Survey, Daily Trip File

