



BROOKLAND, ARKANSAS – From August 15 through September 1, the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) will be working alongside local law enforcement for the *Drive Sober or Get Pulled Over* high-visibility enforcement campaign. The goal is to deter impaired driving and prevent the tragedies seen during the previous Labor Day weekends.

During the 2023 Labor Day holiday (6 p.m. September 1 – 5:59 a.m. September 5), there were 511 traffic crash fatalities nationwide. Of these 511 fatalities, 36% (185) involved a drunk driver. Sixty-eight percent of the impaired drivers killed had a blood alcohol concentration (BAC) of .15 or higher. Among drivers between the ages of 18 and 34 who were killed in crashes over the Labor Day holiday in 2023, 45% of those drivers were drunk, with BACs of .08 or higher.

“We want our community members to understand that it’s our first priority to keep people safe, so we’re asking everyone to plan ahead if they know they’ll be out drinking,” said BPD Chief Jon Moore. “The *Drive Sober or Get Pulled Over* campaign is an awareness effort to get the message out that drunk driving is illegal and it kills. Let’s make this a partnership between law enforcement and drivers: Help us protect the community and put an end to this dangerous behavior.”

Drivers should be safe during this Labor Day holiday weekend by planning ahead if they intend to drink. They shouldn’t wait until after drinking to plan how to get somewhere. Impairment clouds a person’s judgment. Drivers should secure a designated sober driver or call a taxi or rideshare for a sober ride home.

If a driver finds they are unable to drive, they should give their keys to a sober driver so that person can get them home safely. When a friend has been drinking and is considering driving, friends should be proactive-take away the keys and help them get a sober ride home. If anyone spots a drunk driver, contact local law enforcement.

For more information on impaired driving, visit [www.nhtsa.gov/risky-driving/drunk-driving](https://www.nhtsa.gov/risky-driving/drunk-driving).