

## NHTSA Launches Labor Day 'Drive Sober or Get Pulled Over' Campaign

In 2020, one person was killed every 45 minutes in an impaired-driving crash in the United States

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The U.S. Department of Transportation's National Highway Traffic Safety Administration kicked off its annual Drive Sober or Get Pulled Over Labor Day enforcement campaign today.

The \$13 million paid media campaign will use a mix of television, radio, digital, social media and billboards to educate drivers about the dangers of impaired driving. As part of the high-visibility enforcement campaign, law enforcement officers will be working with their communities from August 19 through September 5 to prevent and stop impaired driving.

The initiative includes a number of public service messages: [\*Drive Sober or Get Pulled Over\*](#); [\*If You Feel Different, You Drive Different\*](#); [\*Drive High, Get a DUI\*](#); and [\*Ride Sober or Get Pulled Over\*](#).

At a virtual kickoff event today, NHTSA Administrator Dr. Steven Cliff was joined by representatives from Mothers Against Drunk Driving, the National Sheriffs' Association, the TEAM Coalition and the Foundation for Advancing Alcohol Responsibility (Responsibility.org).

"As friends and family gather to celebrate the end of summer, we want everyone to make it home safely. Driving impaired often has fatal consequences – and it's completely preventable," Dr. Cliff said. "There is no excuse for anyone to drive drunk or impaired by drugs. When you're planning your Labor Day celebrations, plan for a sober drive home."

NHTSA data show that 11,654 people were killed in motor vehicle traffic crashes in 2020 that involved an alcohol-impaired driver. [Among those fatalities](#), 67% were in crashes in which at least one driver had a blood alcohol level of .15 or higher. On average, more than 10,000 people were killed each year from 2018 to 2020, and one person was killed in an alcohol-impaired driving crash every 45 minutes in 2020.

NHTSA urges everyone to plan ahead and never drive after consuming alcohol, marijuana, or other drugs. Instead, designate a sober driver, or call a ridehailing service or cab to make sure you get home safely. Even one drink can begin to impair your driving ability. If you see an impaired driver on the road, call 911. Driving under the influence of alcohol or other drugs is illegal in all 50 states, as well as the District of Columbia and Puerto Rico.

For more information on impaired driving, please visit NHTSA's [impaired-driving page](#).

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