

# You Drink & Drive. You Lose.

A Campaign to Stop Impaired Driving

## Impaired driving quick facts

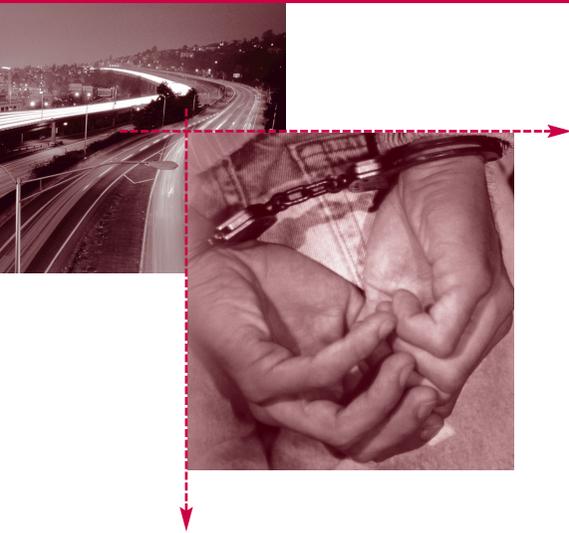
- Nearly 16,000 people died because of impaired driving in 1999.
- Impaired drivers injure more than 300,000 people every year.
- The average American has a 30 percent chance of being affected by an alcohol-related crash during their lifetime.
- Impaired driving is a leading cause of death for people under 30.

To get involved with the campaign,  
please contact:

*You Drink & Drive. You Lose.*  
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## SUPPORT THIS LIFE SAVING PROGRAM

Although designed to be used year-round, *You Drink & Drive. You Lose.* places special emphasis on July and December. The campaign also reaches out to underage drinkers during spring break, prom and graduation seasons through its Zero Tolerance Means Zero Chances campaign.

### March-April

Spring break is about to start, which means prom, graduation and summer vacation are right around the corner. Help keep your community's young people safe by conducting underage drinking prevention activities.

### July

The summer months mark a dangerous time to be on the road. With more people traveling on the highway each year, longer days and weekend holidays mean more celebrations — usually involving alcohol. National Sobriety Checkpoint Week, sponsored by Mothers Against Drunk Driving, Nationwide Insurance and *You Drink & Drive. You Lose.* features a national law enforcement mobilization during the week preceding and including the July 4th holiday weekend to remove impaired drivers from the road by using sobriety checkpoints and saturation patrols. Demonstrate your community's commitment to stop impaired driving by staging local events throughout the week.

### December

The Thanksgiving turkey is barely off the table before the holidays and New Year's party invitations hit mailboxes. That's why December is National Drunk and Drugged Driving Prevention Month.

To keep the roads safe from impaired drivers during this time of year, Operation C.A.R.E. and the *You Drink & Drive. You Lose.* campaign stage National Holiday Lifesavers Weekend, a three-day law enforcement crack down. Lights on For Life Day kicks-off the weekend, and drivers in your community should participate in this important day of remembrance for those killed by impaired drivers by driving during daytime hours with their vehicle's headlamps on.

## YOU DRINK & DRIVE. YOU LOSE.

### America has a problem...

It's called impaired driving. Also known as drunk and drugged driving, it is one of the most frequently committed violent crimes in America. Every 33 minutes someone in this country dies in an alcohol-related crash. Each year, nearly 1.5 million drunk and drugged drivers are taken off the road by law enforcement agencies thanks to tougher laws and greater emphasis by community leaders and traffic safety advocates.

### So what's the answer?

It's simple. Don't drive after drinking or using drugs or certain medications that impair your motor skills. Too many people make the wrong choice by driving while impaired. Instead, they should use one of the alternatives, such as designating a driver, calling a taxicab, or staying put until they are sober and safely able to drive.

### How to get involved

It's easy to join the fight against impaired driving. You can start today by including the *You Drink & Drive. You Lose.* message in your community's impaired driving prevention program. By aligning your program with *You Drink & Drive. You Lose.*, you activate a national network to support your efforts in the form of materials, best practices and technical assistance through a network of national partners.

### *You Drink & Drive. You Lose.*

The *You Drink & Drive. You Lose.* campaign was developed as the voice of an energized national partnership aimed at intensifying the fight against impaired driving. It targets high-risk populations such as underage drinkers, 21- to-34-year-olds, and repeat/high-Blood Alcohol Content offenders.

*You Drink & Drive. You Lose.* provides a framework for state and local impaired driving prevention programs. Together we can meet the national goal of reducing impaired driving-related traffic fatalities to no more than 11,000 by the year 2005. To learn more about the campaign, please contact:

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