SUBJECT: Labor Day Impaired Driving Campaign
CR# N/A
DATE OF INCIDENT: Friday, August 17th through Monday, September 3, 2012
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NARRATIVE:

The University of Florida Police Department (UFPD) will participate with the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), Mothers Against Drunk Driving (MADD), the Governors Highway Safety Association (GHSA) and the National Center for DWI Courts to mark the official start of its annual anti-drunk driving campaign: "Drive Sober or Get Pulled Over." The nationwide crackdown comes as startling new NHTSA statistics show 70 percent of deaths in drunken driving crashes in 2010 involved drivers with blood alcohol levels that were nearly twice the .08 legal limits.

New NHTSA research indicates the 10,228 alcohol-impaired fatalities in 2010 accounted for nearly one out of three highway deaths on U.S. roads – the equivalent of one death every 51 minutes. During the same time period, more than two thirds of drunk driving deaths (7,145 or 70%) involved drivers with a blood alcohol concentration (BAC) of .15 or higher. Overall, the most frequently recorded BAC among drunk drivers involved in fatal crashes was .18 BAC.

"The latest numbers tell us people are not only making poor decisions and drinking and driving – they are getting deeply intoxicated before getting behind the wheel," said NHTSA Administrator David L. Strickland. "The best way to keep our roadways safe is to ensure that law enforcement and other partners have the information they need to tackle the problem head on. Targeting drivers in the final weeks of summer through the Labor Day holiday weekend, NHTSA's annual "Drive Sober or Get Pulled Over" crackdown is focused on reducing the tragic toll caused by impaired drivers every year.

"Thanks to the dedication and hard work of law enforcement and safety partners like MADD, we've made significant progress in reducing roadway deaths in recent years,” said U.S. Transportation Secretary Ray LaHood. "But drunk driving remains a serious, unacceptable threat to our families and our communities. Our campaign is clear – if you choose to drive drunk, you will be held accountable."
The UFPD will join more than 10,000 police departments and law enforcement agencies across the country in support of this campaign beginning August 17th and continuing through the Labor Day holiday weekend. Throughout this campaign, UFPD officers will take a proactive approach to traffic violation enforcement in general and DUI enforcement in particular. This campaign is just one way of keeping impaired drivers off the streets of our campus and community.

**Remember, Keep the Gator Nation alive, don’t drink and drive!**

For questions regarding information contained in this release, please contact Major Brad Barber at (352) 273-3301, or after hours at (352) 392-1111 (#**UFPD** (#8373). I can also be reached via e-mail at wbarber@ufl.edu or see the UFPD webpage at [http://www.police.ufl.edu](http://www.police.ufl.edu)

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