# 2020 Thanksgiving *Buzzed Driving Is Drunk Driving*

### FACT SHEET & TALKING POINTS

This Thanksgiving, the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) is teaming up with **[State/Local Organization]** to keep you safe on the roads. A popular trend, Thanksgiving Eve, or “Blackout Wednesday,” highlights — and even encourages — the heavy consumption of alcohol on the Wednesday before Thanksgiving. It’s important to remember that, nationally, it is illegal to drive with a BAC of .08 or higher, except in Utah, where the BAC limit is .05. This year, Thanksgiving Eve falls on Wednesday, November 25, 2020, so NHTSA is working hard to get the message out that *Buzzed Driving Is Drunk Driving*. Read the statistics below and help spread this lifesaving message.

* This Thanksgiving holiday, NHTSA and its partners are conducting a social media blitz featuring the hashtag #BoycottBlackoutWednesday to help deliver lifesaving messages about the dangers of drunk driving into the public conversation and encourage positive actions that can help reduce impaired driving on the roadways.
* From 2014 to 2018, 138 drivers involved in fatal crashes on Thanksgiving Eve (6 p.m. to 5:59 a.m.) were alcohol-impaired, and over the entire holiday period (6 p.m. the Wednesday before Thanksgiving through 5:59 a.m. the Monday after Thanksgiving) more than 800 people died in alcohol-impaired crashes.
* During the 2018 Thanksgiving holiday period (6 p.m. Wednesday, November 21, through 5:59 a.m. Monday, November 26), more than three times as many drivers involved in fatal crashes were alcohol-impaired during nighttime hours than during the day.
* Over the past 5 years (2014-2018), 47% of drivers between the ages of 21 and 34 involved in fatal car crashes on Thanksgiving Eve were impaired by alcohol.
* Approximately one-third of all traffic crash fatalities in the United States involve drunk drivers (with blood alcohol concentrations [BACs] of .08 or higher). In 2018, there were 10,511 people killed in drunk-driving crashes.
* Despite the fact that it’s illegal to drive when impaired by alcohol, in 2018, one person was killed every 50 minutes in an alcohol-impaired driving crash on our nation’s roads.

**The Cost of Drunk Driving**

* On average, a DUI can set you back $10,000 in attorney’s fees, fines, court costs, lost time at work, higher insurance rates, car towing, and more.
* The financial impact from impaired-driving crashes is devastating. Based on 2010 numbers (the most recent year for which cost data is available), impaired-driving crashes cost the United States $44 billion annually.
* If you’re caught drinking and driving, you can face jail time. Imagine trying to explain that to your friends and family or your place of employment.
* Drinking and driving can cause you to lose your driver’s license and your vehicle. This could inhibit you from getting to work, resulting in lost wages and, potentially, job loss.

**Plan Before You Party**

Always remember to plan ahead if you will be celebrating. If you plan to drink, plan for a sober driver to take you home. Is it your turn to be the designated driver? Take that role seriously and do not consume alcohol, not even one drink.

* Remember that it is never okay to drink and drive. Even if you’ve had only one alcoholic beverage, designate a sober driver or plan to use public transportation or a ride service to get home safely.
* If available, use your community’s sober ride program **[Insert your local sober ride program specifics here].**
* If you see a drunk driver on the road, contact **[Local Law Enforcement].**
* Do you have a friend who is about to drink and drive? Take the keys away and make arrangements to get your friend home safely.

By working together, we can save lives and help keep America’s roadways safe. Please join us in sharing the lifesaving message *Buzzed Driving Is Drunk Driving*, and use the hashtag #BoycottBlackoutWednesday this holiday weekend.

For more information, please visit [www.trafficsafetymarketing.gov/get-materials/impaired-driving/thanksgiving-holiday-travel/impaired-driving-prevention](https://www.trafficsafetymarketing.gov/get-materials/impaired-driving/thanksgiving-holiday-travel/impaired-driving-prevention).