



Drunk Driving. Over the Limit. Under Arrest.

Drink. Drive. Go to Jail.

PROGRAM

- A comprehensive impaired driving prevention program organized by the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA).
- Combines high-visibility enforcement with heightened public awareness through advertising and publicity.
- All 50 states participate, including Alaska (15 local agencies and AST).
- Alaska combines DOT&PF traffic data with DPS enforcement data to determine the hot spots to enforce.

NEED

- Alcohol and drug use continues to be a major contributing factor to motor vehicle crashes and fatalities in Alaska.
- Alaska's traffic fatalities are on a downward trend, but not the alcohol-related fatalities.
- Impaired drivers are the most dangerous drivers because of their unpredictable driving behavior.
- The most effective message from our streets is to provide warnings that they will be arrested and face stiff consequences if they chose to drive impaired, and arrest them if they don't heed these warnings.

DATA

- Between 2003 and 2008 almost 40 percent (38.9 percent) of Alaska's traffic fatalities were related to alcohol.
- In 2008, 27 out of 62 (44%) traffic fatalities in Alaska were alcohol-related.
- In 2008, 21 out of 27 alcohol-related traffic crashes in Alaska involved a driver with a BAC of at least .08 BAC.

TARGET AUDIENCE

- YOUNG MEN:
 - 2008 DMV records show that the majority of DUI offenders are aged 21-25 (1032) and 26-30 (798) males, followed by 31-35 (494) males. (DUI Arrests in Alaska: Males= 67% females= 33%).
- HIGH BAC LEVELS:
 - 2008 DMV records show that 1,747 DUI offenders had a BAC of .10 to .149 and 1,683 had a BAC of .150-.199. Only 511 DUI offenders had a BAC of .080-.099.
- CENTRAL REGION:
 - 2008 DMV records show that 44% of DUI license revocations occurred in Anchorage (Fairbanks had 15% followed by Palmer/Wasilla with 12%).

PERFORMANCE GOALS

- Reduce traffic fatalities and major injuries by one-third over the next 10 years:
 - From 62 traffic fatalities in 2008 to 41 traffic fatalities in 2017.
 - From 391 major traffic injuries in 2008 to 261 major traffic injuries in 2017.
- Reduce by 1/3 the number of alcohol related fatalities from 20 in 2009 to 19 in 2011, and 15 in 2017.
- Reduce by 1/3 the number of alcohol related fatality crashes from 17 in 2009 to 16 in 2011, and 13 in 2017.
- BHP will increase the average monthly-impaired driving arrests from 25 to 30 during FFY2011.

FOR MORE INFORMATION

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