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MEDIA RELEASE

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Branson Police Department Joins National Holiday DWI Enforcement “Drive Sober or Get Pulled Over” Crackdown To Reduce Substance–Impaired Driving Fatalities

‘Drive Sober or Get Pulled Over’ Campaign Will Target Substance–Impaired Driver

The Branson Police Department will be out in full force as part of the annual nationwide Holiday DWI Enforcement Crackdown “Drive Sober or Get Pulled Over” on substance–impaired driving. The enforcement throughout Branson, will run from December 15, 2017 - January 1, 2018.

The effective nationwide substance–impaired driving crackdown will include high-visibility enforcement, and will be supported by national paid advertising, creating a comprehensive campaign to curb substance–impaired driving over the Holiday DWI Enforcement Crackdown.

The Branson Police Department will have officers aggressively looking for substance–impaired drivers during the crackdown and will arrest anyone caught driving impaired by alcohol and/or drugs.

Although it is illegal in all 50 States, the District of Columbia and Puerto Rico to drive impaired (having a blood alcohol concentration of .08 or higher), far too many people across the nation get behind the wheel after consuming too much alcohol and / or drugs. The latest statistics from the National Highway Traffic Safety Administration underscore the serious nature of the nation’s continuing impaired-driving epidemic.

“Twenty-five percent of all Missouri motor vehicle traffic deaths in 2016 involved one or more substance–impaired driver or motorcycle operator,” said Chief Dobbins. “233 fatalities and 700 serious injuries in 2016 involved at least one substance-impaired driver. That equates to one substance-impaired driving fatality every 1 ½ days and one substance-impaired driving serious injury every ½ day.

Chief Dobbins added the Holiday Weekend is particularly dangerous. During the Christmas and New Year’s Eve holiday in 2016, from December 15, 2016 through January 1, 2017, there were 44 fatalities and 193 serious injuries, which seven (7) fatalities and fourteen (14) serious injuries involved at least one substance–impaired driver.

“Research has shown that high-visibility enforcement like the 'Drive Sober or Get Pulled Over' campaign reduces substance-impaired driving fatalities by as much as 20 percent. By joining this nationwide effort, we will make Branson’s roadways safer for everyone throughout the holiday,” said Chief Dobbins.

“We want to remind everyone that getting behind the wheel impaired by alcohol and / or drugs is a terrible idea. Unfortunately, not only does alcohol and /or drugs impair your ability to operate a vehicle safely, it also impairs your judgment and good sense about whether you can, or should drive. If you have any doubt about your sobriety, do not get behind the wheel. If you do choose to drive impaired, you will be arrested. No warnings. No excuses,” Chief Dobbins said.

Chief Dobbins noted that being arrested for driving impaired brings a wide range of negative consequences into one’s life. Substance-impaired drivers face jail time, loss of their driver licenses, and steep financial consequences such as higher insurance rates, attorney fees, court costs, lost time at work, and the potential loss of a job. When family, friends and co-workers find out, violators also often face tremendous personal embarrassment.

“Substance-impaired driving is simply not worth the risk. So don’t take the chance. Remember, we will be out in force and we will be watching, so “Drive Sober or Get Pulled Over”, said Chief Dobbins.

For more information, visit the “Drive Sober or Get Pulled Over” Campaign Headquarters at www.TrafficSafetyMarketing.gov, or www.saveMOlives.com.



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