

Driver Letter

A MONTHLY MESSAGE FOR DRIVERS
FROM THE [LOSS CONTROL ORGANIZATION OF THE HARTFORD](#)

December 2008



If You Drink, Don't Drive

Dear Driver:

Every 30 minutes, someone in the U.S. dies in an alcohol-related crash. Every 30 minutes! In 2007, the [National Highway Traffic Safety Administration](#) reported an estimated 12,998 people were killed in alcohol-related crashes. Alcohol related deaths accounted for approximately 40% of the total traffic fatalities last year.

Impaired driving is NO ACCIDENT!

Make a promise not to drink and drive this holiday season. Data from NHTSA's Fatality Analysis Reporting System show that fatalities associated with impaired driving, expressed as the number of fatalities per day, are higher during the Christmas and New Year Day Holiday periods as compared to the fatalities occurring during the other weekends in December as well as weekdays in December leading up to the holiday period. NHTSA statistics show 45 percent of all fatalities during the Christmas and New Year holiday periods, on an average, have occurred in crashes where at least one of the involved drivers was impaired as compared to about 30 percent of all fatalities during the rest of December.

Fortunately, much of the tragedy that comes from impaired driving crashes could be prevented if everyone would take these few simple precautions:

- If you are planning to drink alcohol with friends, designate a sober driver before going out and give that person your keys;
- If you're impaired, call a taxi, use mass transit or call a sober friend or family member to get you home safely;
- Use your community's Sober Rides program;
- Promptly report drunk drivers you see on the roadways to law enforcement;
- Wear your seat belt while in a car or use a helmet and protective gear when on a motorcycle as these are your best defenses against an impaired driver;



- And remember, if you know someone who is about to drive or ride while impaired, take their keys and help them make other arrangements to get to where they are going safely.

The consumption of alcoholic beverages **always** impairs a driver's judgment, reaction time, nighttime vision and skill level – to some degree. Even drinking coffee does not help. This only makes for a wide awake drunk! Time is the most important factor to allow your body the time it needs to absorb and neutralize the alcohol consumed. Don't be fooled. The contents of a typical 12-ounce can or bottle of beer, 5-ounce glass of wine or 1½-ounce shot of hard liquor contain virtually the same amount of pure alcohol.

Drunk driving is simply not worth the risk. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for impaired driving can be significant. Violators often face jail time, the loss of their driver's license, higher insurance rates, attorney fees, time away from work, and dozens of other expenses.

Don't take the chance. Drunk driving is a serious crime!

Have a safe Holiday Season!

Be honest with yourself. If you drink, don't drive!

**Friends
Don't Let
Friends
Drive Drunk.**

Resources

[National Highway Traffic Safety Administration](#)

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