



**Texas Department of Transportation  
Holiday 2010 *Don't Drink & Drive* Public Education Campaign  
December 1, 2011 – January 1, 2012**

## **OVERVIEW**

According to traffic safety experts, the daily death toll from drunk driving crashes during the Christmas and New Year's holiday period is significantly more than during the rest of the year. During December in Texas, on average, more than 2,400 alcohol-related traffic crashes occur, resulting in 89 fatalities on Texas roads and highways. (Estimates are based on an analysis of Texas crash data since 2003.)

TxDOT and Santa's reindeer are continuing to spread their important message for Texas drivers—don't drive if you're tipsy, buzzed or "Blitzen"; call a cab or get a sober ride home instead. For the 14<sup>th</sup> consecutive year, TxDOT is sponsoring a holiday-themed public education campaign to remind Texans not to get behind the wheel if they've been drinking. The paid media campaign will run from Thursday, December 1, 2011, through Sunday, January 1, 2012 targeting English- and Spanish-speaking motorists between 21 and 54.

New for 2011, Santa himself is getting in on the action with a brand new interactive "31 Days of Holiday Cheer" calendar on Facebook. Each day unlocks games, recipes, tips, and videos to make the season merry and bright, all with the reminder to keep the holidays happy and plan a sober ride. Facebook users can engage with the new content at [www.facebook.com/SantaInTexas](http://www.facebook.com/SantaInTexas).

## **CAMPAIGN COMPONENTS**

- **Paid media.** TxDOT will air its award-winning animated television spots in which Santa's reindeer have a bit too much holiday fun, causing Santa to hitch his sleigh to a herd of taxicabs. Billboards and ads on gasoline pump handles will remind motorists, "Santa is Coming. Please Don't Hit Him. Don't Drink and Drive." Santa's reindeer will continue to be featured, making an appearance this year on decals, street posters, pint glasses, in movie theater previews, as well as within interactive kiosks in entertainment and recreational areas across Texas. Social Media driven Interactive components will continue to appear on social media networks including Facebook, YouTube, and Evite to encourage Texans to drive sober or find a sober ride.
- **Added Value.** As part of the paid media buy, television and radio stations around the state have asked for local TxDOT spokespersons to participate in on-air interviews to help publicize the *Don't Drink & Drive* campaign in their areas. The information in this document may be helpful to those granting interviews.
- **Earned media/public relations.** TxDOT will distribute English and Spanish news releases to 500+ Texas newspapers and select Hispanic publications.

**Retail program.** The Texas Restaurant Association, Texas Petroleum Marketers and Convenience Store Association, Texas Package Stores Association, Valero Corner Stores, Texas Department of Public Safety and Texas Alcoholic Beverage Commission, Texas

Municipal Police Association are participating in the holiday DWI-prevention campaign by distributing point-of-purchase materials. Decals on cooler doors in convenience stores and liquor stores, trash can inserts at Valero Corner Stores, as well as coasters and napkins in bars and restaurants, will deliver our sober driving message in a fun way at a crucial moment—when Texans are purchasing and consuming alcohol.

- **Employer outreach program.** TxDOT will provide holiday-themed safety materials to Texas businesses, including:
  - Breakroom posters to more than 4,600 employers
  - Decals for windows or bathroom mirrors
  - Web banners for the employer's website or Intranet site
  - Digital ePosters employers can email to staff
  - Fact sheets about drinking and driving, laws and DWI consequences

#### **FACTS ON ALCOHOL-RELATED CRASHES IN TEXAS (SOURCE: CRIS DATA 2010)**

- In Texas during December 2010, more than 33,500 traffic crashes injured 18,159 people and killed 247 more. Alcohol was involved in 87 of those fatalities.
- Of the 3,024 fatalities on Texas roads in 2010, 1,102 were the result of alcohol-related crashes. This makes alcohol a factor in 36.4 percent of the traffic fatalities in Texas.
- In 2010, January 1<sup>st</sup> was the deadliest day on Texas roadways with 25 people killed. Of these 25 deaths, 17 were alcohol related.

#### **Advice To Avoid a DWI: Let Someone Else Take the Reins.**

Even a little holiday cheer can impair your driving. Plan ahead if you plan to drink alcohol.

- Designate a sober driver before festivities begin.
- Keep Cab Company phone numbers handy if your city has cab service, and dial one when you're ready to leave.
- Look into alternate rides home, such as public transportation, pedicabs or seasonal safe ride home programs.
- Make arrangements to call someone you trust to pick you up.
- Spend the night where you are.
- Step up and step in—don't let "deer ones" drive if they've been drinking.
- Volunteer to be a designated driver and you won't need any mistletoe.

Bottom line: Never get behind the wheel if you've been drinking.

Visit [www.TexasDWI.org](http://www.TexasDWI.org) to learn about alternatives to drinking and driving in your area.

**DRINKING AND DRIVING  
HERE'S THE LAW: 21 OR OLDER**

In Texas the legal limit for intoxication is .08 BAC (blood or breath alcohol concentration). However, drivers can be stopped and cited when impaired regardless of BAC. Drivers and passengers can be fined up to \$500 for having an open alcohol container in a vehicle.

**Driving While Intoxicated (DWI)**

<b>First Offense</b>	<b>Second Offense*</b>	<b>Third Offense*</b>
<ul style="list-style-type: none"> <li>• Up to a \$2,000 fine</li> <li>• Up to 180 days in jail upon conviction (mandatory three days in jail)</li> <li>• Loss of driver's license up to a year</li> <li>• \$1,000 annual surcharge for three years to retain driver's license</li> </ul>	<ul style="list-style-type: none"> <li>• Up to a \$4,000 fine</li> <li>• Up to one year in jail upon conviction</li> <li>• Loss of driver's license up to two years</li> <li>• Mandatory five days in jail if defendant receives probation</li> <li>• \$1,500 surcharge for three years to retain driver's license</li> </ul>	<ul style="list-style-type: none"> <li>• Up to a \$10,000 fine</li> <li>• Two to 10 years in prison</li> <li>• Mandatory 10–60 days in jail if defendant receives probation</li> <li>• Loss of driver's license up to two years</li> <li>• \$2,000 annual surcharge for three years to retain driver's license</li> </ul>

\*After two or more DWI convictions in five years, motorists must install a special ignition switch that prevents their vehicle from being operated if they've been drinking.

**DWI With a Child Passenger**

Motorists can be charged with child endangerment for driving while intoxicated if they're carrying passengers younger than 15 years old. DWI with a child passenger is a felony and punishable with:

- Up to a \$10,000 fine
- Up to two years in a state jail
- Loss of driver's license for 180 days

**HERE'S THE LAW: UNDER 21**

It is illegal for minors (under 21) to purchase, attempt to purchase, possess or consume alcohol. It's also against the law for minors to misrepresent their age to obtain alcohol.

**Minors in Possession (MIP)**

Here's what happens the first time minors are found in possession of alcohol. Any amount of beer, wine or liquor will trigger the penalties.

- Up to a \$500 fine
- Loss of driver's license for 30 to 180 days
- Eight to 40 hours of community service
- Mandatory alcohol awareness classes

A second or third offense can lead to suspension of the minor's driver's license for 60 to 180 days. Those 17 or older can be fined as much as \$2,000 or go to jail for up to 180 days for a third offense or both, plus automatic driver's license suspension.

**Driving Under the Influence (DUI)**

It is illegal for anyone under 21 to drive with any detectable amount of alcohol in their system. Here's what happens the first time a minor convicted of a DUI. Any amount of beer, wine or liquor can trigger the penalties.

- Up to a \$500 fine
- 60-day driver's license suspension
- 20 to 40 hours of community service
- Mandatory alcohol awareness classes

**Driving While Intoxicated (DWI)**

Drivers 17 and older who are stopped for drinking and driving with a blood or breath alcohol concentration (BAC) of .08 or greater can also face DWI criminal penalties listed for those 21 and older.

