A picture containing text, clipart

Description automatically generated**2022 Superbowl Weekend Campaign**

Key Messages and Facts

* 2020 was one of the deadliest years in Washington from DUI-related crashes, despite fewer drivers on the road.
* Preliminary data for 2021 also indicates an increase in deaths last year from driver impairment.
* During Superbowl weekend, let’s team up for sober driving. Be sober behind the wheel and prevent someone you care about from getting a DUI.
* We can reverse the alarming trend in deaths and injuries from DUIs if we all team up.
* Most people in Washington – 78% – never drink before driving. That’s a choice that’s easy to live with.
* An interception can win the game. An interception to prevent someone driving drunk or high can save lives. Most Washingtonians – 81% – say they will step in to prevent someone from driving drunk or high.
* You’d reach out to stop a friend from falling or getting hurt from an unseen danger. Most of us do the same when we stop people we love from driving drunk or high.

**Effective Ways to Stop Someone from Driving Drunk or High**

* If you encounter a situation where someone might drive impaired, you can:
  + Arrange for or provide a ride
  + Arrange for the person to stay where they are
  + Offer your couch for the night
  + Engage someone else to help, including calling 911
* Calling 911 to prevent a crash is better than calling to report one. Taking action to prevent a DUI-related crash is an emergency.
* When talking to 911 dispatchers, they will want to know the following (without putting yourself in danger):
  + the make and model of the car
  + license plate number
  + route and direction being travelled
  + a description of the driver

**Fewer Drivers but More DUIs, Crashes and Deaths**

* Chart, line chart

  Description automatically generated2020 had the highest number of polydrug drivers in fatal crashes, ever (and highest number of impaired drivers by either alcohol or drugs).
* August 2021 was the deadliest month on Washington’s roads (77 deaths) since 1997 (91 deaths).
* Vehicle Miles Traveled (VMT) in 2020 was down 15% compared with 2019, and at times as low as 60% less.
* At the same time, fatalities in DUI- involved crashes increased 12.4% and serious injuries increased 32.4% over 2019.
* Preliminary data shows that 2021 had the highest number of traffic fatalities since 2005.

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