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NHTSA Warns Drivers: *Drive Sober or Get Pulled Over*

[Brookland, Ar] — On this Independence Day, make the honorable choice to drive sober or get a sober ride home. The Brookland Police Department *Drive Sober or Get Pulled Over* high-visibility enforcement campaign. The goal is to deter impaired driving and prevent the tragedies seen in previous Fourth of July holidays from happening again.

Every year, the Fourth of July holiday ranks as one of the deadliest periods on the nation's roads. From 2019 to 2023, there were 2,653 traffic fatalities during the holiday period, 1,679 of whom were the driver. Thirty-eight percent (643) of those drivers were drunk. Of the 1,679 drivers killed, the 21-34 age group had the highest percentage (48%) of drunk drivers.

"We want to make it clear that on this Fourth of July holiday, we will have a zero-tolerance policy against drinking and driving," said Chief Jon Moore. "There will be no leniency shown. We are well-trained to identify signs of drunk driving on the road. Driving under the influence is a violation of the law, and a reckless act that puts the lives of drivers, their passengers, and others on the road at extreme risk. We urge everyone to keep road safety in mind as they prepare for the celebrations. Make responsible choices to help us ensure a safe and enjoyable holiday for all."

Drivers should be safe during this Independence Day holiday by planning ahead if they intend to drink. They shouldn't wait until after drinking to plan how to get somewhere. Impairment clouds a person's judgment. Drivers should secure a designated sober driver or call a taxi or rideshare for a sober ride home.

If a driver finds they are unable to drive, they should give their keys to a sober driver so that person can get them home safely. When a friend has been drinking and is considering driving, friends should be proactive — take away the keys and help them get a sober ride home. If anyone spots a drunk driver, contact dispatch at (870)935-5552. . more information on impaired driving, visit www.nhtsa.gov/risky-driving/drunk-driving.