

Impaired Riding = Impaired Driving

=

DRUNK DRIVING

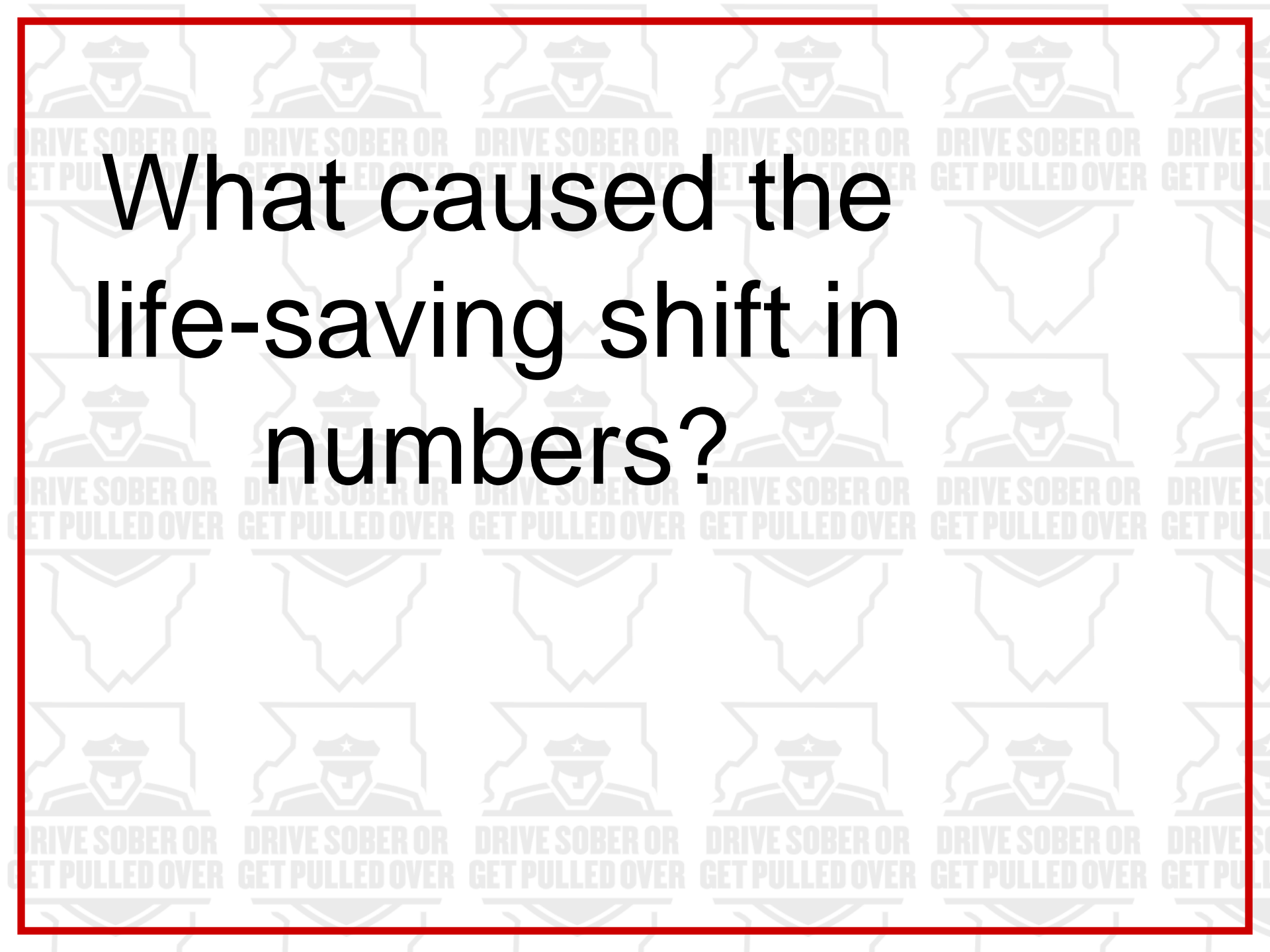
Where we were...

Year	Fatalities			Fatality Rate	
	Tot	Alc-Rel	%	Tot	Alc-Rel
1982	1,651	1,014	61	2.51	1.54
1983	1,526	909	60	2.27	1.35
1984	1,547	892	58	2.21	1.28
1985	1,534	835	54	2.17	1.18
1986	1,596	869	54	2.15	1.17
1987	1,654	843	51	2.18	1.11
1988	1,837	939	51	2.34	1.20
1989	1,748	898	51	2.15	1.10
1990	1,589	826	52	1.91	0.99
1991	1,448	736	51	1.69	0.86
1992	1,384	680	49	1.58	0.78
1993	1,392	638	46	1.55	0.71
1994	1,554	687	44	1.68	0.74
1995	1,586	700	44	1.68	0.74
1996	1,477	678	46	1.53	0.70
1997	1,397	597	43	1.41	0.60
1998	1,393	619	44	1.38	0.61
1999	1,456	646	44	1.42	0.63
2000	1,418	628	44	1.38	0.61
2001	1,414	620	44	1.37	0.60

Source: 1982-2000 (Final) FARS Files and 2001 FARS Annual Report File, FHWA's Highway Statistics Annual Series




**Drunk driving fatalities in the last
two decades...
doing better...not good enough**



What caused the
life-saving shift in
numbers?



Motorcyclists



**Alcohol involvement
in cyclists' deaths
has always been
similar to passenger
vehicles**

Alcohol Impaired Motorcycle Operators Killed by Age

Age	BAC 0.01-0.30	BAC 0.08-0.30	Total Operators Killed	BAC 0.01-0.30 as % of Total	BAC 0.08-0.30 as % of Total
19 or younger	0	0	3	0%	0%
20	0	0	3	0%	0%
21-24	7	6	14	50%	43%
25-29	4	3	10	40%	30%
30-34	7	5	17	41%	29%
35-39	9	7	17	53%	41%
40-44	8	6	12	67%	50%
45-49	7	6	12	58%	50%
50-54	9	8	21	43%	38%
55-59	4	4	16	25%	25%
60-69	4	2	11	36%	18%
70 or older	0	0	5	0%	0%
Total	59	47	141	42%	33%

**Motorcycle fatalities
continued to increase in
2012...**

...up over 2% from 2011

...almost 14% from 2010

...over 19% from 2009

**Alcohol involvement in
cyclists' deaths fairly
constant...
overall deaths are
increasing...that means
more drunk motorcyclist's
deaths...no good!**

Illinois Passenger Vehicle and Motorcycle Fatalities Involving Drunk Drivers by Time of Day (2007-2011)

Time of Day	Total Motor Vehicle Fatalities Involving a Drunk Driver	Percent of Total Motor Vehicle Fatalities Involving a Drunk Driver	Total Motorcycle Fatalities Involving a Drunk Rider	Percent of Total Motorcycle Fatalities Involving a Drunk Rider
12:00am-2:59am	422	34%	41	19%
3:00am-5:59am	237	19%	22	10%
6:00am-8:59am	54	4%	6	3%
9:00am-11:59am	27	2%	7	3%
12:00pm-2:59pm	36	3%	8	4%
3:00pm-5:59pm	68	6%	32	15%
6:00pm-8:59pm	137	11%	52	24%
9:00pm-11:59pm	244	20%	45	21%
Totals	1,225	100%	213	100%

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Same problem...

...different age groups

...different time of day



**Illinois'
drunk
driving
program**



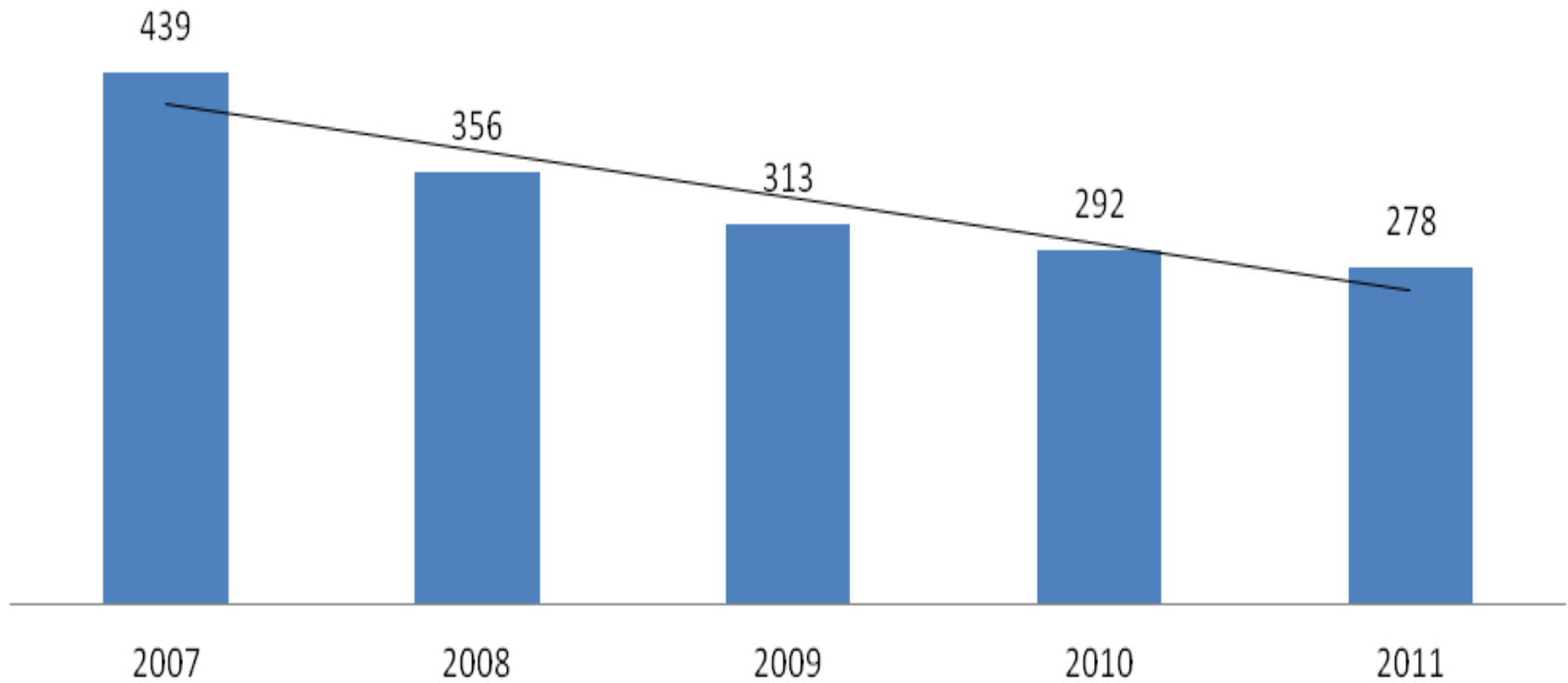
**strong
laws**

**intense,
highly-visible
enforcement**

**Targeted
advertisement of that
enforcement**

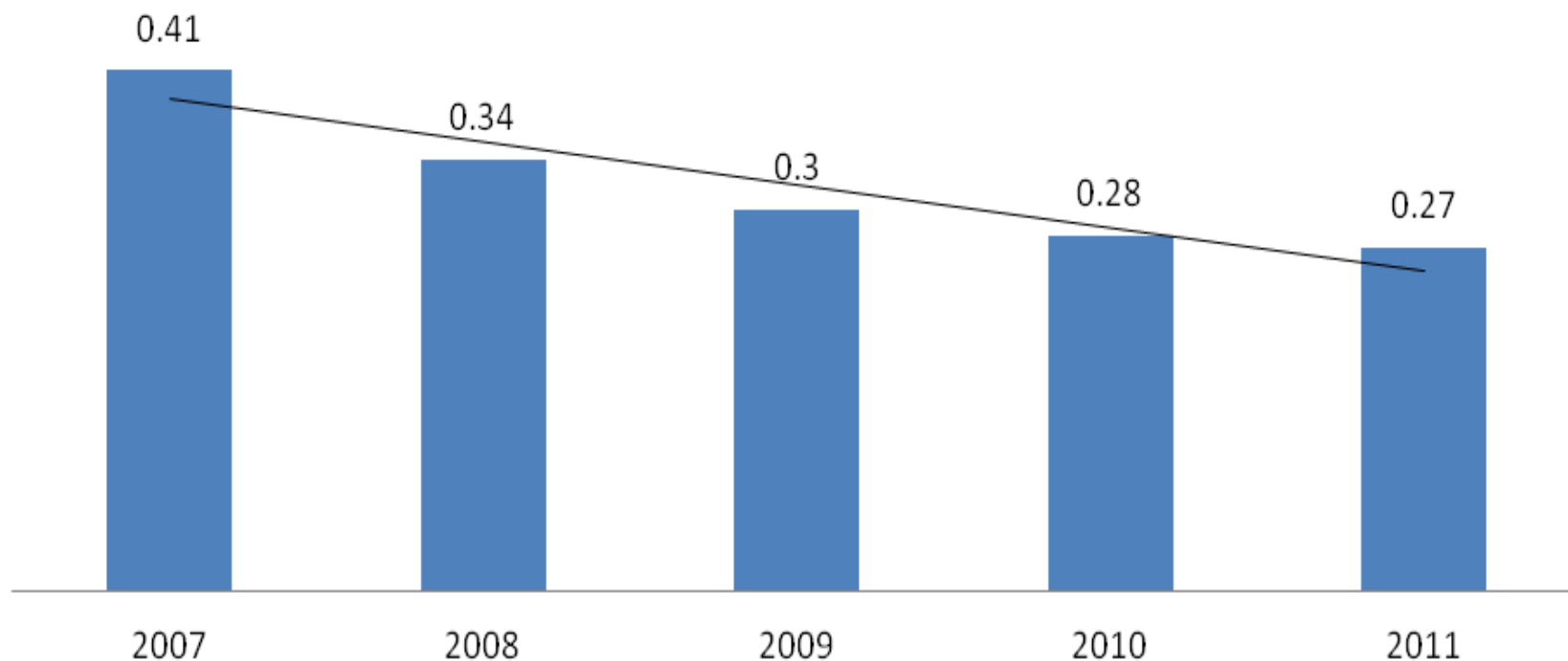
Illinois Drunk Driving Fatalities

(0.08 BAC and above)



Illinois Drunk Driving Fatality Rate

Drunk Driving Deaths /100 Million Vehicle Miles of Travel in Illinois
(0.08 BAC and above)



DRIVE SOBER OR
GET PULLED OVER

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**Strong
enforcement;
strong
message**

**proven
effective**



**reduce drunk
driving and
drunk driving
crashes to
save lives**

**what's
the
goal?**



behavioral change



Immediate goal


**Deterrence &
prevention**

**via the elimination of
dangerous behavior**



McDonald's

**Convince
people not to
ride/drive
drunk**



**we're battling
culture; we're
battling abuse
situations; billions
spent**



**But we
have a law**

**Laws passed by the
GA to prevent
crashes; save
money**

**Deterrence;
prevention**

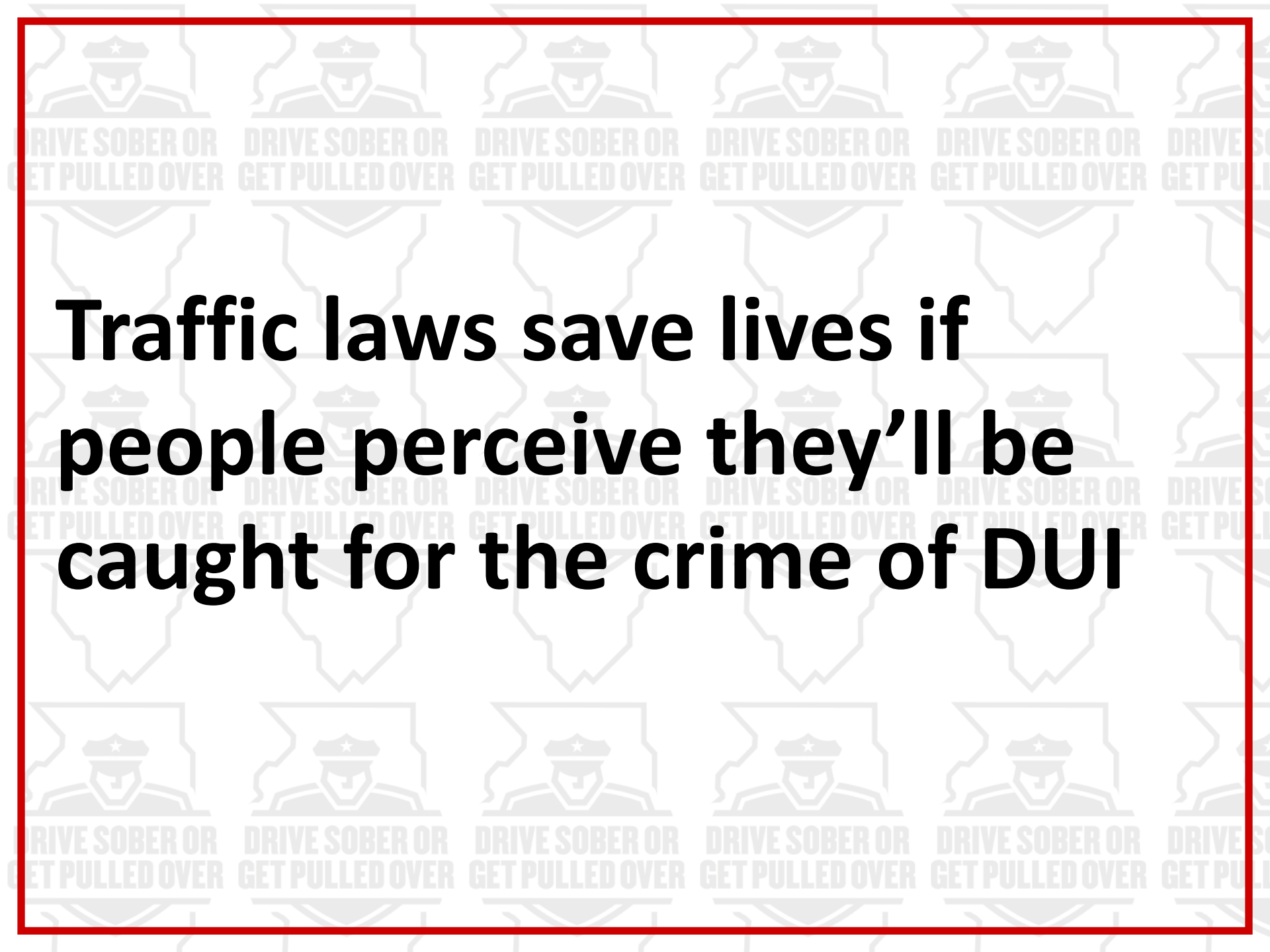
**People
don't want
these
things to
happen**

**Tough
penalties; loss
of license;
fines; towed
bike**

We accomplish deterrence by reminding people enforcement is out there and they will get caught if they choose to drink & ride/drive

**...we're telling them to be
careful...it's not about the
arrest it's about the
perception**

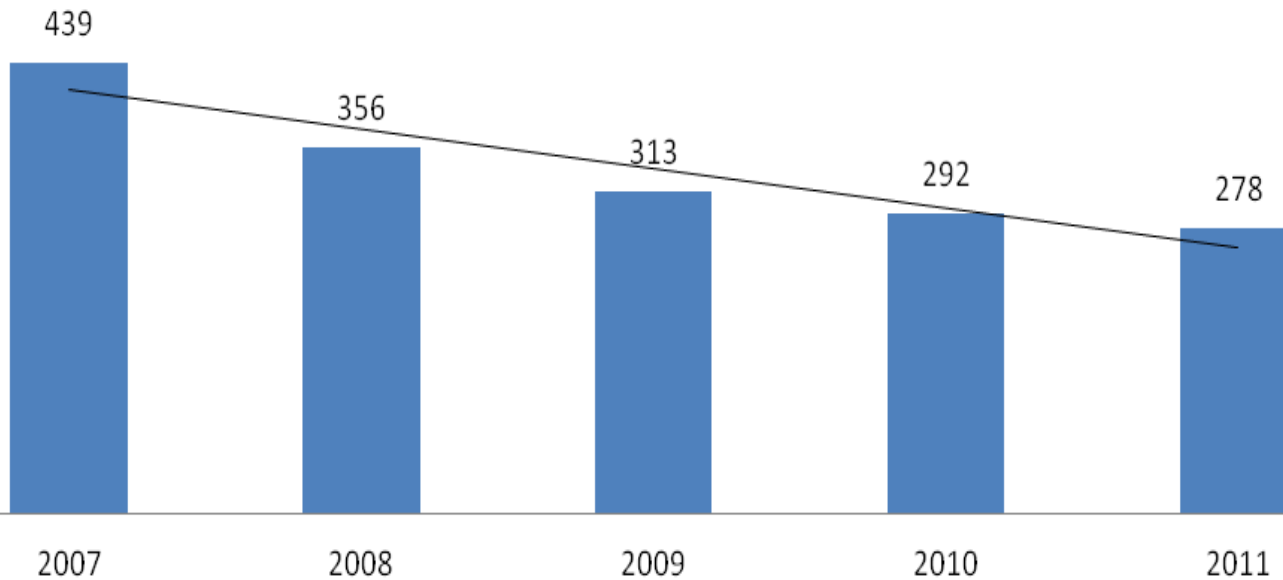




**Traffic laws save lives if
people perceive they'll be
caught for the crime of DUI**

DUI arrests up?

Illinois Drunk Driving Fatalities
(0.08 BAC and above)



The background features a repeating pattern of a police officer's head and shoulders in a uniform, wearing a cap with a star. Below each icon is the text "DRIVE SOBER OR GET PULLED OVER" in a bold, sans-serif font. The entire pattern is rendered in a light gray color. A thick red border frames the central text.

***“It’s about the arrest
that never has to
happen.”***



TV Commercial



257

closed



Radio Commercials



**DRIVE SOBER OR
GET PULLED OVER**



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