



Keep Wisconsin safe. Keep drunk drivers off the road.

This fact sheet provides a snapshot of **alcohol-involved deaths and drunk driving** and an overview of proven strategies to reduce or prevent drunk driving. The information can help local public health decisionmakers and community partners see gaps and identify relevant strategies to address the problem of drunk driving.

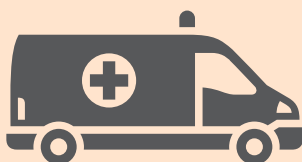
Fast Facts

- Drivers with a blood alcohol concentration (BAC) of 0.08% or higher (i.e., drunk drivers) are considered alcohol-impaired by law.
- About one in three traffic deaths in the United States involve a drunk driver.
- Thanks to dedicated efforts, rates of drunk driving and alcohol-involved fatal crashes have gone down in recent years.
- Still, drunk drivers got behind the wheel millions of times in 2010.
- These data show what's happening in your state.

ALCOHOL-INVOLVED DEATHS

Persons Killed in Crashes Involving a Drunk Driver†

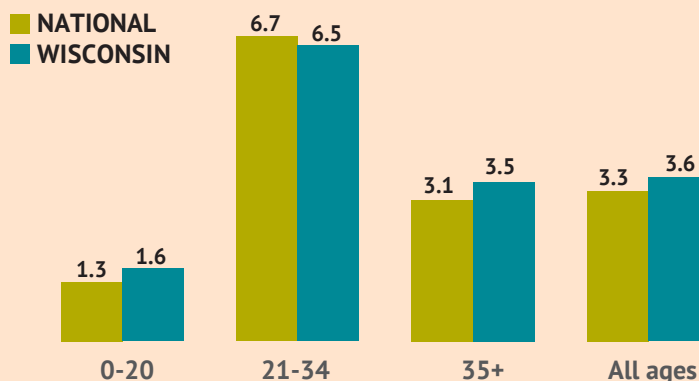
Number of Deaths, 2003–2012



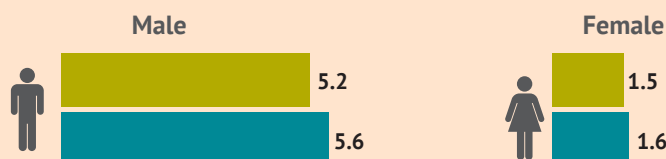
2,577

people were killed in crashes involving a drunk driver in Wisconsin

Rate of Deaths by Age (per 100,000 population), 2012



Rate of Deaths by Gender (per 100,000 population), 2012



†Deaths in crashes involving a driver with BAC \geq 0.08%.
Source: Fatality Analysis Reporting System (FARS).

DRUNK DRIVING

Percentage of Adults Who Report Driving After Drinking Too Much (in the past 30 days)

NATIONAL

1.9%
report driving after drinking too much

WISCONSIN

3.1%
report driving after drinking too much

Source: Behavioral Risk Factor Surveillance System (BRFSS), 2012.

DRUNK DRIVING LAWS

- All 50 states and the District of Columbia have laws in place to protect the public from drunk drivers (e.g., driving is illegal with BAC at or above 0.08%).
- In Wisconsin, sobriety checkpoints are not allowed.
- Ignition interlock laws and license suspensions vary by state. For up-to-date information on your state, check with the Insurance Institute for Highway Safety at www.iihs.org.



For More Information

Visit the Centers for Disease Control and Prevention Web site at www.cdc.gov/motorvehiclesafety for:

- Injuries, costs, and other data related to drunk driving
- Detailed information on effective strategies to reduce or prevent drunk driving

What Works

The strategies in this section are effective for reducing or preventing drunk driving. They are recommended by *The Guide to Community Preventive Services* and/or have been demonstrated to be effective in reviews by the National Highway Traffic Safety Administration.* Different strategies may require different resources for implementation or have different levels of impact. Find strategies that are right for your state.

Strategies to reduce or prevent drunk driving

- 🔑 **Drunk driving laws** make it illegal nationwide to drive with a BAC at or above 0.08%. For people under 21, **“zero tolerance” laws** make it illegal to drive with any measurable amount of alcohol in their system. These laws, along with laws that maintain the **minimum legal drinking age** at 21, are in place in all 50 states and the District of Columbia, and have had a clear effect on highway safety, saving tens of thousands of lives since their implementation.
- 🔑 **Sobriety checkpoints** allow police to briefly stop vehicles at specific, highly visible locations to see if the driver is impaired. Police may stop all or a certain portion of drivers. Breath tests may be given if police have a reason to suspect the driver is intoxicated.
- 🔑 **Ignition interlocks** installed in cars measure alcohol on the driver’s breath. Interlocks keep the car from starting if the driver has a BAC above a certain level, usually 0.02%. They’re used for people convicted of drunk driving and are highly effective at preventing repeat offenses while installed. Mandating interlocks for all offenders, including first-time offenders, will have the greatest impact.
- 🔑 **Multi-component interventions** combine several programs or policies to prevent drunk driving. The key to these comprehensive efforts is **community mobilization** by involving coalitions or task forces in design and implementation.
- 🔑 **Mass media campaigns** spread messages about the physical dangers and legal consequences of drunk driving. They persuade people not to drink and drive and encourage them to keep other drivers from doing so. Campaigns are most effective when supporting other impaired driving prevention strategies.
- 🔑 **Administrative license revocation or suspension laws** allow police to take away the license of a driver who tests at or above the legal BAC limit or who refuses testing. States decide how long to suspend the license; a minimum of 90 days is effective.
- 🔑 **Alcohol screening and brief interventions** take advantage of “teachable moments” to identify people at risk for alcohol problems and get them treatment as needed. This combined strategy, which can be delivered in health care, university, and other settings, helps change behavior and reduces alcohol-impaired crashes and injuries.
- 🔑 **School-based instructional programs** are effective at teaching teens not to **ride with** drunk drivers. More evidence is needed to see if these programs can also reduce drunk driving and related crashes.

*Sources: The Guide to Community Preventive Services (The Community Guide), Motor Vehicle-Related Injury Prevention, at www.thecommunityguide.org, and National Highway Traffic Safety Administration. (2013). Countermeasures that work: a highway safety countermeasures guide for State Highway Safety Offices, 7th edition, at www.nhtsa.gov/staticfiles/nti/pdf/811727.pdf.