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|  | **Drive Sober or Get Pulled Over** **FACT SHEET AND** **TALKING POINTS****From the Wisconsin Department of Transportation (WisDOT)** **Division of State Patrol** **Bureau of Transportation Safety** |  |

**Drive Sober or Get Pulled Over – August 15 to September 1, 2025**

* During the national Drive Sober or Get Pulled Over campaign, August 15 through Labor Day weekend, law enforcement agencies across Wisconsin will boost patrols to watch out for impaired drivers.
* The goal of stepping up law enforcement is not just to arrest impaired drivers. The mission is to enhance public safety and urge drivers to understand the importance of driving sober to prevent needless tragedies and save lives.

**Sobering statistics**

* Someone is injured or killed in an impaired driving crash about every two hours in Wisconsin.
* Drunken driving remains a significant concern. Last year (2024) in Wisconsin:
  + There were 5,978 alcohol-related crashes that killed 153 people.
  + Alcohol was involved in more than one-quarter of all traffic fatalities (153 of 509).
* Wisconsin and many states also see continued problems with drugged drivers. A person’s ability to drive safely is compromised by illegal drugs and sometimes prescription or over-the-counter medications.
  + In 2024, 1,620 crashes in Wisconsin involved drugs, causing 65 fatalities.
  + Annual drug-related crashes have increased in the past 10 years (670 crashes in 2014), but deaths have decreased (107 drug-related fatalities in 2014).
* During the 2023 Labor Day holiday period, there were 511 crash fatalities nationwide; 36% of the fatalities involved drivers who were drunk.

**Year-round efforts**

* There are 36 multi-jurisdictional OWI task forces operating around the state throughout the year.
* Efforts continue to train more officers in Advanced Roadside Impaired Driving Enforcement (ARIDE). This helps law enforcement detect impaired drivers and get them off the road.
  + Over 8,000 Wisconsin law enforcement officers are ARIDE-trained. The State Patrol is working to train all troopers/inspectors in ARIDE.
* Wisconsin has nearly 400 Drug Recognition Experts (DREs), among the most in the nation. DREs help secure convictions to get impaired drivers off the roads.
* OWI convictions can cost around $10,000, including fines, court costs, attorney fees, lost time at work, higher insurance rates, car towing and repairs, and more.
  + There were 18,644 OWI convictions in Wisconsin 2024.

**It’s the law**

* Impaired driving is illegal and deadly.
* Drivers can be arrested for OWI -- even if their blood-alcohol content is below 0.08 -- if it’s determined their level of impairment makes them unable to safely operate a motor vehicle.
* Under Wisconsin’s “not a drop” law, drivers under age 21 are prohibited from having any detectable amount of alcohol in their system.
* All drivers are prohibited from having any detectable amount of illegal drugs in their system.
* Drinking and driving can cause you to lose your driver’s license and your vehicle. Drivers who refuse a blood/breath alcohol test will lose their license for at least one year.

**Making responsible choices**

* Always drive sober.
* Plan ahead. If you plan to celebrate this holiday season, identify a sober designated driver. If you’re feeling impaired, you likely are over the 0.08 BAC limit and should not drive.
* If it’s your turn to be the designated driver, take your job seriously and don’t drink.

* You have options. Rather than risk an arrest: take mass transit, call a taxi, use a rideshare service, or ask a sober friend to drive you home.
* If you have a friend who is about to drink and drive, step in. Take the keys away and help them get home safely.
* Some bars and restaurants also have programs to provide customers with a [safe ride home](https://tlw.org/saferide/).
* If you suspect a driver is impaired, safely gather as much info as you can about the vehicle, driver and location. Then call 911.

**Online resources**

* [Drive Sober or Get Pulled Over Law Enforcement Action Kit](https://wisconsindot.gov/Pages/safety/enforcement/agencies/grants.aspx)
* [TV and radio ads related to impaired driving](http://witrafficsafety.org/drivesober/)
* [National Drive Sober or Get Pulled Over logos and artwork](https://www.trafficsafetymarketing.gov/safety-topics/drunk-driving/drive-sober-or-get-pulled-over)