

## Statistics

- In 2019 nationally, there were more than 10,000 deaths involving a driver with a BAC of .08 or higher. That's more than one quarter (28%) of total traffic fatalities. (NHTSA 2020)
- In 2019, Massachusetts saw a 5.9% decrease in vehicle related deaths. One third (110) were alcohol related. (NHTSA 2020)
- In 2016, there were 1,233 traffic deaths among children ages 0 to 14 years. 214 deaths (17%) involved an alcohol impaired driver. (NHTSA 2016)
- The rate of alcohol impairment among drivers involved in fatal crashes in 2013 was nearly four time higher at night than during the day." (NHTSA 2013)

*In September 2020, The Traffic Injury Research Foundation (TIRF) conducted an online survey of 1500 random U.S. drivers, age 21 and older on Alcohol-Impaired Driving During COVID-19 in the US.*

- 81% U.S. drivers consider alcohol impaired driving a serious problem.
- 75.7% reported utilizing a designated driver or a rideshare.



## Designated Driver Program



Plymouth County  
Drug Abuse Task Force

Visit us at:

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## The Plymouth County Drug Abuse Task Force



## Designated Driver Program



Timothy J. Cruz  
District Attorney

Joseph D. McDonald, Jr.  
Sheriff

Co-chairs

## Make It Home

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As Members of law enforcement, we know the tragic effect impaired driving has on our communities. Lives lost by drunk driving could easily have been prevented.

The Designated Driver program is voluntary. It's a partnership between the Plymouth County Drug Abuse Task Force, our local Police Chiefs and licensed servers across Plymouth County.

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The program, which began in Hingham, aims to raise awareness to the problem of drinking and driving and to reduce the number of impaired drivers.

The program promotes a dialogue between local establishments, police and the task force.

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## Designate a Driver...

- The Designated Driver Program is not meant to endorse underage drinking, and is not to be used by minors.
  - A Designated Driver is a person, who agrees beforehand not to drink any alcoholic beverages during their evening out.
  - It does not mean choosing the “most sober” or the “least drunk” at the end of the evening to be designated to drive.
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- About 28 people in the United States die each day in drunk driving crashes. **(NHTSA 2020)**
  - According to the National Highway Traffic Safety Association, Alcohol related motor vehicle crashes kill someone every 52 minutes. **(NHTSA 2020)**
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- The Designated Driver Program is a proactive approach that we can all take part in, to reduce the number of impaired drivers.



## How Does the Program Work?

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- Participation is voluntary and controlled by the private business.
  - The program is easy to join. Each business agrees to provide free non-alcoholic beverages to patrons who identify themselves as the Designated Driver to their server.
  - The Designated Driver accepts responsibility to ensure that other members in their party, especially those who are impaired, are transported home safely.
  - The Designated Driver must be in a party of two or more and not consume any alcoholic beverages that evening.
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- ***If the Designated Driver orders an alcoholic beverage, or is witnessed consuming an alcoholic beverage, the Designated Driver status will be revoked and the non-alcoholic beverages previously served will be charged at the full price.***
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*The Make It Home Campaign is made possible through the MOVA Drunk Driving Trust Fund*