

Press Release

December 22, 2025

FOR IMMEDIATE RELEASE

CONTACT:

Dr. Sharon Harris

516- 676-2008

safeglencove@yahoo.com

SAFE Glen Cove Coalition- NHTSA Launches Annual Drive Sober or Get Pulled Over Enforcement Campaign for Holiday Season

The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) launched its annual holiday Drive Sober or Get Pulled Over national enforcement campaign. This is the Department's latest initiative to protect American families and drive down road fatalities, which are the lowest since 2019.

Starting Friday, Dec. 12, through New Year's Day, law enforcement officers nationwide will be stepping up their patrols to identify and stop impaired drivers. The high-visibility enforcement ad campaign will run on TV, radio and digital platforms, including social media.

Alcohol-impaired driving remains a leading factor in fatal traffic crashes in the United States, especially during the holiday season. In 2023, 12,429 people died in alcohol-impaired-driving traffic crashes, accounting for nearly one third of all traffic crash fatalities nationwide. Men ages 21-34 were the highest percentage of alcohol-impaired drivers involved in fatal traffic crashes, and one person died every 42 minutes in an alcohol-impaired driving crash in 2023.

New NHTSA early estimates suggest that road fatalities have dropped by roughly 6.4% compared with the same period in 2024, even as Americans collectively drove about 25 billion more miles. The fatality rate for the first nine months of 2025 decreased to 1.10 fatalities per 100 million vehicle miles traveled, down from the projected 1.19 fatality rate from the same time in 2024. From January to September 2025, NHTSA projects that an estimated 27,365 people died in traffic crashes, as compared to the 29,245 fatalities projected for the same months in 2024.

NHTSA urges everyone to plan ahead and never drive after drinking or using any other impairing substance. Instead, designate a sober driver or call a ride-hailing service or taxi to make sure you get home safely. If you see an impaired driver on the road, call 911.

Please visit NHTSA's website for more information about drunk and drug-impaired driving at [TrafficSafetyMarketing.gov](https://wwwTrafficSafetyMarketing.gov).

The SAFE Glen Cove Coalition was formed in 2003 to change societal norms about alcohol and substance use. The Coalition is concerned about excessive alcohol use in youth and adults and

seeks to educate the community about its negative effects on one's health, safety and wellness. To learn more about the SAFE Glen Cove Coalition please follow us on www.facebook.com/safeglencovecoalition or visit SAFE's website to learn more about Alcohol and its negative consequences please visit www.safeglencove.org