



**Calendar:**

[National Drunk & Drugged Driving Prevention Month](#)  
December 2010

[Drunk Driving: Over the Limit. Under Arrest.](#)  
November 29, 2010 – January 3, 2011

[Tie One on For Safety](#)  
November – December 2010

[Know When to Pass](#)  
September 2010 – February 2011

**45%**

Nearly half of all Texans who drink while at a football-watching party report driving home. Be careful this month, especially with all of the upcoming bowl games in Texas!

Source: TxDOT Football Viewing and Drinking Research Report, 2009

**TxDOT Holiday Information and Materials**

The holiday season is upon us, and no matter how you celebrate this time of year, it is a dangerous time to be on the road. During December in Texas, on average, more than 2,400 alcohol-related traffic crashes occur, resulting in 80 fatalities, according to an analysis of Texas CRIS data since 2003. This year, the Dallas Police Department is [taking an extra step](#) by adding 14 officers to its DWI enforcement squad as a part of the “Home for the Holidays” campaign.

This also is a good time to remind employees about making responsible decisions behind the wheel. Download [TxDOT materials](#) such as posters and tip sheets to help spread safety messages throughout the holiday season. Remember: Don’t drive if you’re tipsy, buzzed or “Blitzen!”



**Give the Gift of Safety This Holiday Season**

Mothers Against Drunk Driving has a new campaign where you can “Give the Gift of a Designated Driver” this holiday season. This [coupon](#) can be printed out and given to family and friends, ensuring they will have a safe ride home during this jolly, but dangerous, time of year. Share this idea with your employees so we all can have a safe holiday season!

**Know When to Pass on Game Day-Drinking and Driving**

The Texas Department of Transportation is focusing on drinking and driving on football game days with its new [“Know When to Pass”](#) campaign. According to reports by TxDOT and the University of Colorado, 45% of Texans who drink while at a football-watching party report driving home. College home football games are associated with a 13% increase in arrests for drunk driving. These dangers will be especially prevalent

this month because of the five bowl games taking place across the state. Make sure to check out the campaign's [Facebook](#) page for more information.

## Teen Fatalities Decrease Because of Age Restrictions

Texas reduced its teenage fatality driving rate by 33%, more than any other state, after applying teen driving restrictions. According to a [study](#) by the Texas Transportation Institute at Texas A&M, deaths dropped from 625 in the year before the law was enacted to 419 five years later. The law, which was recently extended to include the entire first year of driving experience, prohibits teens from driving from midnight to 5 a.m., using a cell phone while driving, and transporting more than one passenger younger than 21. Parents can enforce all elements of [Graduated Driver Licensing](#) in their homes to save even more teen lives.

## Dangers of Four Loko Apparent in Recent Texas Fatality

The popular alcoholic drink "Four Loko" was [involved](#) in the death of a 14-year-old Arlington girl this month after her boyfriend, also 14, stole his parents' SUV and crashed it off the side of the highway in Denton. The drink, commonly referred to as "blackout in a can," is in the midst of a national controversy and subsequent call for its ban, because its content is equal to four cans of beer and three cups of coffee. It is also heavily [marketed](#) towards young people. The girl, who was not wearing a safety belt, was thrown from the vehicle and killed. The driver was taken into custody on an intoxicated manslaughter charge.

## Free Safety Materials



These are a few of the innovative information cards specifically created for you to communicate with your employees:

[Underage Drinking](#) (.pdf file)

[Driving While Intoxicated](#) (.pdf file)

[Order](#) complimentary print copies or click on the above PDF links to download.

## Get the Texas Challenge!

The NSC Texas Challenge Injury Facts [quiz](#) is the newest way to educate employees about driving risks. The Texas Challenge provides a weekly question and safety tips directly related to Texas roadways.

Ways to use the Texas Challenge:

- Download and print posters linked in the quiz to hang around the building and share with employees.
- Use the quiz to reward employees for learning about driving risks.
- Share the quiz with audiences beyond employees, including customers, vendors and citizens in the community.

*Our Driving Concern* would love to hear your workplace safety success stories, problems and questions. Please send an e-mail to our Peer Advice column at [debby.young@nsc.org](mailto:debby.young@nsc.org) and your story may be shared with other Texas safety employers.

(Links to Resources)

Join Together

<http://www.jointogether.org/>

Mothers Against Drunk Driving

<http://www.madd.org/>

National Highway Traffic Safety Administration

<http://www.nhtsa.gov/>

National Safety Council

<http://www.nsc.org>

Texas Department of Transportation

<http://www.txdot.gov/>

Texas Employers Traffic Safety Program  
<http://www.txdrivingconcern.org>

Texas Transportation Institute  
<http://tti.tamu.edu/>

U.S. Department of Transportation  
<http://www.dot.gov/>

*Our Driving Concern* is a monthly e-newsletter from the Texas Employer Traffic Safety Program, a landmark driving initiative funded by a grant from the Texas Department of Transportation. This initiative is building a statewide network of employer involvement in crash prevention for employees both on and off the job. Because you care about your employees and their families, and keeping employees safe means keeping your business healthy, this e-newsletter provides you with traffic safety resources from across the state. Visit us at [www.txdrivingconcern.org](http://www.txdrivingconcern.org).

Please send safety comments, experiences, stories or questions to:

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