

Driving Under the Influence | Steer Clear

[MUSIC PLAYING]

(Text on Screen)

Driving Under the Influence

(Image)

An animated car drives down the road. View switches to show two cars on the road, one car is swerving back and forth erratically. Image switches to show an ambulance driving.

(Text on Screen)

25% of these crashes involve underage drinking.

(Speaker: Male Announcer)

Car crashes are the leading cause of teen deaths. And about a quarter of those crashes involve an underage driver who has been drinking. But the statistics don't do justice to the pain and loss suffered by drunk or drug-driving victims and their families-- parents who have lost children, husbands and wives who have lost spouses, and kids who have lost parents.

(Image)

The car continues to drive on the road. Icons of people appear above the car. Two out of three are highlighted.

(Speaker: Male Announcer)

Drinking and driving is widespread. On average, two out of three people will be involved in a drunk-driving crash in their lifetime.

(Image)

Scene switches to car driving on the road again, this time cars passing by are grayed out with question marks above them. Bubbles come from the main car we are watching.

(Speaker: Male Announcer)

It's not always obvious that an intoxicated, over-the-legal-limit driver is drunk. Even driving buzzed, where an individual may seem unaffected, is enough to put others in serious danger.

(Image)

Animation of a clock, the hands are moving demonstrating the passage of time. Illustrated icons of other methods people try to use to sober up appear, including coffee, an exercise bike and a shower head. All are canceled out as effective.

(Speaker: Male Announcer)

When someone has had too much to drink, the only thing that will help them become sober is time. Drinking strong coffee, exercising, or taking a cold shower will not help.

(Image)

Smart phone is shown with car service options on screen: Rideshare, Bus, Taxi.

(Speaker: Male Announcer)

And with so many car service options available in many US cities, it's now easier than ever to find a safe ride home.

(Image)

Animated car drives up to a house. Image switches to two people, one person is highlighted illustrating them to be the designated driver. Image switches again to another car pulling up and honking its horn. Image switches again to a smart phone with 9-1-1 on the screen, then again to show a key indicating that you should take keys away from people that have had too much to drink.

(Text on Screen)

To help avoid the effects of drunk driving: Designated Driver Ask for a ride home Call 911 Taking Keys

(Speaker: Male Announcer)

To help avoid the effects of drunk driving, choose a non-drinking designated driver. Ask for a ride home if you're not sure you're OK to drive. Call 911 to report a suspected impaired driver. Protect others by taking their keys if they attempt to drive after consuming alcohol.

(Text on Screen)

Drive Safe. Drive Sober.

(Speaker: Male Announcer)

They may be mad at you, but the alternative could be much worse.

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