

Introduction

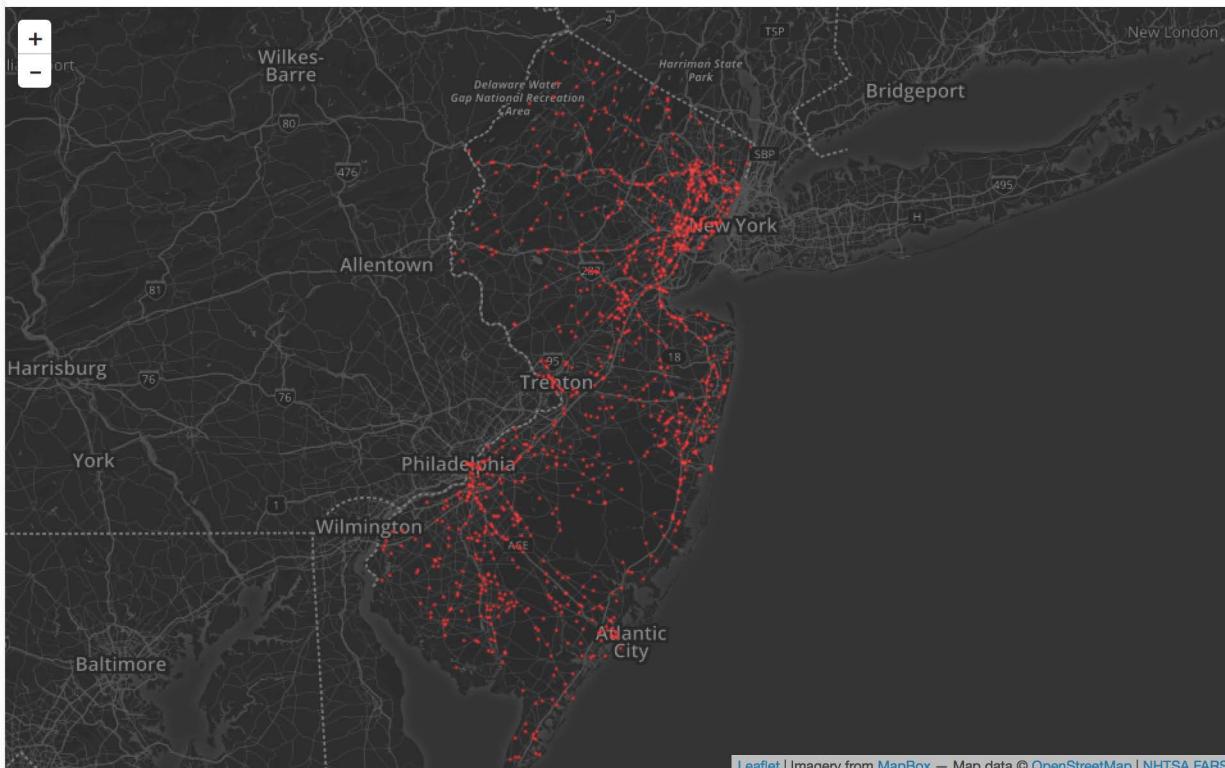
For Davis, Saperstein & Salomon, P.C., the quest to stop drunk driving in New Jersey is a personal one. One of our partners, Steven Benvenisti, was nearly killed by a drunk driver in college. His dedication to combating drunk driving through his work with MADD and his highly popular program, "The Most Significant Case of My Entire Career," inspires us every day.

We believe New Jersey residents would be as motivated as we are if they knew the scope of the impaired driving problem in our state. In hopes of raising awareness, we have compiled the following open source data from the National Highway Traffic Safety Administration's FARS database.

After reviewing this data, we hope you are inspired to sign our pledge below and make your own personal commitment to preventing drunk driving. We ask you to share this resource as well. After all, we can all do our part!

Fatal Alcohol-Related Collisions Heat Map

Just take a look at this heat map: Each red dot that you see represents a fatal alcohol-related crash that occurred in New Jersey. As you can see, these crashes occur in virtually every area in our state. We ask you to consider this: Every red dot that you see on this map represents a tragedy that ultimately could have been prevented.



Data Source: NHTSA FARS Database / <http://www.fars.nhtsa.dot.gov/Main/index.aspx>

1052 Drinking Reported **VS** **508** Drug Use Reported

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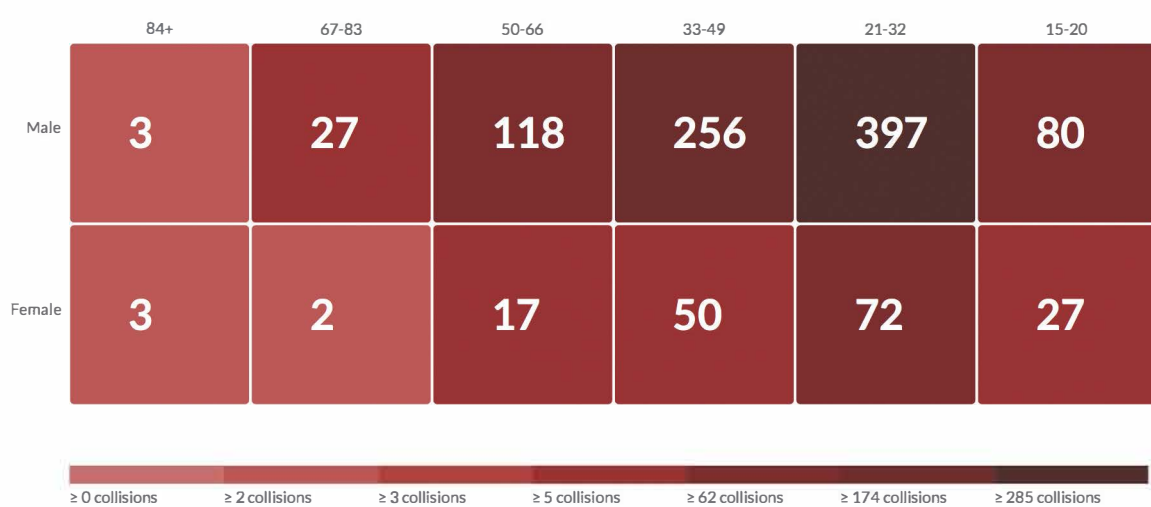
Drinking vs Drug Use

Any type of impaired driving is dangerous. This includes driving while impaired by illegal drugs or by certain prescription medications that may cause drowsiness or other side effects. In fact, 33 percent of New Jersey's impaired driving crashes involve drugs, as these stats show.

Comparison: Crashes by Age and Gender

Knowing the age and gender of those who are most likely to drink and drive can go a long way towards developing an effective prevention strategy. For instance, the data shows that men are more likely than women to be in fatal alcohol-related collisions. In fact, they are five times more likely.

Additionally, we can glean from this data that men between the ages of 21 and 49 accounted for 653 of the 1,052 fatal alcohol-related collisions in New Jersey during the period analyzed, or 62 percent. Clearly, this demographic is where the problem lies. It could be highly effective to craft anti-drunk driving messages that target men in this age group.



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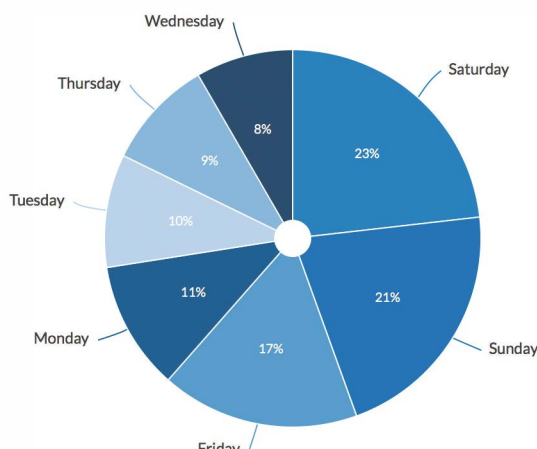
One disturbing fact from this data: There were 107 fatal collisions involving male and female drivers between the ages of 15 and 20, or one-tenth of the total. Clearly, we need to focus our efforts on teens as well.

Comparison: Highest Crashes by Day of Week/Time of Day

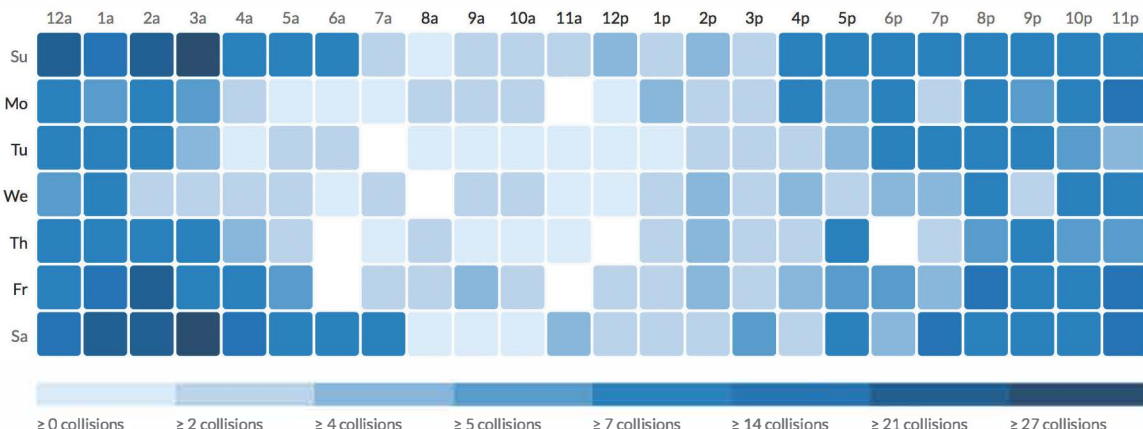
When we know the day and times when drunk driving crashes occur, it can help our drunk driving prevention efforts in many ways. For instance, we can step up law enforcement efforts during those periods.

Here, we see that 61 percent of fatal alcohol-related crashes occurred between Friday and Sunday. Also, the majority of these deadly accidents occurred between the hours of 2 and 3 a.m.

This data can also help with education. For example, we see that many collisions occurred between 6 and 9 a.m. Many of those victims may have tried to drive themselves home after a night of drinking. Clearly, we must remind people that they need to allow sufficient time to pass after drinking before they even think about getting behind the wheel.



Data Source: NHTSA FARS Database / <http://www.fars.nhtsa.dot.gov/Main/index.aspx>



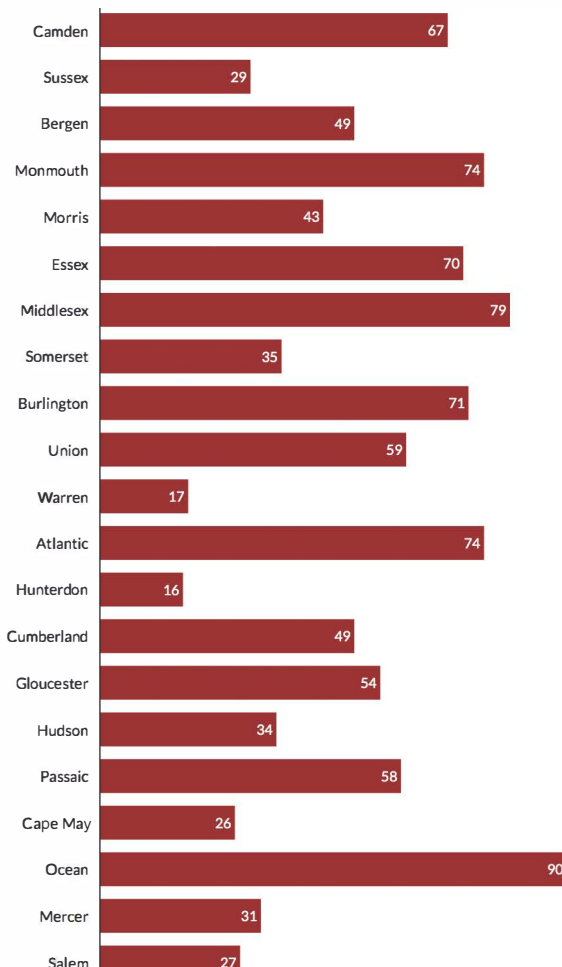
Comparison: Counties and Crash Numbers

When we break the data into numbers, we can see that drunk driving is a greater problem in certain areas of New Jersey than in others.

For instance, in Ocean County, an average of 10 fatal drunk driving accidents occurs each year – most likely involving those who were "partying" at the Jersey Shore. Anti-drunk driving efforts should be focused on raising awareness among the young people who frequent that area's bars and clubs, increasing law enforcement at those venues, providing alternative transportation options to beach-goers.

It should not be surprising that highly populated urban areas such as Middlesex, Monmouth and Atlantic counties have the highest concentration of fatal drunk driving accidents. However, deadly crashes involving alcohol can occur anywhere. For instance, a combined 33 fatalities were recorded in the relatively rural areas of Warren and Hunterdon counties.

Data Source: NHTSA FARS Database / <http://www.fars.nhtsa.dot.gov/Main/index.aspx>



Resources

- » The Most Significant Case of My Entire Career
- » MADD=National
- » MADD - New Jersey
- » New Jersey Department of Law & Public Safety - Alcohol Awareness
- » NHTSA=Impaired Driving
- » GHSA - Impaired Driving

Sign the Pledge

We all play a role in preventing drunk driving accidents. Please sign our pledge and – most importantly – honor the pledge to never drink and drive.

SIGN THE PLEDGE