

**2016 DROWSY DRIVING CAMPAIGN
SAMPLE TALKING POINTS
SOCIAL NORMING**

**Drowsy Driving Can Be Deadly:
*Take a Break. Drive Awake.***

- Drowsy driving is a dangerous behavior that can result in serious injury or death. But despite the risks, drowsy driving is far too prevalent.
- Drowsy driving is estimated to contribute to as many as 1.2 million collisions, resulting in potentially 5,000 to 8,000 fatalities per year.
- According to the AAA Foundation for Traffic Safety 2015 Traffic Safety Culture Index, 1 in 3 drivers (31.5%) admitted to driving within the prior 30 days when they were so tired that they had trouble keeping their eyes open.
- Getting good sleep on a regular basis is the best defense against drowsy driving.
- According to the Network of Employers for Traffic Safety, drivers who sleep less than five hours per night are six times more likely to be involved in a drowsy-driving-related crash than drivers who get eight or more hours of sleep.
- Sleep is the only remedy for drowsy driving. Always be well rested before you get behind the wheel.

Recognize the Warning Signs of Drowsy Driving.

- Adults typically need 7-8 hours of sleep per night or more to be well rested and ready for the road.
- Even after 7-8 hours of quality sleep, there are periods in the day when people are most likely to feel sleepy—mid afternoon from 2 pm to 6 pm and from midnight until 6 am.
- Driving while drowsy delays reaction speed, decreases concentration, and impairs judgment.
- The warning signs of drowsy driving include:
 - Having trouble keeping your eyes open and focused
 - The inability to keep your head up
 - Daydreaming or having wandering, disconnected thoughts
 - Drifting from your lane or off the road, or tailgating
 - Yawning frequently or rubbing your eyes repeatedly
 - Missing signs or driving past your intended turn or exit
 - Feeling irritable or restless
 - Being unable to remember how far you have traveled, or landmarks you have passed

- Aim for seven or more hours of sleep every night to ensure you are ready to get behind the wheel.
- Good sleep helps promote concentration, attention, decision-making and problem solving, and is an important factor for driving performance.
- Good sleep is about both quantity and quality. If you spend 7-8 hours in bed but you regularly wake up during the night, you will likely feel deprived of sleep.

If Driving While Drowsy -- *Take a Break. Drive Awake.*

- Sleep is the only remedy for drowsy driving, so if you are drowsy while behind the wheel, find a safe, legal place off the roadway to take a nap.
- Rolling down the window, turning up the radio or AC, or drinking a caffeinated beverage is not enough to stave off drowsiness.
- Take a break to recharge with exercise. Physical activity such as a brisk walk or moving around gives a natural boost of energy.
- On long trips, schedule breaks every 2 hours or 100 miles to stretch and move around.
- Do not drive alone. Vehicles in which the driver is accompanied by a passenger are nearly 50% less likely to be involved in a drowsy-driving-related crash.

Remember: Drowsy Driving Can Be Deadly. *Take a Break. Drive Awake.*

For more information, visit www.trafficsafetymarketing.gov.