



# HALLOWEEN ANNOUNCEMENTS FOR HIGH SCHOOLS

- 60 teens were killed in traffic crashes in Virginia in 2015. Don't become another statistic. Buckle up and drive safely!\*
- According to the AAA Foundation for Traffic Safety, the pedestrian fatality rate more than doubles when the speed of a car increases from 25 mph to 35 mph. Travel below the speed limit when driving in residential areas, especially this Halloween when kids are trick-or-treating.
- In 23% of fatal crashes involving a teen driver in Virginia in 2015, that driver was drinking. Drive after drinking and the party's over. Virginia has Zero Tolerance for underage drinking.\*
- Halloween is a much-loved fall tradition. Irresponsible celebrating or driving unsafely can quickly turn this sweet holiday into something sour. Let's keep Halloween safe and tragedy-free.
- Halloween is a particularly deadly night due to drunk drivers. In 2015, over half (52%) of all highway fatalities across the nation on Halloween night (6 p.m. Oct. 31 to 5:59 a.m. Nov. 1) involved a driver or a motorcycle rider with a BAC of .08 or higher. \*\*
- Drunk driving has frightening consequences. Not only do you risk killing or injuring yourself or someone else, but the trauma and financial costs of a crash or an arrest for driving while impaired can be significant. Virginia has Zero Tolerance for underage drinking.\*
- You only get one life...drive with caution and celebrate responsibly on Halloween night!
- Your tickets to a safe Halloween:
  - 📌 Avoid driving during "Halloween Rush Hour" from 5:30-9 p.m. when children are trick-or-treating.
  - 📌 Drive below the speed limit in residential neighborhoods.
  - 📌 Use alternative routes when possible.
  - 📌 Scan ahead for trick-or-treaters and yield to pedestrians.
  - 📌 Use caution around stopped vehicles and proceed slowly.
  - 📌 Drive distraction-free.
  - 📌 Resist peer pressure to celebrate Halloween with alcohol and/or drugs or to drive while impaired—it's illegal.
  - 📌 Do not ride with any drivers who may have used alcohol and/or drugs.
  - 📌 Watch out for drivers who could be under the influence of something other than sweets.
  - 📌 Remember to always buckle up.

**Drive safely and celebrate responsibly on Halloween!**

\*Virginia Highway Safety Office

\*\* [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov) USDOT / NHTSA