

SOBER DAYS

FOR THE HOLIDAYS

Holiday Travel

Driving is the most popular mode of holiday travel

97+
MILLION

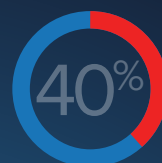
Americans will hit the roads between December 23 and January 1



1 in 8 licensed drivers who consume alcohol say they've driven when they thought they were close to or over **0.08 BAC** in the past year

Source: AAA

% of Highway Deaths Related to Alcohol



of traffic-related deaths during the holidays are a result of drunk drivers

28% the rest of the year

Source: NHTSA

Thanksgiving

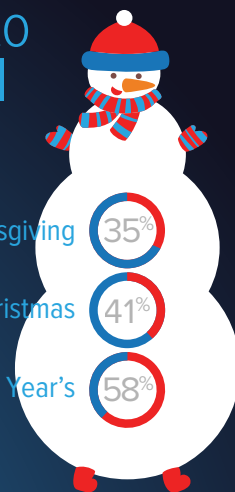
35%

Christmas

41%

New Year's

58%



Holiday Drinking Trends



of adults say they drink more than usual during the holidays



of those who have attended a holiday work party have felt pressured to drink



of people say that alcohol plays a role in their family's holiday gatherings



of adults went to work hung over after a party, or know someone who did

Source: Harris Interactive Survey for Caron Treatment Centers

High-Risk DUI Offenders & the Holidays



of drunk drivers say they drink more during the holidays compared to the rest of the year

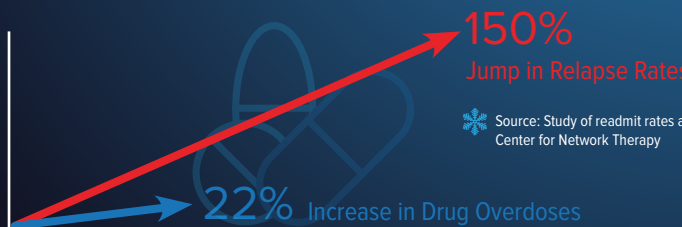


of high-risk DUI offenders said 24/7 alcohol monitoring helped them stay sober during the holidays

Source: Data from DUI offenders monitored by SCRAM Systems

Drug Misuse

Between Thanksgiving and New Year's Day



Source: Centers for Disease Control and Prevention

150%
Jump in Relapse Rates

Source: Study of readmit rates at the Center for Network Therapy

22% Increase in Drug Overdoses

New Year's Day

One of the most dangerous holidays of the year



129%

increase in drunk driving-related deaths compared to other days of the year

Source: NHTSA, USDOT

Each and every day,

99.2% of all

SCRAM clients are completely sober and compliant. No drinking or drug use.

To learn more about how to promote **Sober Days for the Holidays** with your clients, reach out to your local SCRAM team.

SCRAMCA.com/SoberHolidays



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