

DRINKING & DUIs

During the Thanksgiving Holiday

Thanksgiving Drunk Driving Resource Center

Thanksgiving is a time for family, friends, football, and of course, food, but alcohol can often take center stage. Over the past five years, more than 800 people died in alcohol-involved crashes during the Thanksgiving holiday period. And, with over 45 million Americans planning to take a Turkey Day road trip this year, Thanksgiving is one of the most dangerous holidays to be on the road.

Explore our Thanksgiving and Drunk Driving Resource Center to see how you can use our social media graphics and tips to help raise awareness of the dangers of Thanksgiving drunk driving.



- Blackout Wednesday
- Images for Facebook and Twitter
- How SCRAM CAM Can Help Squash Thanksgiving Stressors
- Tips to Stay Safe on Turkey Day



A Deadly Thanksgiving Tradition Blackout Wednesday

The night before Thanksgiving—known as “Blackout Wednesday” or “Drunksgiving” in many areas—is one of the biggest drinking nights of the year. That also makes it one of the most dangerous nights to be on the road. With many people tying one on to kick off the long holiday weekend, bars and restaurants around the country are starting to pick up on this trend with drink specials and targeted advertising.

In fact, beer sales increase by 270%, and liquor sales by 114% on Thanksgiving Eve. And with over 10,000 posts tagged with #BlackoutWednesday on Instagram alone, this trend is becoming more popular each year. Use and share these resources to help everyone stay safe during the long Thanksgiving holiday weekend.

Images for Facebook and Twitter

Download the social graphics below and share them on your social media accounts to help spread awareness on the dangers of Thanksgiving drunk driving.

- Blackout Wednesday (Facebook | Twitter)
- Thanksgiving Drunk Driving Fatalities #1 (Facebook | Twitter)
- Thanksgiving Drunk Driving Fatalities #2 (Facebook | Twitter)
- Thanksgiving Road Trip (Facebook | Twitter)
- Thanksgiving DUI Offenders and Alcohol Monitoring (Facebook | Twitter)



How SCRAM CAM Can Help Squash Thanksgiving Stressors

Thanksgiving is not all turkey and pie. For many, the Thanksgiving holiday is a cornucopia of stress and other triggers that can lead to excessive drinking. Between preparing large feasts for even larger groups of people, extra family time, traveling, and even end-of-the-year work deadlines, alcohol clients can experience a heightened urge to drink to cope with all the stress.

But SCRAM Continuous Alcohol Monitoring programs are helping “squash” the drinking triggers that Thanksgiving can bring. In fact, over 90% of high-risk drunk drivers supervised with SCRAM CAM said that their monitoring helped them stay sober during the holidays because:

- It kept them accountable and compliant—they know if they drink they will get caught
- It acts as a constant reminder to abstain from alcohol
- It provides a clear reason to resist peer pressure to drink
- It prevents drinking around random testing schedules

Tips to Stay Safe on Turkey Day

Law enforcement agencies across the country will be on high alert for drunk drivers for the duration of the Thanksgiving holiday, and many are participating in NHTSA's Make It to the Table campaign.

Follow these tips to ensure you make it home safely after your Thanksgiving festivities, and help keep others safe too:

- Make transportation plans ahead of time and figure out your sober ride home before you start drinking.
- Choose a designated driver for the evening and STICK WITH IT.
- Download ride-sharing apps and pre-populate your information beforehand to make it easy to hail a ride at the end of the night.
- Add contact information for local cab companies and car services to your phone and keep it handy. Many companies offer discounted fares during the holiday period to encourage safe drinking and driving habits.
- Have options! Plans can change, so identify a backup plan for a sober ride home before your Thanksgiving gatherings begin.

