

Friday, August 21, 2015

Oakland hosts campaign kickoff for Michigan Office of Highway Safety Planning

The **Michigan Office of Highway Safety Planning** unveiled a statewide effort to step up drunk driving enforcement as part of the **Drive Sober or Get Pulled Over** campaign with a media event at Oakland University on Friday, August 21.

The goal of the program, in partnership with the **Traffic Improvement Association of Michigan** and local law enforcement agencies, is to reduce traffic fatalities and serious injuries associated with impaired driving through a combination of outreach, education and strict enforcement.

During the program, OHSP representative Melody Kindraka explained the planned step up in drunk driving enforcement will take place between now and Sept. 7.

Last year's enforcement effort over the same two-week period led to 169 drunken driving arrests in Michigan, according to a press release from the OHSP. They also reported that five of six traffic fatalities over Labor Day weekend were related to alcohol.

Michigan State Police Lt. Mike Shaw told those gathered that there are "an average of nearly 100 drunken driving arrests made each day throughout the state."

Nancy Schmitz, assistant vice president for student affairs and enrollment management and dean of students participated on behalf of Oakland University.

She used the platform to reach out to students saying, "Today's enforcement effort is an opportunity to again remind our students of the rules and laws that apply to alcohol, on and off campus. We also encourage all students to look out for each other. We want our students to get off on the right foot this year and that means making wise and responsible choices when it comes to alcohol."

