



Department of Public Safety

STOP-DWI Program Monroe County, New York

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Monroe County STOP-DWI and Law Enforcement Urges Drivers to Make Safe Choices This Holiday Season

ROCHESTER, NY – As families and friends gather to celebrate the holiday season and welcome the New Year, Monroe County STOP-DWI and local law enforcement agencies are reminding drivers that impaired driving, whether caused by alcohol, drugs, or a combination of substances, puts everyone on the road at risk. The message remains clear: *If you feel different, you drive different.*

The statewide STOP-DWI Holiday Season High Visibility Engagement Campaign runs from December 10th to January 1st. During this period, drivers can expect increased presence by many law enforcement agencies in Monroe County, proactive engagement efforts, and heightened public awareness focused on preventing impaired driving and improving overall traffic safety.

The holiday season is traditionally a time of celebration, travel, and social gatherings, but it is also a time when impaired driving incidents increase. Even prescription or over-the-counter medications, cannabis products, or mixing substances can negatively impact driving ability. Planning ahead is critical. Designating a sober driver, using a rideshare service, or arranging alternate transportation before any consumption can help prevent tragedies before they occur. Be proactive: If you see someone who has been drinking or using drugs and is considering driving, step in to take away the keys and help them get a sober ride.

“During the two-week holiday period at the end of each year, crashes climb significantly. Over the past three years, the **daily** average has increased from 50 to 60, meaning roughly 10 additional crashes each day!” said Lindsay Tomidy, Monroe County STOP-DWI Coordinator. “This seasonal spike each year is preventable, and it is not acceptable. Our team urges drivers to slow down, avoid impaired driving, and for all, including passengers, to make safety the priority this holiday season.”

The STOP-DWI Holiday Season High Visibility Engagement Campaign is one of several initiatives promoted by STOP-DWI and Monroe County thanks to funding by the Governor’s Traffic Safety Committee. These periods include Memorial Day,

Independence Day, Labor Day, Super Bowl weekend, and St. Patrick's Day within Monroe County and more statewide. These highly visible, highly publicized efforts are designed to deter impaired driving and reinforce safe decision-making across New York State.

To help drivers plan ahead, the New York State Governor's Traffic Safety Committee and the NYS STOP-DWI Foundation created a free mobile app. The app is called "Have a Plan" and can be found in all app stores. For more resources, you can reach the Monroe County STOP-DWI team at <http://monroecounty.gov/safety-stopdwi>.

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