

PestSure Safety Tips

INSURING THE FUTURE OF PEST CONTROL

A five-minute training Series for Pest Management Professionals.

Holiday Hazard

Our roadways become very hazardous during the holiday season due to the increase in alcohol use during this time of year. While defensive driving is always important, using your driving skills to protect yourself from the mistakes of other drivers becomes paramount during the holidays.

The MADD (Mothers Against Drunk Driving) website, www.madd.org, is an excellent source of information and statistics documenting the dangers of drinking and driving. The chart below, which comes from MADD, provides some enlightening statistics illustrating what many of us instinctively know: that holidays bring out drunk drivers and increase the risk of traffic fatalities.



Holiday 2004	Total Traffic Fatalities	Total Alcohol-Related Fatalities	Percent Alcohol-Related	Time Period Monitored
New Year's Eve (2003)	112	40	35.7%	12/31/03
New Year's Day	132	91	68.9%	1/1/04
New Year's Holiday	452	227	50.2%	6:00 pm 12/31/03 - 5:59 AM 1/5/04
Super Bowl Sunday	91	58	63.7%	2/1/04 - 5:59 AM 2/2/04
St. Patrick's Day	99	45	45.5%	3/17/04 - 5:59 am 3/18/04
Memorial Day	358	174	48.6%	6pm 5/28/04 - 5:59 am 6/1/04
Fourth of July	361	177	49.0%	6pm 7/2/04 - 5:59 am 7/6/04
Labor Day	339	159	50.7%	6pm 9/3/04 - 5:59 am 9/7/04
Halloween	239	129	54.0%	10/30/04 - 5:59 am 11/1/04
Thanksgiving	453	179	39.5%	6 pm 11/24/04 - 5:59 am 11/29/04
Thanksgiving to New Years	3,511	1,316	37.5%	11/24/04 - 12/31/04
Christmas	310	147	47.4%	6 pm 12/23/04 - 5:59 am 12/27/04
New Year's Eve (2004)	93	42	45.2%	12/31/04

*Source: National Highway Traffic Safety Administration FARS data. See, <http://www.madd.org/stats/10419>.

Please enjoy a safe holiday season with your friends and family. Designate a driver, plan and limit your road time, drive defensively, and arrive at your destination safely.