



Media Release

28 May 2024

**Drinking? Don't drive. It's time to get our heads around it.**

We're continuing to get behind the wheel after drinking, with alcohol being a major factor contributing to deaths and serious injuries crashes in Selwyn.

In 2023, alcohol was suspected in 19% of total Selwyn crashes, which resulted in two fatalities and 13 serious injuries.

In response, NZ Police, NZTA and partners are coming together this June to collectively target people in Canterbury who continue to think it's ok to drink and then drive.

People will be reminded of the consequences through education and advertising, backed up on the ground by Police vehicle checks, enforcement and driver education.

Mayor Sam Broughton says, it's good to see our community take a responsible approach to sober driving.

"Together, we are shifting beliefs and behaviours about drink driving. This is being led by our young people and a generational change in attitudes to drunk drivers'.

"Our Selwyn community is well aware of the expectation to arrange a safe ride home. This June, Selwyn District Council is joining forces with our road safety partners to focus on the risk drunk drivers place on all other transport users."

Drink driving has a significant impact not only on the driver themselves, but on passengers and people using the road around them.

Around 40% of people injured in crashes involving alcohol were not the drink driver behind the wheel.

Find out more to keep yourself and others safe, because there's more to lose than your licence.  
[nzta.govt.nz/drinking-dont-drive](https://nzta.govt.nz/drinking-dont-drive)

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