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## VIPD Launches “Drive Sober or Get Pulled Over” Campaign to Combat Impaired Driving

**The VIPD and Office of Highway Safety launch a territory-wide campaign beginning July 27 to reduce impaired driving through checkpoints, patrols, and education, urging residents and visitors to celebrate responsibly and drive sober.**

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In a unified push to reduce impaired driving and safeguard lives on local roadways, the V.I. Police Department (VIPD) and the V.I. Office of Highway Safety (VIOHS) have announced the launch of the “Drive Sober or Get Pulled Over” campaign. The high-visibility enforcement initiative will begin on July 27 and continue through September 2025, aligning with Title 20, Section 493 of the Virgin Islands Code.

This campaign is not just about issuing citations—it's about protecting lives. With tourist arrivals on the rise and social events filling calendars, officials say the risk of impaired driving increases significantly. The initiative aims to raise awareness, increase enforcement, and reduce incidents involving alcohol- or drug-impaired drivers.

As part of the effort, VIPD will deploy roadside sobriety checkpoints, saturation patrols, and enhanced surveillance throughout the territory. Officers will monitor for signs of impairment, such as swerving, speeding, and other traffic violations that may endanger lives. Drivers suspected of DUI will be stopped, tested, and arrested if warranted.

"Impaired driving doesn't just endanger the driver and his or her passengers, it puts everyone on the road at risk," said Daphne O'Neal, Director of the V.I. Office of Highway Safety. "If you plan to drink or use intoxicating substances, make sure to have a safe way home—whether it's a designated driver or alternate transportation. Road safety is everyone's responsibility."

The campaign messaging underscores a zero-tolerance approach:

"Impaired Driving Will Not Be Tolerated."

"Buzzed Driving Is Drunk Driving."

"If You Feel Different, You Drive Different."

Organizers urge the public to take shared responsibility for keeping Virgin Islands roads safe. "Celebrate responsibly," the release states, "and always remember: Drive Sober or Get Pulled Over."

Community members seeking more information on the campaign or wishing to request a traffic safety presentation can contact the Virgin Islands Office of Highway Safety through Director Daphne O'Neal at [daphne.oneal@vipd.vi.gov](mailto:daphne.oneal@vipd.vi.gov), or Impaired Driving Program Manager K' Tonya Petrus at [k'tonya.petrus@vi.gov](mailto:k'tonya.petrus@vi.gov). The office can also be reached by phone at (340) 772-3025.

More details are available at [www.nhtsa.gov/risky-driving/drunk-driving](http://www.nhtsa.gov/risky-driving/drunk-driving).