



TALKING POINTS

#JOURNEYSAFE

Drowsy driving is the culprit of more than 100,000 crashes annually, according to the National Highway Traffic Safety Administration. We can't hit snooze on this highly prevalent yet starkly underreported issue anymore. We must #JourneySafe.

Here's an alarming fact: Drowsy driving is often more dangerous than drunk driving! Sleep deprivation, or having less than 5 hours of sleep, can have similar effects on your body as drinking alcohol. A drunk driver can often drive slowly and try to react, but a drowsy driver can nod off while still going fast.¹

That's why sleep is more than just a responsibility to your personal health and wellness, but to the safety of those around you.

And while we have all likely been drowsy drivers at some point—trying caffeine, sugar and music to stay awake on the road—these pick-me-ups are only temporary bandaids. According to the National Sleep Foundation, although caffeine may make you feel more alert, only sleep can truly overcome drowsiness.



STAYING ALERT

- 50 to 70 million U.S. adults have sleep or wakefulness disorders²
 - Drowsy driving related crashes are most common between midnight and 6 a.m., or in the late afternoon, during the body's natural sleep period³
 - A study found more than 40% of drivers admit to falling asleep at the wheel at least once⁴
 - Drowsy driving is related to at least 100,000 motor-vehicle crashes and more than 1,500 deaths per year⁵
 - About 71,000 drowsy-related crashes involve non-fatal injuries⁶



DROWSY DRIVING BEHAVIOR⁷

- Severe drowsy driving accidents most often occur at high speeds on highways and other major roadways
- Drowsy drivers often make no effort to brake or avoid an accident. Oftentimes, at least one vehicle may veer off the road
- Drowsy driving crashes often involve only a single driver (and no passengers) running off the road at a high rate of speed with no evidence of braking⁸

WHO'S AT RISK? >>

PEOPLE AT RISK⁹

Everyone. One night of poor sleep can inhibit your focus and alertness while on the road. There are, however, people who are at higher risk than others due to their health or career:



Untreated Sleep Disorders

People who suffer from sleep apnea and narcolepsy may often go untreated. A common side effect of sleep apnea is severe daytime sleepiness, and narcolepsy can cause you to fall asleep suddenly.



Medication Side-Effects

Many medications cause sleepiness as a side effect. People taking these medications are at higher risk for drowsy driving accidents.



Shift Workers

Doctors, nurses, truck drivers, pilots, police officers and other fields that work in shifts run a higher risk of drowsy driving, especially on their drive home after work.



Young Men

Drowsy-driving accidents are most common among young men in their teens, 20s and 30s.

How to Avoid Drowsy Driving, According to Sleep Expert Dr. Janet Kennedy

Rolling down the windows, turning up the volume on the radio, and consuming caffeine will do little to increase your alertness while driving. These are some better ways to avoid drowsy driving:

- Get a super 8 hours of sleep whenever possible
- Avoid driving late at night
- Avoid driving alone
- Share the driving with another passenger throughout a long trip
- Pull over and stay at a hotel to catch some rest before continuing on the journey
- Take a short nap after consuming caffeine to maximize the effect¹⁰
- Arrange for someone to give you a ride home after working a late shift

Drowsy Driving Warning Signs¹¹

- Yawning
- Inability to keep eyes open
- “Nodding off” and trouble keeping your head up
- Inability to remember driving the last few miles
- Ending up too close to nearby cars
- Missing road signs or turns
- Drifting into other lanes or onto rumble strips on the shoulder

THE #JOURNEYSAFE CAMPAIGN

Super 8 by Wyndham is as much about the journey as it is the destination and believes everyone should experience the open road, but safely. With over 1,700 hotels located along highways and popular driving routes, Super 8 by Wyndham is proud to be your companion on the road, providing comfort, convenience and a safe journey. We're on this journey together and we need your help to sound the alarm. To do so, visit [Super8.com/JourneySafe](https://www.super8.com/JourneySafe) to take the pledge, watch the PSA video, and share the resources with your friends and family. Ask them to join us and to #JourneySafe.



1 “Drowsy Driving vs. Drunk Driving - National Sleep Foundation.” <https://www.sleepfoundation.org/articles/drowsy-driving-vs-drunk-driving-how-similar-are-they>. Accessed 12 Feb. 2020.

2 “Sleep Deprivation Statistics | Dangers of Sleep Deprivation.” <https://allonehealth.com/the-many-dangers-of-sleep-deprivation/>. Accessed 12 Feb. 2020.

3 “Drowsy Driving - Sleep Education.” <http://sleepeducation.org/sleep-topics/drowsy-driving>. Accessed 12 Feb. 2020.

4 “Drowsy Driving - National Safety Council.” <https://www.nsc.org/road-safety/safety-topics/fatigued-driving>. Accessed 12 Feb. 2020.

5 “Drowsy Driving - Sleep Education.” <http://sleepeducation.org/sleep-topics/drowsy-driving>. Accessed 12 Feb. 2020.

6 “Drowsy Driving - Sleep Education.” <http://sleepeducation.org/sleep-topics/drowsy-driving>. Accessed 12 Feb. 2020.

7 “Drowsy Driving - Sleep Education.” <http://sleepeducation.org/sleep-topics/drowsy-driving>. Accessed 12 Feb. 2020.

8 “Drowsy Driving | NHTSA.” <https://www.nhtsa.gov/risky-driving/drowsy-driving>. Accessed 12 Feb. 2020.

9 “Drowsy Driving - Sleep Education.” <http://sleepeducation.org/sleep-topics/drowsy-driving>. Accessed 12 Feb. 2020.

10 “Drowsy Driving - Sleep Education.” <http://sleepeducation.org/sleep-topics/drowsy-driving>. Accessed 12 Feb. 2020.

11 “Drowsy Driving - Sleep Education.” <http://sleepeducation.org/sleep-topics/drowsy-driving>. Accessed 12 Feb. 2020.

“#JourneySafe to Reduce Drowsy Driving | Super 8 by Wyndham.” <https://www.wyndhamhotels.com/super-8/about-us/journey-safe>. Accessed 12 Feb. 2020.