



Executive Director Lisa Freeman

LOUISIANA HIGHWAY SAFETY COMMISSION NEWS RELEASE

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#NextFanUp keeps you and your friends in the game

Good football teams adopt an attitude called “Next Man Up” to motivate players on the sidelines to be mentally prepared to get in the game if needed. That winning philosophy also is true for fans with a friend who’s had too much to drink.

The Louisiana Highway Safety Commission reminds everyone to think “Next Fan Up” as Saturday’s Allstate Sugar Bowl clash in New Orleans between the Baylor Bears and Ole Miss Rebels draws closer to kickoff.

“With the Sugar Bowl drawing excellent teams from Texas and Mississippi, there’s bound to be some partying and drinking in Louisiana,” LHSC Executive Director Lisa Freeman said. “If you see a friend who’s had too much to drink, take the ‘Next Fan Up’ mentality by being a designated driver and making sure your friend gets home safely.”

The LHSC also encourages fans to spread the word about responsible drinking by using “#NextFanUp” in social media posts to recognize designated drivers. During the 2021 New Year’s holiday, alcohol-involved crashes caused 110 injuries and seven deaths, according to the Center for Analytics and Research in Transportation Studies at LSU.

“We can avoid these highway tragedies in Louisiana, but it’s going to take a team approach,” Freeman said. “If you’re going to be drinking, it’s up to you to get a safe ride home. If you’re the designated driver for the evening, you need to keep that ‘Next Fan Up’ state of mind by remaining sober.”

Here are some tips from the National Highway Traffic Safety Administration:

- If you’ve been drinking, find a sober driver or ride service to get home safely.
- If you’re hosting a party, offer non-alcoholic beverage alternatives.
- If you see a drunk driver on the road, contact your local law enforcement agency.

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