

2016 Impaired-Driving Campaign



2016 Drive Sober or Get Pulled Over
August 19 to September 5, 2016

CALL TO ACTION:

Working Together to End Drunk Driving

As police officers, you work tirelessly 24/7, day and night, to ensure the safety of your citizens. We thank you for that!



While impaired driving deaths in Louisiana have dropped almost 38% from 375 in 2007 to 234 in 2013, more than 40% of the total fatalities still involve alcohol and/or drugs.

As traffic safety partners, we do our best to make sure drivers and road users are safe. Yet there's still so much for us to do. Labor Day is nearing, and it is one of the deadliest holidays for drunk-driving crashes. On behalf of the [Louisiana Strategic Highway Safety Plan \(SHSP\) Communications Coordinating Council \(CCC\)](#) in partnership with Louisiana Highway Safety Commission, Louisiana DOTD, Louisiana State Police, and the Louisiana Chiefs of Police Association, we, at the [Louisiana Center for Transportation Safety \(LCTS\)](#), invite you to help us spread the message: **Drive Sober or Get Pulled Over.**

Helpful Links: Louisiana Drive Sober <http://www.lahighwaysafety.org>
NHTSA Products for Enforcement Action Kit (PEAK) www.trafficsafetymarketing.gov

Ways to Help Us Spread the Message:

- * **Distribute the "Call to Action"** through your Human Resource office or local government office to inform everyone about the campaign taking place from August 19-September 5, 2016.
- * **Increase DWI enforcement efforts**, and if possible, implement the **No Refusal Policy**.
- * **Share infographics and fact sheets** on your social media pages and website.
- * **Connect with the SHSP Regional Transportation Safety Coalition** in your area and join the **Tweet Up Day** on **September 1** via Facebook @DestinationZeroDeaths and Twitter @DestZeroDeaths. Please don't miss the hashtag #DriveSoberLA

Email lasafetycenter@la.gov for more info.



LA SHSP CCC 05.20.2016