



Louisiana Mardi Gras Safety

Drive Sober or Get Pulled Over – February 17-28, 2017

CALL TO ACTION:

Working Together to End Drunk Driving

Louisiana joins the nation in spreading the safety message **Drive Sober or Get Pulled Over.**



As Mardi Gras parades take place in your area, we encourage you to remind everyone to celebrate responsibly by not getting behind the wheel under the influence of drugs or alcohol. 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 community leaders and 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. In Louisiana, Mardi Gras is one of the deadliest holidays for drunk-driving crashes. So, as your highway safety partners working toward reaching **Destination Zero Deaths** on Louisiana roadways, we invite you to join the journey! Help us spread the message: **Drive Sober or Get Pulled Over.**

Helpful Links:

Destination Zero Deaths www.destinationzerodeaths.com

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 February 17-28, 2017.
- * Increase DWI enforcement efforts, and if possible, implement the *No Refusal Policy*.
- * Connect with the SHSP Regional Transportation Safety Coalition in your area and join any local initiatives that support this campaign.

Share comments and facts through:
Facebook @DestinationZeroDeaths
Twitter @DestZeroDeaths

Please don't miss the hashtag
#DriveSoberLA #MardiGrasLA

Email lasafetycenter@la.gov for more info.



**Louisiana Destination Zero Deaths
Mardi Gras Safety Campaign**
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Social Media Scheduler

Like [Destination Zero Deaths](#) on Facebook. Follow [@DestZeroDeaths](#) on Twitter. Share these messages and make comments.

Use hashtags **#BuzzedDrivingLA #MardiGrasLA** on February 17 to 23

Use hashtags **#DriveSoberLA #MardiGrasLA** on February 24 to 28

For Twitter and Facebook posts

February 17-19

(Social Norming: Buzzed Driving is Drunk Driving)

#DZD issues a Call to Action and reminds everyone to celebrate #MardiGrasLA responsibly and safely. Remember to protect your beads. Don't drive drunk this Mardi Gras. #BuzzedDrivingLA.

#DZD kicks off #MardiGrasLA campaign this week! Always remember that buzzed driving is drunk driving. #BuzzedDrivingLA



February 20-23 (Enforcement Message)

(Enforcement Message: Drive Sober or Get Pulled Over)

In 2015 during #MardiGrasLA, at least 600 fatal and injury crashes resulted in 11 deaths, 55% of them were alcohol-related. We remind you to #DriveSoberLA!



Let's work together to end drunk driving. Don't let Fat Tuesday turn into Sorry Wednesday #DriveSoberLA to reach zero deaths.

February 24-28 (Enforcement Message)

(Enforcement Message: Drive Sober or Get Pulled Over)

It's #MardiGrasLA, so plan ahead! Don't let Fat Tuesday turn into Sorry Wednesday. #DriveSoberLA or designate a driver. A safety reminder from the #DZD Team.



In 2015 during #MardiGrasLA, at least 600 fatal and injury crashes resulted in 11 deaths, 55% of them were alcohol-related. We remind you to #DriveSoberLA!

During #MardiGrasLA 2015, 15% of the 600 fatal and injury crashes involved alcohol. Let's work together to end drunk driving. #DriveSoberLA to reach zero deaths.