

Impaired Driving **Emphasis Area**



The Challenge

Louisiana has seen a declining trend in impaired driving fatalities from 456 in 2007 to 348 in 2015. The overall decline is attributed by a combination of tougher DWI laws, increased public awareness efforts, and high visibility enforcement combined with media.

In addition to mobilization of enforcement campaign like “Drive Sober or Get Pulled Over,” the implementation of the No Refusal Policy Initiative has heightened public safety awareness that DWI is a crime and not simply a traffic offense. This initiative coupled with aggressive DWI enforcement by state and local law enforcement agencies throughout Louisiana contributed to the decrease in impaired driving fatalities.

There is, however, a challenge in the most recent year that not only alcohol but also drugs both remain factors in about 46% of Louisiana’s roadway deaths.

The Marketing/Media Plan

Louisiana will utilize all forms of media, including paid and earned media as well as grassroots level marketing and high visibility enforcement in order to get the message out to targeted audiences as follows:

- Male Pickup Truck Drivers aged 25-34
- Young Drivers under 21
- Alcohol Vendors
- DWI offenders and their families



CORE MESSAGES

Drive Sober or Get Pulled Over
Buzzed Driving is Drunk Driving
Super Bowl Fans Don't Let Fans Drive Drunk
Designate a Sober Drive
Zero Tolerance for Underage Drinking

TARGET AUDIENCES

Male Pickup Truck Drivers aged 25-34
Young Drivers under 21
Alcohol Vendors
Moviegoers/Tailgaters
DWI offenders and their families

STRATEGIES

Weekend HVEs + TV & Radio PSAs
Cinema Theatre PSAs
Dynamic Message Signs
Paper and Electronic Press Releases
Social Media Norming
Fatal Vision Goggle Simulations
Mock Crashes
Homecoming and Prom Night Breath Tests
Guerilla Marketing
DWI Victim Impact Panels

PROGRAM OPPORTUNITIES

No Refusal Policy
Cops in Shops
Get In the Zone
Zero for December
Driving Alternatives
SIDNE (Simulated Impaired Driving Experience)
Sudden Impact
Drug Take-back

TIMELINES

Christmas & New Year's Holiday - Drive Sober
February - Super Bowl /Mardi Gras Drive Sober
St. Patrick's, Cinco de Mayo, 4th of July,
Halloween and Pre-Holiday - Buzzed Driving
August -September (Labor Day) - Drive Sober
Homecoming/Prom Night - Underage Drinking

IMPLEMENTORS

LHSC, DOTD, LSP
Sheriff Offices and Local Police Departments
Regional Coalition ID Teams