

Impaired Driving **Emphasis Area**



The Challenge:

Louisiana's impaired driving deaths dropped almost 38% from 375 in 2007 to 234 in 2013. However, more than 40% of the total fatalities still involve alcohol and/or drugs. The overall decline is attributed to tougher DWI laws, 24 by 7 crackdowns like *Drive Sober*, and high visibility enforcement coupled with public information efforts. The implementation of the No Refusal Policy over holiday weekends in some Parishes and State Police Troops also helped drop the numbers down.

There is, however, a challenge in the most recent year that not only alcohol but also drugs both remain factors in about 42% of Louisiana's roadway deaths.

The 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 HVE's + TV & Radio PSA's
Cinema Theatre PSA's
Dynamic Message Signs
Paper and Electronic Press Releases
Social Media Norming
Fatal Vision Goggle Simulations
Mock Crashes
Homecoming and Prom Night Breath Tests
Guerrilla Marketing
DWI Victim Impact Panels

PROGRAM OPPORTUNITIES

No Refusal Policy
Cops in Shops
Get In the Zone
We Got Your BAC
Zero for December
Driving Alternatives
SIDNE (Simulated Impaired Driving Experience)
Sudden Impact

TIMELINES

Christmas & New Year's Holiday for DSGPO
February for Super Bowl
Mardi Gras period for DASD
St. Patrick's. Cinco de Mayo, 4th of July,
Halloween and Pre-Holiday for BDIDD
Aug-Sept (Labor Day) for DSGPO
Homecoming / Prom Night for ZTUD

IMPLEMENTORS

LHSC, DOTD, LSP
DWI Task Forces
Regional Coalition ID Teams