

FOURTH OF JULY 2020 IMPAIRED DRIVING CAMPAIGNS

Message from NHTSA Deputy Administrator James Owens

The last few months have brought incredible challenges for our communities, including our law enforcement and first responders. As our nation begins to reopen, many Americans will be eager to celebrate the Fourth of July with their friends and families. The National Highway Traffic Safety Administration wants to help you remind drivers and motorcyclists about the dangers of impaired driving and riding this Independence Day.

Driving or riding impaired by drugs and/or alcohol is not only dangerous but illegal, and it puts everyone on the road in jeopardy. Our campaigns and safety materials will help you educate members of the public about the risks of impaired driving, as well as how they can plan a sober ride home.

Our impaired campaigns are:

- *Buzzed Driving Is Drunk Driving*: Drunk driving prevention.
- *Drive Sober or Get Pulled Over*: Drunk driving high visibility enforcement.
- *If You Feel Different, You Drive Different*: Drug-impaired driving prevention.
- *If You Feel Different, You Drive Different. Drive High, Get a DUI*: Drug-impaired driving high visibility enforcement.
- *Ride Sober or Get Pulled Over*: Impaired driving prevention for motorcyclists.

Our sober driving toolkit is available at www.trafficsafetymarketing.gov/get-materials/drunk-driving/buzzed-driving-drunk-driving/4th-july. Our toolkit has resources for you to use to educate your community and, most importantly, save lives:

- **Earned Media Templates**: Customize and use the sample press releases (available in English and Spanish), editorial, and fact sheet with talking points to get the word out to drivers in your area about increased enforcement of impaired driving laws — or use the samples as guides to create your own promotional and educational material.
- **Social Media Graphics and Messages**: Social media is an excellent way to share your message far and wide. Customize or use the sample social media posts that cover all the impairment campaign messages. These assets in English and Spanish are available as animated or static resources.
- **Social Media Playbook**: Refer to the social media playbook for more great ideas on spreading the message about the dangers of impaired driving. In this playbook, you'll find simple, easy-to-follow instructions and guidance on how, when, and where to post during the campaign. The playbook has a library listing all available assets, messages, and hashtag recommendations.

This Fourth of July, and every day, we thank you for your continued service to protect the lives of Americans across the nation.