

Operation Snowball, Inc. and Cebrin Goodman Teen Institute



# NATIONAL IMPAIRED DRIVING PREVENTION MONTH TOOLKIT

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# WHAT IS NATIONAL IMPAIRED DRIVING PREVENTION MONTH?

National Impaired Driving Prevention Month is observed in December to encourage sober, safe driving. The month provides awareness about impaired driving and ways to plan to be safe before celebrating the holiday season.

The National Association of Drug Court Professionals describes the time between Thanksgiving and New Years Day as one of the most dangerous and deadliest times on US roads due to the increase in impaired driving.

Since 1981, every President of the United States has shown support for preventing impaired driving by proclaiming December as National Drunk and Drugged/Impaired Driving Prevention Month.



# PREVENTING IMPAIRED DRIVING CAMPAIGNS



The National Highway Traffic Safety Administration's goal is to encourage everyone to get home alive with the enforcement of "drive sober or get pulled over."

**buzzed**  
driving is  
**drunk**  
driving  
designate a sober driver

The National Highway Traffic Safety Administration created this campaign to focus on social norming and how it can be utilized as a deterring technique for drunk driving.

Don't become another statistic! This campaign utilizes infographics to portray the dangers of drunk driving even more so during the holiday season. Click [here](#) to see the infographics.

"Buzzed Driving is Drunk Driving" focuses on the time period of November 30th to December 15th since it is considered one of the deadliest times for drunk driving.

Drunk driving is a very serious problem in the US and is not discriminatory. Click [here](#) to watch videos to become more educated.

Click [here](#) to go to the website and download word documents for social norming marketing tools.

# HOW CAN YOU CELEBRATE?



There are so many ways that teams and individuals can celebrate and honor National Impaired Driving Prevention Month! The purpose of this toolkit is to provide teams and individuals with ideas, examples and premade content that can be used for this purpose!

On the next few pages you'll find examples of activities, social media posts and more that can be used for your celebration. There is also content available on websites listed on the Resources page.

It is important that we express that we created this Toolkit with the pandemic in mind - all provided tools were included with the intention of being accessible for both teams and individuals based on virtual and blended programming.

We highly recommend implementing a campaign or celebration that is based around statewide and schoolwide pandemic protocol in order to ensure the safety of all participants.

# EFFECTIVE PREVENTION STRATEGIES

As you look through the provided activities, social media and other content below, we want to encourage all of our teams and individuals to think about effective prevention strategies and best practices!

Plans for National Impaired Driving Prevention Month events and campaigns should be structured around evidence-based programs and practices. What does this mean? You should be looking to do and share things that are credible, reliable and effective based on data! What events will statistically and beneficially engage the community? What statistics can you provide that can be sourced back to trusted organizations?

In recent years, we have seen that many of the practices that used to be followed, like scare tactics, are not effective for our youth. It's best to remain informative, engaging and evidence-based to create an impact instead of relying on fear to start conversation and participation.

We always suggest that teams and individuals refer to the [Strategic Prevention Framework](#) as a resource for best practices. The SPF is a reliable foundation for assessing and planning prevention activities, events and more that are most effective and impactful for the communities they support!

# ACTIVITIES



## SCHOOL

- Create a wall of pledges
- Schedule a police officer to speak
- Advertise in the morning announcements
- Have a day where everyone wears red
- Hold a poster or essay contest
- Organize stimulation activities, such as drunk googles or walk-through scenarios



## HOME

- Talk to family members about the dangers of impaired driving
- Discuss what family member will be the designated driver during the holidays if you do not have your license
- Plan for all scenarios to get you home safe if family members are drinking - call friends, utilize rideshares, download NHTSA's SaferRide mobile app



## ONLINE

- Post on social media
- Change your profile picture and/or cover photos
- Create an online challenge for your school and community
- Share infographics
- Create a hashtag
- Create PSAs and videos about your campaign



## COMMUNITY

- Ask businesses and community members to take the pledge
- Ask community organizations to sponsor or support your events
- Market your pledges, infographics, and campaigns through local bulletins and businesses
- Schedule a community Impaired Driving Prevention Night



# SOCIAL MEDIA



CGTI and OS have created a Google Drive Folder of Facebook, Instagram and Twitter posts that can be used by all Teams. This file is [linked here](#). Teams are not required to use these posts, but should be using both the CGTI and OS logos in their content. Those will be provided in the folder.

Teams and individuals are encouraged to appropriately use social media platforms that best fit their audience! These platforms can include TikTok, Snapchat and more. Making video content with your Teams is also highly encouraged and should still include campaign and program logos.

# TALKING ABOUT IMPAIRED DRIVING

Prevention is the most effective way to stop impaired driving and it can start with talking!

- Don't wait for the "right" time to begin discussing impaired driving with others
- Opportunities to talk about impaired driving with family members and friends:
  - When someone asks to use the family vehicle
  - When you are eating a meal together
  - When you are in the car together
  - When you are running errands together
  - When you are hanging out together
- Share statistics and infographics about impaired driving
- Discuss the importance of car safety (example: wearing a seatbelt)
- Talk about exit plans if someone close to you is under the influence
- Understand what to do if you suspect someone is driving while impaired (example: contacting local law enforcement)
- When talking, show that you care about their safety by engaging in conversation, actively listening, and being respectful!

# TAKE THE PLEDGE



The purpose of National Impaired Driving Prevention Month is to provide awareness and prevent impaired driving. It can be easy to promote and celebrate these ideas, but we can give it a deeper meaning if we take personal or team pledges.

Taking the pledge is simple - students and adults alike can pledge to end impaired driving by signing their names as a team or as individuals. This pledge signifies the dedication to promoting sober, safe driving.

These pledges are a reminder to ourselves and to those around us that it's important to prioritize safety and to stay informed and educated on the effects of impaired driving. They serve as a promise to protect ourselves and others in the community, to continue learning and to spread knowledge as far as possible.

CGTI and OS have created pledges for this purpose that can be found on the next two pages.

# TEAM PLEDGE

Team/Chapter Name

plan to be sober and safe while  
driving by:

- understanding the dangers of impaired driving
- respecting ourselves and others in the community
- spreading the word to our loved ones

## Sign Names Here!



# INDIVIDUAL PLEDGE

I plan to be sober and safe while driving by:

- understanding the dangers of impaired driving
- respecting myself and others in the community
- spreading the word to my loved ones

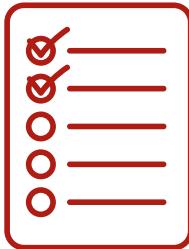
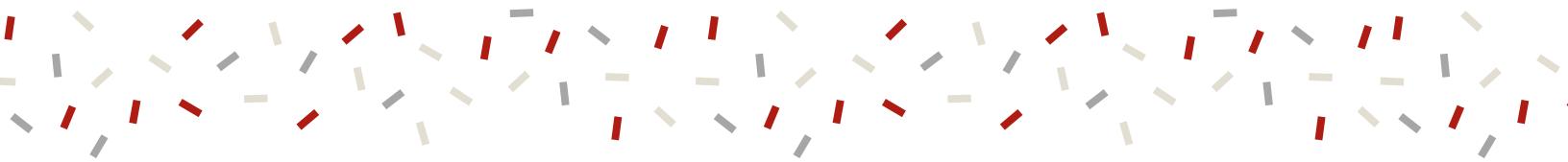
**Name:** \_\_\_\_\_

**Team/Chapter:** \_\_\_\_\_

**Date:** \_\_\_\_\_



# TO - DO LIST



**First Things First**, plan out your month. When will you schedule posts? What activities will you do? Will it be fully remote or blended? Have the details ironed out so that all Team members can join in together or individually.



Announce your campaign. Let your school and community know to add National Impaired Driving Prevention Month events and activities to their calendars! Who can you get invested in your local campaign?



**Spread The Word** and get your campaign started! How can people get involved and celebrate with you?



**Share Your Success** with CGTI and Operation Snowball! You can share with our programs' social media pages or you can go to "add website" to share your experience.

# RESOURCES

This list of resources comes from many different platforms and websites.

We highly suggest taking a look at everything below to view the many resources, facts and statistics and more that these organizations provide.

[Teen Drugged Driving: Parent, Coalition, and Community Group Activity Guide](#)

[Office of National Drug Control Policy](#)

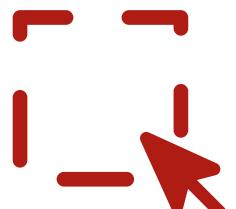
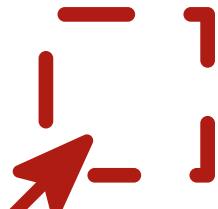
[Youth Government](#)

[Mothers Against Drunk Driving](#)

[Students Against Destructive Decisions](#)

[National Highway Traffic Safety Administration](#)

[Substance Abuse and Mental Health Services Administration](#)



# SOURCES AND CREDITS

This toolkit was made based on material, resources, and the longstanding influence of the National Impaired Driving Prevention Month government websites. We are honored to celebrate this campaign every December thanks to the their continued efforts to educate youth and adults alike about the effects of impaired driving.

All materials here were based in part on the NHTSA, SAMSHA, and Teen Drugged Driving: Parent, Coalition, and Community Group Activity Guide website and resources. Operation Snowball, Inc. and the Cebrin Goodman Teen Institute made additions where fitting and do not look to profit or gain from these materials.

This toolkit should be used by and shared with Operation Snowball chapters and Cebrin Goodman Teen Institute actions teams only and was made with that specific use and implementation in mind.