High Visibility Roadside DUI Checkpoints

Checklist

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| **Roadside DUI Checkpoint**  **Date:** | | |
| **High Visibility Elements** |  | **Description** |
| 1. Electronic message signs |  | All these actions are designed to be a deterrent to drinking and driving. These signs can be placed in a strategic place to notify bar patrons as they enter the downtown area that there will be DUI enforcement later that night. |
| 1. High intensity lights |  | Bright lights draw peoples’ attention to the DUI enforcement |
| 1. Large signs (e.g. DUI Checkpoint tonight) |  | Again these signs can also be set up early as a deterrent. |
| 1. Vans / operation trailers |  | These large vehicles can be decorated with DUI messages and highlighting regular DUI enforcement |
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| **Media / Visibility** |  |  |
| Earned media |  |  |
| 1. News advisories |  | Who, what, where and why format and include a “media hook” to attract media, contact information for an identified spokesperson. Pitching the story using talking points to stay on message. |
| 1. News Release |  | Provides news agencies with a story ready to publish about the DUI enforcement (2 pages) |
| Paid media |  |  |
| 1. Newspaper ad |  | Purchase a newspaper ad that describes the DUI enforcement |
| 1. Radio spot announcement |  | Purchase paid radio spot and provide enforcement message |
| Signs – highlighting DUI enforcement |  | Signs strategically placed for target audience to see |
| Posters, Coasters, table tents placed in establishments |  | Work with local alcohol licenses to get DUI message placed in their business ads |
| Flyers, cards, water bottles with DUI message |  | Given out to stopped sober motorists at DUI checkpoint for obeying the law |
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