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| **Strategy: High Visibility DUI Enforcement** |
| **Visibility Components** |
| **Primary Audience (Age 13 – 25)** | **Message** | **Placement** |
| Young Adults (18-25)What do we want them to do?“Not drink and drive” | “Drive drunk – Go to jail”\_\_PD steps up DUI enforcement efforts cracking down on drunk drivingNHTSA example “Drive sober or be pulled over” | 1. Campus/local newspaper(paid or earned)
2. Radio message (station picked by listening demographics)
3. Electronic sign messaging
4. Social media (e.g. Facebook, Twitter etc)
5. Posters / flyers

Note: Recommend minimum of 3 per quarter |
| High School Age (13 – 17)What do you want them to do?“Obey zero tolerance laws and keep their driving privileges” | “Drinking and driving = No license to drive”“Zero tolerance means Zero alcohol when driving”“Any alcohol and driving translates to walking”\_\_\_PD is aggressively enforcing Zero Tolerance Laws | 1. HS School newspaper
2. Social media
3. Presentations (with SROs)
4. Flyers/posters
5. Electronic signs
6. Campus events (distribute materials)

Note: Recommend minimum of 3 per quarter |
| **Secondary Audience** |  |  |
| ParentsWhat do you want them to do?“Hold their kids accountable regarding drinking and driving and enforce graduating license laws” | “Zero tolerance = no alcohol”\_\_ PD is aggressively enforcing Zero tolerance laws. Avoid getting that dreaded call that your son and daughter has been in accident or arrested.  | 1. Newsletters e.g. parent group/PTA
2. Email blast
3. Newspaper (Paid/earned)
4. Letter sent from HS
5. Flyers

Note: Recommend minimum of 2 per quarter |
| Alcohol Business ManagersWhat do you want them to do?“Abide by ABC laws and RBS best practices (e.g. reduce over service) and participate in the DUI reduction campaign”  | “Reducing over service reduces drunks on the road”“Downtown bars partner with police to reduce drunk driving by proactively abiding by ABC serving practices”  | 1. DUI message posters and flyers in bars
2. “DUI Safety Card” distributed with bill
3. Table tents with DUI message
4. Community covenant with bars/restaurants to promote safe RBS practices
5. Newsletter for bar association

Note: Recommend minimum of 2 per quarter |
| General PublicWhat do you want them to do?“See the value of the increased DUI enforcement campaign and provide community support with policy makers” | “Drive drunk and go to jail”Downtown neighborhood association applaud \_\_PD’s increased DUI enforcement campaign to make the community safer | 1. TV (earned media)
2. Newspapers (paid/earned)
3. Social media
4. Electronic signs
5. Community letter from the police chief

Note: Recommend minimum of 2 per quarter |

Note: Research indicates that young adult males as a group worry less about the danger of driving under the influence of alcohol and more likely to respond to messages that address the danger of losing money or freedom.