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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 driving  NHTSA 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** |  |  |
| Parents  What 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 Managers  What 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 Public  What 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.