Positive Community Norms Project - August 2020

Impaired Driving

Overview: Create a social media post to share prior to the launch of the summer DUI emphasis campaign.

Core Principle: Be Positive - for a deeper dive: https://bit.ly/3kayYnL

Structure:
•take a picture of a landmark in your region - a mountain, a building, a river, a bridge; anything locals would immediately recognize, and include a roadway in the shot
•State a valued aspect of your community (most don't drive impaired)
•Recognize the problem (number of impaired driving fatalities)
•Present data on bystander intervention of impaired drivers
•Encourage your community to engage in the positive behavior
•Share post on your region's social media platform(s).

Sample/Template included on following page

7 Core Principles
1-Be Positive
2-Be Present
3-Be Preceptive
4-Be Purposeful
5-Be Perfected
6-Be Proactive
7-Be Passionate

Spirit

Core Principle: Be Positive - The positive exists and is worth growing.
This project highlights several positive aspects of your community: its beauty (through a photo), an acknowledgement of positive behaviors (most don't drive impaired and most intervene to prevent impaired driving), and the hope that more people will join in positive bystander interventions.

Science

•Most Washingtonians don't drive impaired (Montana State University Survey)
•44 percent of fatalities in Washington in 2019 involved an impaired driver
•Find local data from WTSC county data - attached
•Among adults in Washington in a situation to intervene, most (90%) have intervened (C+C Survey)

Action

Use the template/sample on the following page to craft a social media message for your community. You can use the template as is, filling in the blanks for your region, or you can use it as a prompt to create your own more original post. Include a photo of an iconic landmark from your region. Prior to the statewide DUI campaign (starting August 19th), post on at least one social media platform for your region.

Return

At the end of the project, ask: •What worked?
                •What would you do different?
                •How did the community respond?
Please take a moment to respond to a short survey about this project: https://forms.gle/jWawwSE5RUnsE92g8