

Positive Community Norms Project - December 2020

Impaired Driving

Overview: We're putting our recent video production training into action. Create a video of a first responder sharing how their profession has influenced them to protect their friends and family from impaired driving. These videos will become part of the media campaign for our holiday impaired driving patrols.

Core Principle: Be Present

Structure:

- Identify an emergency responder who is willing to share how their profession has influenced the actions they take to protect loved ones from impaired driving.
- Create a short video (30-60 seconds) using the prompts in the supporting documents.
- Share the video on social media, with your law enforcement partners, and with local news/media outlets.
- Additional supporting documentation: Project details, outline and sample script, sample video

7 Core Principles

1-Be Positive

2-Be Present

3-Be Perceptive

4-Be Purposeful

5-Be Perfected

6-Be Proactive

7-Be Passionate

Spirit

Core Principle: Be Present - We focus our attention on the now, creating a readiness for transformation.

We all care about our friends and family, and we're concerned for their safety. We value the connection and safety of relationships. We depend on each other for our well-being. Being present can sometimes call for courageous dialogue, like confronting, without judgment, someone's decision to drive when they're impaired and offering an alternative.

Science

- Most Washingtonians don't drive impaired by alcohol or cannabis (78 percent and 85 percent, respectively - Driving Under the Influence of Cannabis and Alcohol, December 2, 2018, page 4)
- Most Washingtonians, when in a position to intervene to prevent impaired driving, have taken action (81 percent - ibid)
- In 2019, 53 percent of fatal crashes in Washington involved impairment (WTSC Target Zero Performance Dashboard)

Action

For this project, you'll ask an emergency responder (it could be a police officer, fire fighter, EMT, ER doctor or nurse) to participate in a video about impaired driving. They'll respond to the interview prompt in the supporting documents, sharing how their work has influenced them in intervening in the lives of people they care about, specific to impaired driving. Share the video on your social media, with your law enforcement partners and with local news media.

Return

At the end of the project, ask:

- What worked?
- What would you do different?
- What kind of feedback did you receive?

Please take a moment to respond to a short survey about this project: <https://forms.gle/2HrHZhkr9DcADYRFA>