

Positive Community Norms Project - August 2021

Impaired Driving

Overview: Pilot test and share social media posts leading up to our statewide DUI HVE campaign.

Core Principle: Be Perceptive

Structure: Pilot test the three styles of social media posts in your community. Use the style that best engaged with your pilot test subjects in a series of social media posts.

Supporting Resources:

- Pilot Testing Process and Results
- Grid of social media posts for pilot testing
- Individual social media graphics
- Sample messages to support social media posts

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 Perceptive - Through attention and effort, we can develop our perceptual abilities to discern the positive in every person and situation.* We often link pilot testing with “Be Perfected”; it’s also true that pilot testing requires perception. Pilot testing is an opportunity to learn about what kind of messages connect with the people you’re trying to reach. Perception helps to craft a message that people will listen to.

Science

- Most Washington adults (83%) agree that it’s unacceptable to drive after consuming alcohol or cannabis.¹
- Most Washington drivers never drive impaired (never drive within two hours of consuming alcohol 78%, cannabis 85%, both 91%).¹
- Most Washington adults (80%) in a position to intervene take action to prevent impaired driving.¹

¹Montana State University Center for Health and Safety Culture 2018 Survey

Action

- Identify the demographic you hope to reach with your impaired driving messages.
- Using the grid of social media posts, pilot test the three styles of graphics (see Pilot Testing Process and Results).
- Use the style that best engaged with your pilot test subjects in a series of social media posts and share the posts with your partner agencies leading up to our statewide DUI HVE campaign.
- Include a sample message or a message of your own with each post.

Return

At the end of the project, ask:

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