

Positive Community Norms Project - December 2021

Impaired Driving

Overview:

For this month's project we'll write a letter to the editor addressing bystander intervention for impaired driving, and submit it to at least one local newspaper. In addition, you can take content adapted from the letter to the editor and use it on social media.

Core Principle: Be Purposeful

Structure:

- Write/adapt a letter to the editor
- Submit to at least one local newspaper
- Use content from your letter and/or WTSC's holiday impaired driving campaign on your social media platform(s)

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 Purposeful - We choose a positive intention and embody that choice in our actions - We're encouraging people to make a decision to intervene if they encounter someone who is impaired and intends to drive. Being purposeful can sometimes call for courageous action, like confronting someone's decision to drive when they're impaired and offering an alternative.*

Science

- Most Washington adults (83%) believe it is unacceptable to drive after consuming alcohol or cannabis.¹
- Most Washington adults (80%) in a situation to intervene take action to prevent impaired driving.¹
- Most Washington adults don't drive within two hours of consuming alcohol (78%), cannabis (85%), alcohol and cannabis (91%)¹

¹Montana State University Center for Health and Safety 2018 Survey

Action

- Starting with the sample letter in the supporting document, write a letter to the editor.
- Submit your letter to at least one local newspaper in your region.
- Post a link to your letter (if it gets published) or use content adapted from your letter and/or from the WTSC holiday impaired driving campaign on social media and share with your traffic safety partners. Link: <https://www.wtscpartners.com/campaigns/2021/11/19/november-2021-dui-intervention-campaign>

Return

- At the end of the project, ask:
- What worked?
 - What would you do different?
 - What kind of feedback did you receive?