

## **Social Media Messaging: Get A Ride (Cannabis)**

### **Planned Rides & Sober Drivers Save Lives**

The Safe Lane Transportation Coalition (SLTC) DUII Prevention Group is working to shift community perception and emphasize that it is not acceptable nor safe to drive while under the influence of alcohol or drugs. "Make a Plan" is the central message of this county-wide campaign. Copy and paste the following messaging for social posts and consider using these hashtags with your message:

#MakeAPlan  
#SafeLane  
#DriveSober  
#Cannabis  
#Marijuana  
#Weed

### **SOCIAL MEDIA MESSAGING**

Message:

If you've got a buzz or feel high, don't drive. Plan a ride and stay off the street. Keep your journey safe and sweet.

Message:

Before you hit that weed or brew, make a plan for what you'll do. Arrange a ride, avoid taking a chance. Enjoy another day, a dance or a romance.

Message:

If you're feeling tipsy or high, there's really no reason to drive. Arrange a ride before you start. Keep the roads safe by playing your part.

Message:

Don't drive if you've had drugs, booze or beer. If you feel different, you'll drive different, too. Plan ahead for a ride that's safe and true.

### **OPTIONAL**

If you feel inclined to cite the source of the campaign for context, include the following:

Brought to you by the Safe Lane Transportation Coalition of Lane County

### **About Safe Lane Coalition**

The Safe Lane Transportation Coalition is a collaborative group of individuals, organizations and governmental agencies working to reduce fatalities and severe injury crashes in Lane County. The coalition utilizes the strengths and resources of its members' organizations to establish transportation safety policies, programs and practices. The coalition adopts a harm reduction approach and implements strategies that address speed reduction, DUII prevention, and traffic safety education and outreach.