

**Social Media Messaging:
Celebrate Right (Holidays & Celebrations)**

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
#HolidaySeason
#TisTheSeason
#HappyHolidays
#CelebrateSober
#DriveSober

SOCIAL MEDIA MESSAGING

Message:

Got holiday plans? Think them through right, from the start of your day to the end of the night. If alcohol or cannabis is part of the fun, plan your ride before it's begun.

Message:

If you're hosting holiday cheer and fun, help your guests when the party is done. A safe ride home is what they need. Plan ahead so they all succeed.

Message:

If alcohol or cannabis is part of your night, make a plan early and do what's right. Call a friend or family and arrange for a ride. Or pick a sober driver to stay by your side. Schedule a cab or a rideshare ahead of time. Or sleep at a friend's, safe in a bed.

Message:

This holiday season, if someone's had too much to drink or more, it's time to step in because that's what friends are for. Ask for their keys and lend a hand. Help them get home safe, as planned.

Here's how:

- Pay for a ride.
- Drive them yourself.
- Never be aggressive but be firm and clear and don't back down.
- Have others help convince them not to drive; there is strength in numbers.

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.