

Social Media Messaging: Before You Sip (Alcohol)

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
#SoberTravels
#ArriveAlive
#NoRegrets

SOCIAL MEDIA MESSAGING

Message:

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

Message:

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

Message:

If you're planning to get tipsy, arrange a ride before you start. Keep the roads safe and play your part.

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.