

# Partnering to Promote Sober Driving

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arrive alive DRIVE SOBER®

# PURPOSE

- Create messaging in partnership with like-minded colleagues to prevent impaired driving
- Integrate mutual goals like the promotion of new/current legislation, prevention strategies
- “Value add” – private and public partnerships
- Educating the public on statistics, costs and consequences for impaired driving

# BACKGROUND

- 30 + year old issue
- Abundance of research, case law
- arrive alive DRIVE SOBER has been hosting an annual campaign for 25+ years that researches, produces and shares: printed materials, Public Service Announcements (PSAs), and other resources for educating drivers and passengers
- Lots of opportunities for collaboration with police, paramedics, government, media, business ...

# METHOD

- Build links with community groups, professionals, media, business, and government
- Partnering provides insight into local/specific issues such as off-road vehicles, youth, drugged driving, licensees, vulnerable road users.
- Connect to media, transit systems, provincial agencies/outlets, musicians and celebrities, and local licensees.

# RESULTS

- Not-for-profits especially can bring opportunities to the table that might otherwise be unobtainable
- Cause is worthy and others (business/media) are often willing to support our efforts
- Working in conjunction with others not only helps us with costs and access to insight, but also helps to forge a dialogue with all players at the table on specific challenges or issues (“roll through the ride”, “give away your life”)

# ARRIVE ALIVE

Patricia Jaggernauth







- We selected/built a 30 sec. segment of the song;
- Checked out a few locations; and organized an “affordable” film crew (thanks White Lioness media, and Rezza brothers)
- Arranged to film at the top of a downtown Toronto hotel (at sunset) (for free)
- Arranged a second location (EFS Toronto) for cut away “party” footage and arrest (for free)!
- Asked Toronto Police Services to help out
- Completed shoot and editing; and shared with other arrive alive PSAs for the fall/winter session
- Resent this year with Close Captioning
- Recorded radio spot to further the messaging!

# RESULTS

- A collection of messages and materials that help meet the goals and objectives of a number of partners and in response to research, new legislation and current trends
- Variety of means to address different aspects of education, legislative changes, and trends
- Eg. Change the Conversation (website, radio, print) - grounded to statistics – i.e. X% of drinking drivers were drinking with friends



# Change the conversation

## ABOUT THE PROGRAM

We have all heard the phrase "don't drink and drive". The good news is that today, 81% of licensed drivers never drive after drinking. The bad news is that more than 30% of road deaths continue to be alcohol-related.

It's time to change the conversation. Learn more about the impaired driving problem and speak your mind to prevent deaths and injuries on our roads. Share what you're doing and what works with friends and communities across Canada to help others.

### NEWS & EVENTS

September 17, 2012

- [Change the Conversation Poster Contest](#)

May 25, 2012

- [1,000-Strong Drive Forward For 100 Years Against Impaired Driving](#)
- [Ask Trip to the \(un\)common City Council](#)

Speak  
your mind!

Tell us what you  
and your friends  
are doing to  
prevent impaired  
driving.

### PARENT & EDUCATOR PORTAL



Search

More than 80% of  
drivers never drink  
and drive.

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# RESULTS

Example: Choose Your Ride (PSA/products)

- Original message inspired by London Safe Grad effort using hearse, ambulance, police car, taxi, etc.
  - As theme for safe grad event outside theatre
- Messaging used in several other ways
  - theme for events; postering, radio and video
- Updated in fall 2013 with OPA
- Highly popular “well-balanced” PSA

# CHOOSE YOUR RIDE



# RESULTS

## Public Service Announcements

- Many opportunities for collaboration and value
- Partners can focus test or develop accompanying assets of a campaign, knowing that the “advertising” portion w receive exceptional \$
- Cautionary notes re television not so dominant a space?... and tricky to distribute
- Include the social though it is also tricky

# RESULTS

- Our own review of just (aaDS) radio PSAs suggest an estimated donated value of \$3.5 million
- Digital Milestone Media
  - Video PSAs air about 3,359 times per month for a value of \$186,923 ( $\times 12 = \$2,243,076$ ). So a partner's funding of \$10,000 or more is well invested
- Partnership is a plus and can help cover costs of other aspects - shipping, supplies, office



# RESULTS

- PSAs can be standalone awareness messages with strategies for how to get home
- Can also serve to substantially boost awareness of other campaign aspects by:
  - providing supporting insights
  - driving an audience to a website
  - promoting use of an app or other product/ strategy for the cause



# RESULTS

- Example: Ontario's new .05 to .08. BAC legislation
- Campaign involved a collection of assets:
  - radio, video, print, events; produced two video PSA, a radio PSA and some print products that were shared via community groups and all LCBO outlets and The Beer Stores in Ontario
- Information was also incorporated in a road safety education video and a quiz

# RESULTS

- Final Examples + challenges!
  - Smart Serve Ontario – forced to reshoot because of many issues counter to TVB





The Sober Truth About Driving High (RCMP Drugs & Driving)



▶ 🔊 0:06 / 0:32



The Sober Truth About Driving High (RCMP Drugs & Driving)



0:21 / 0:32





EEGS  
NO  
WGED





# QUESTIONS?

