

Drive Sober or Get Pulled Over - Media Kit for Grantees

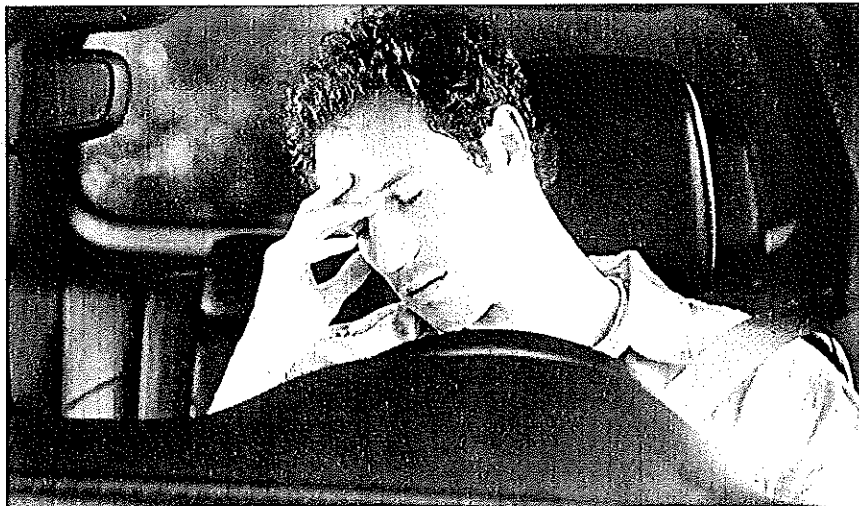
Campaign Overview: Drive Sober or Get Pulled Over is a national campaign which runs between August 18 and September 4, 2023 aimed at preventing drunk driving and raising awareness about the dangers of impaired driving. As local law enforcement, your agency plays a crucial role in promoting this campaign within your community. This media kit provides resources to help amplify the State's messaging and engage your local audience effectively.

1. Social Media Posts: Here are five social media posts to promote the Drive Sober or Get Pulled Over campaign. Please post at least one message to your Department's social media pages throughout the campaign and make sure to tag DHTS at the following handles.

- Facebook- New Jersey DHTS
- Twitter- @NJTrafficSafety
- Instagram- NJTrafficSafety

Please see sample posts below for your convenience.

Post 1: Don't let a night of celebration turn into a lifetime of regret. 🚫🍷 This summer, we're joining the New Jersey Division of Highway Traffic Safety for the national Drive Sober or Get Pulled Over campaign to keep our roads safe from impaired drivers. #DriveSober #NJSafeRoads



Post 2: Planning a night out? Plan your ride home first! Whether it's a designated driver or a rideshare service, make the right choice and arrive alive. 🚗 🚚 #DriveSober #NJSafeRoads



Post 3: We're committed to keeping our roads safe for everyone. This month, we're teaming up with the New Jersey Division of Highway Traffic Safety and participating in the Drive Sober or Get Pulled Over campaign. Help us save lives by never driving under the influence. #DriveSafe #NJSafeRoads



Post 4: Think you're okay to drive after a few drinks? Think again. 🙄 Impaired driving puts lives at risk. Stay safe and make responsible choices when you're behind the wheel. #DriveSober #NJSafeRoads



Post 5: Our officers are out and about to ensure your safety on the roads. 🚓👮📍 Let's work together to prevent drunk driving and protect our community. Drive sober or get pulled over! #DriveSober #NJSafeRoads



2. Amplifying NJDHTS Messaging: On August 18, the DHTS, through the NJ Attorney General's Office will be releasing a press about the campaign and highlighting the agencies that received grant funding. DHTS

will be posting the release on all of the Divisions' social media pages. Please like and follow DHTS on your Department's social and share the release when it goes live. Work in tandem with the State's messaging to maintain a consistent and cohesive campaign. Collaboration ensures a unified message reaches a broader audience and maximizes possible coverage.

3. Recommendations for Agency Website: Update your agency's website with essential NHTSA campaign information, statistics, and resources to encourage community engagement and awareness. Here are some elements to include:

- **Banner:** Add a prominent banner on your website's homepage to announce your agency's participation in the Drive Sober or Get Pulled Over campaign.
- **Resources:** Provide downloadable materials like posters, brochures, and fact sheets that citizens can access and share.

*** The NHTSA Traffic Safety Marketing website is an excellent source for these materials:

TrafficSafetyMarketing.gov

- **Partner Links:** Include links to these and other relevant organizations' web pages to foster collaboration.
 - NJDHTS njsaferoads.com
 - NHTSA nhtsa.gov
 - Governor's Highway Safety Association ghsa.org

By utilizing these resources, your agency can actively contribute to the success of the Drive Sober or Get Pulled Over campaign and play a crucial role in keeping your community safe from impaired driving. Together, we can make a difference and save lives.

If you have any questions about this media kit or would like to collaborate in other ways please reach out to the NJ DHTS Public Information Office at:

DHTS.PIO@njoag.gov

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