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**August 2020 Impaired Driving Campaign**

**KEY MESSAGES**

Where appropriate, please incorporate these suggested messages in your communications to your audience during this campaign.

***Most Washingtonians Drive Sober and Will Step Up to Prevent Impaired Driving***

* Most of us in Washington (78 percent) don’t drive after drinking; still Washington experienced 231 deaths related to impaired driving. last year in our state.
* It’s going to take all of us to drive that number toward zero. And that’s exactly what’s happening. Most Washingtonians (81 percent), when in a situation to intervene, take action to prevent someone from driving impaired.
* If you encounter a situation where someone might drive impaired you can:
	+ Arrange for or provide a ride
	+ Arrange for the person to stay where they are
	+ Offer your couch for the night
	+ Engage someone else to help, including calling 911

***Using Alcohol and Cannabis Together Lead to Crashes***

* Most adults in Washington (83 percent) believe driving impaired is unacceptable.
* Drivers who are impaired from more than one substance—usually alcohol and cannabis – are now the most common type of driver involved in deadly crashes.
* If you use marijuana after drinking alcohol, you increase your crash risk.

We all have a role to play in keeping our roads safe for everyone. Step up to save a life. Intervening is what we do as friends, family and neighbors.

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