**2020 “Step In” Impaired Driver Campaign**

**Key Messages**

*Our key messages are intended for those who can prevent someone they care about from driving impaired; we want people in Washington to know that stepping in to prevent impaired driving is something that most people will do and that it is a socially acceptable action to take.*

* The “most wonderful time of the year” is again here and it is up to all of us – especially this year – to do our parts to prevent impaired driving. Step In and save someone.
* When people in Washington Step In we save lives.
* You Step In to prevent someone from getting behind the wheel while drunk or high. Stepping In is simple:
  + Arrange or provide a ride
  + Offer your couch for the night
  + Arrange for your friend or loved one to stay where they are
  + Engage someone else to help, including calling 911
* Working together we can save lives – alcohol impaired fatal crashes in the U.S. have gone down since the 1980s. Still, too many impaired drivers – from alcohol or drugs, or a combination of both – get behind the wheel. We can step in to change that.
* Because saving a life is the greatest gift we can give, step in to stop someone you care about from driving impaired.
* Patrols are on for DUIs this December – but saving lives is not just up to law enforcement. All of us can Step In and stop someone from driving impaired.

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