**2021 Super Bowl “Make a Game Plan” Impaired Driver Campaign**

**Key Messages**

* Let’s work as a team to keep everyone safe on Washington’s roads.
* Working as a team 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 work to change that, together.
* A good coach knows when to bench a player and put in a substitute. A sober designated driver is always an MVP.
* A few simple plays can prevent someone from getting behind the wheel while drunk or high. Make the right call to get everyone home safely.
  + 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
* Keeping impaired drivers off the road is not just the responsibility of law enforcement. When it comes to safety leave nothing on the field. When it comes to preventing impaired driving, we are all on the same team.

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