

# Holidays, Events, and Ideas for Planning Year-Round Anti-Impaired Driving Activities

## January

*New Year's Day • College Bowl Games*

### **Super Bowl Sunday**

Conduct Operation PASS (Police Advocate Super Bowl Sobriety) with weekend saturation patrols and pre- and post-enforcement.

### **New Year's Day Brunch**

Have local restaurant(s), trauma center(s), etc. display "Don't Drink and Drive" banner.

Ask a civic group to write a letter to the editor to support law enforcement activities.

## July

*Independence Day*

### **4th of July**

Have local television and radio stations deliver anti-impaired driving and designated driver messages throughout the day.

Ask local service clubs to sponsor party for high school students. Hand out literature about the consequences of impaired driving.

### **Cops & Docs**

Partner injury prevention and enforcement messages with anti-impaired driving messages.

## February

*Valentine's Day*

Junior high and high school students can put on a skit to show how drinking and driving hurts them and others. Hand out hearts with anti-impaired driving messages.

### **Child Passenger Safety Awareness Week**

Local Parent Teacher Association (PTA) and day care centers can host a press event with child safety advocates, emergency nurses, fire department personnel, etc. Tie in anti-impaired driving messages with messages that children need to ride buckled up.

### **Cops & Docs**

Conduct an Information Checkpoint at day care centers during rush hour periods.

## August

*World Cup Soccer*

### **Beat the Heat**

Have local recreation centers sponsor a pool party for young adults. Hand out materials with anti-impaired driving messages.

State law enforcement agencies can participate in joint traffic enforcement activities with school transportation, community groups, and businesses.

## March

### **Daytona Bike Week**

Prepare impaired riding media materials to be distributed several weeks before motorcycle riders begin the annual trek to Daytona.

### **St. Patrick's Day**

At local restaurants, churches, recreation centers, etc., have "St. Patrick" and "leprechauns" explain the importance of designated drivers.

### **Ides of March Party**

Have local high school students do a skit on Julius Caesar and why he should not drink and drive his chariot.

## September

*Labor Day*

Urge law enforcement officials and newspaper reporters to ride along with school buses. Watch out for speeding in school zones and running red lights.

### **Labor Day Weekend**

Encourage state law enforcement agencies to participate in joint traffic enforcement activities.

Ask a local trauma center to host an "It's Time to Party Alcohol-Free" get together. Have a trauma surgeon speak on the consequences of impaired driving or riding.

Conduct a back-to-school "Walkable America" pedestrian event for students.

## April

*College Spring Break*

Encourage local florists to sponsor a free bouquet to the person with the best anti-impaired driving message. Announce on local television and radio stations the first, second, and third place winners.

Get involved with motorcycle rider training activities. Check with local rider instructors about preparing and distributing impaired riding materials.

## October

*Halloween*

Ask town council members, local police departments, and local grass roots groups to host a Harvest Party at a local community center with an anti-impaired driving message. Hand out literature with anti-impaired driving messages.

### **National Head Injury Prevention Month**

Ask Cops & Docs to host an event at a trauma center. Emphasize the importance of helmet laws.



## May

### **Proms and Graduation Parties**

Ask taxi cab companies to offer free rides home to those who feel they can't drive safely.

### **Motorcycle Safety Awareness Month**

Plan activities that promote "don't drink and ride" messages.

### **Memorial Day Weekend**

Remind local television and radio stations to announce anti-impaired driving messages throughout the weekend: Don't Drink and Drive; Don't Let Friends Ride Drunk; Take the Keys; Call A Cab; Take a Stand Against Drinking and Driving.

### **Emergency Medical Services (EMS) Week**

Ask a television or newspaper reporter to participate in an ambulance ride-along or write a feature on "A Day in the Life of a Lifesaver." Tie in anti-impaired driving messages.

## November

*Thanksgiving*

### **Food Runs**

Have high school students or motorcycle groups collect canned goods and distribute them to needy families. Include anti-impaired driving and riding literature.

Have community organizations, such as 100% Drug Free Clubs, sponsor a poster contest for elementary, junior high, and high school students with the theme "Why it is Unwise to Drink and Drive."

Encourage local grass roots groups to team up with local movie theaters and films commission to produce and show anti-impaired driving, anti-speed, and occupant protection messages during the holiday season.

## June

### **Proms and Graduation Parties**

Encourage students to sign pledges promising not to drive impaired.

Hold an end-of-the-school-year party at a local park. Incorporate anti-impaired driving messages into games and activities. Ask the PTA to assist or co-sponsor the event.

Emergency doctors and nurses can team up with pedestrian and bicycle groups and businesses to sponsor a summertime walk-along and bike-along. Tie in anti-impaired driving messages with pedestrian messages.

Law enforcement agencies can team up with the local department of natural resources to sponsor an educational anti-impaired driving/operating program (motorcycle safety, summer boating, etc.).

## December

*Christmas • Hanukkah • Kwanzaa*

Host an award party for 3D poster winners. Present winners with prizes.

Ask your local city council or mayor to sign a proclamation declaring December 3D Prevention Month. Have a signing ceremony and invite the media.

### **National Drunk and Drugged Driving Prevention Month**

Coordinate local events to coincide with national events. Provide media with information on the importance of reducing impaired driving and riding.

### **National Lights On For Life Day**

Ask motorists to drive with their headlights on all day to remind people about the impaired driving problem and in remembrance of those killed by impaired drivers.

### **National Lifesaver Weekend**

Support law enforcement agencies working to increase enforcement efforts against impaired drivers and motorcyclists, speeders, aggressive drivers, and others who make the roads dangerous at this time of year.

