



“Don’t Drink and Drive” Advertising Campaign Fact Sheet

The advertising campaign is part of the Unified Prevention Coalition of Fairfax County’s work under its Virginia Strategic Prevention Framework-State Incentive Grant (SPF-SIG). In 2012, UPC was one of 13 jurisdictions across Virginia awarded the grant to reduce alcohol consumption patterns, including underage and binge drinking, that lead to motor vehicle crashes with drivers ages 15 to 24.

In its first grant year, UPC conducted a needs assessment and analyzed Fairfax County crash data for drivers age 15 to 24. Based on this assessment, UPC decided to target its advertising campaign to reach 18-24 year olds since this demographic has most of the crashes. The advertising campaign is in its second year.

DMV statistics for alcohol-impaired drivers (15-24) involved in motor vehicle crashes in 2013 showed:

- 257 crashes
 - 72.4% or 186 crashes involved 21-24 year olds
 - 22.2% or 57 crashes involved 18-20 year olds
 - 71.2% of the crashes involved male drivers
 - 49% of the crashes occurred between midnight and 3:59 a.m.
 - Months with the highest number of crashes: Dec/Jan and Aug/Sept.
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- UPC’s “Cab or Cell” drink coasters feature a flip side with “Let Us Be Your Designated Driver” with phone numbers from Fairfax Yellow Cab and Red Top Cab. The cab companies helped pay for the printing of 125,000 coasters.
 - As of December 2014, 47 restaurants across the county support the campaign. Over 275,000 coasters and 1,500 posters have been distributed in the community.
 - UPC has sponsored three TIPS seller/server trainings since Dec. 2013 in collaboration with Hard Times Café Fairfax and Springfield, and Carpool in Reston. The trainings are open to restaurant workers across Fairfax County. The Virginia Department of Alcoholic Beverage Control (ABC) has approved the TIPS-Seller/Server Training. Restaurants are encouraged to send their servers of alcohol to these trainings for a minimal fee.
 - In 2013 UPC’s “Don’t Drink and Drive” movie ads ran for eight weeks on 68 screens in five movie complexes and print ads in English and Spanish were displayed in 300 Fairfax Connector buses. In 2014, a new ad appeared in bike shelters on the GMU campus.
 - Focused Image, a Falls Church advertising firm, designed the ads and donated its services.

UPC continues to seek partners and donors to expand the reach of the campaign. Those interested in helping are encouraged to contact UPC at executivedirector@upcfairfax.org or 703 938-8723.