Impaired Driving Education

It uses outreach and evidence-based programs to prevent crashes by promoting awareness and safer alternatives to alcohol- and drug-impaired driving.

Implementation Strategy

How and Where to Apply

- Implemented in communities with elevated rates of alcohol- or drugimpaired driving, particularly among youth, repeat offenders, and high-risk locations.
- Programs are most effective when integrated with high-visibility enforcement campaigns, driver education curricula, and employer or hospitality-sector training.
- Public awareness campaigns like Drive Sober or Get Pulled Over have been shown to increase perceived risk and reduce impaired driving behaviors (NHTSA).

Use in a Safe System Approach

It promotes safer road users and reducing human error through informed decision-making. By raising awareness of the risks and consequences of impaired driving, these programs aim to prevent crashes before they occur, aligning with the proactive, preventative nature of the Safe System framework.

Key Stakeholders

State and local transportation agencies, law enforcement agencies, Public health organizations, driver licensing and training organizations

Proactive Implementation

Proactive efforts include integrating impaired driving education into driver's education, schools, workplaces, communities and licensing programs, using data-driven and geo-targeted media campaigns, and partnering with law enforcement and hospitality venues to promote safe ride planning before crashes occur. Collaboration with ride-share services and alcohol-serving establishments can promote safe ride

Countermeasure Overview

Objective: Reduce excessive drinking and underage drinking

Strategy: Require responsible beverage service policies for alcohol servers and

retailers

Selected Related Countermeasures

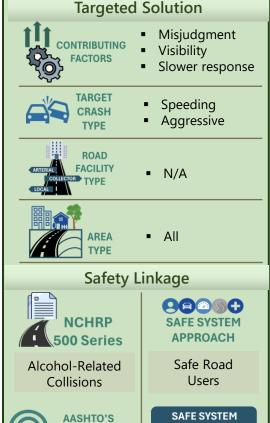
In-Vehicle Breathe Alcohol Testing

Enforce DWI Laws

Establish Stronger Penalties for BAC Test Refusal

Cost: Low

Service Life: N/A



Impaired Driver. Source: globalfleetchampions

ROADWAY DESIGN

N/A

TIER 1



Raises awareness about risks of impaired driving, reducing related





- **Drive Sober or Get Pulled Over**
- Drunk Driving | NHTSA
- ¹ CDC | Impaired Driving



TOWARD ZERO

DEATHS

Improved Safety

Management