



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 drug-impaired 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 NHTSA's *Drive Sober or Get Pulled Over* have been shown to increase perceived risk and reduce impaired driving behaviors.

Use in a Safe System Approach

It promotes safe 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 DOTs, MPOs, law enforcement agencies, public health organizations, driver licensing and training organizations, educational institutions.

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 planning.

Countermeasure Overview

Objective: Reduce excessive drinking and underage drinking.
Strategy: Require responsible beverage service policies for alcohol servers and retailers.

Targeted Solution



CONTRIBUTING FACTORS

- Misjudgment
- Visibility
- Slower response



TARGET CRASH TYPE

- Speeding
- Aggressive



ROAD FACILITY TYPE

- N/A



AREA TYPE

- All

Safety Linkage



NCHRP 500 Series

Alcohol-Related Collisions



AASHTO'S TOWARD ZERO DEATHS

Improved Safety Management



SAFE SYSTEM APPROACH

Safe Road Users

SAFE SYSTEM ROADWAY DESIGN

TIER 1

TIER 2

TIER 3

TIER 4

N/A

Selected Related Countermeasures

CM1

In-Vehicle Breathe Alcohol Testing

CM2

Enforce DWI Laws

CM3

Establish Stronger Penalties for BAC Test Refusal

Cost: \$ (Low)

Service Life: N/A

Impaired Driving Education. Source: [NCDOT](#)

13%

Reduces alcohol-related crashes when mass media campaigns are well-designed and sustained ([NIH, 2018](#))

Resources

- [Drive Sober or Get Pulled Over](#)
- [Drunk Driving | NHTSA](#)
- [CDC | Impaired Driving](#)

