

# Health Communication Campaign

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## Overview

Welcome to our process in creating an anti-drunk-driving campaign completely through LLMs and AI-Generated images! Our goal is to raise awareness and promote responsible behavior behind the wheel by addressing both personal and social responsibility. We believe that every individual has a duty to themselves and others to avoid driving under the influence. Our two campaigns emphasize the consequences of drunk driving, for both the individual and for society as a whole. Through attention-grabbing slogans, powerful scripts, and compelling visual elements, we aim to encourage drivers to make the right choice and drive sober. Join us in spreading the message that responsible driving saves lives!

## FRAME ONE: Social Responsibility

**Prompt:** For a marketing campaign, please create three slogans, catchphrases, or infographic ideas for anti-drunk-driving-accident rhetoric focusing on the social responsibility of the driver.

*Comment:* we decided to ask for 3 options so that we could see the different directions the LLM were heading towards. This was the second option, and we ran with it throughout the campaign.

**Response:**

**\*\*Campaign Title:** "Don't Let Your Buzz Kill More Than the Party"

**\*\*Campaign Message\*\*:** This campaign aims to highlight the potential consequences of drunk driving in an impactful way. By emphasizing the idea that a buzz from alcohol should not lead to the death of innocent lives, the campaign encourages individuals to take responsibility for their actions and make smart choices behind the wheel.

**\*\*Slogan\*\*:** "Be the Sober Hero of the Road!"

**\*\*Visual Elements\*\*:**

1. **\*\*Poster/Infographic\*\*:** The central image features a split-screen view. On one side, there's a vibrant party scene with people laughing, dancing, and enjoying themselves. On the other side, there's a devastating car crash scene with emergency vehicles and injured individuals. The tagline "Don't Let Your Buzz Kill More Than the Party" is prominently displayed above the images, emphasizing the contrast between the two scenarios.
2. **\*\*Social Media Graphics\*\*:** Create a series of shareable graphics featuring captions related to the campaign theme. For example:
  - Image of a smashed cocktail glass next to a wrecked car with the caption: "A little too much buzz can turn into a buzzkill. Don't let it happen behind the wheel."
  - Illustration of a superhero cape with car keys attached, accompanied by the text: "Be a hero. Save lives. Drive sober."
3. **\*\*Video PSA\*\*:** Produce a short animated or live-action video PSA that tells the story of a person who decides to drive after drinking at a party. As they drive, the scene transitions to show the potential consequences of their actions, including a car crash and the aftermath. The video ends with a powerful message urging viewers to make the responsible choice and not let their buzz kill more than the party.
4. **\*\*Interactive Website\*\*:** Develop an interactive website where visitors can explore different scenarios related to drunk driving and see the possible outcomes of their choices. Include quizzes, testimonials from survivors of drunk driving accidents, and resources for finding alternative transportation options.

**\*\*Campaign Strategy\*\*:**

1. \*\*Target Audience\*\*: The campaign targets young adults aged 18-35 who are more likely to engage in social activities involving alcohol consumption. Additionally, it aims to reach out to their friends and family members who may influence their decision-making.
2. \*\*Distribution Channels\*\*: Utilize a combination of social media platforms, outdoor advertising (e.g., billboards, bus shelters), and partnerships with local bars and restaurants to disseminate the campaign message. Collaborate with influencers and community leaders to amplify reach and engagement.
3. \*\*Engagement Tactics\*\*: Encourage audience engagement through interactive elements such as quizzes, polls, and user-generated content contests. Encourage users to share their own stories or pledges to drive sober using campaign hashtags.
4. \*\*Partnerships and Collaborations\*\*: Partner with local law enforcement agencies, healthcare providers, and nonprofit organizations focused on road safety to leverage their expertise and resources. Organize community events, workshops, and educational sessions to raise awareness about the dangers of drunk driving and promote safe alternatives.
5. \*\*Evaluation and Monitoring\*\*: Track key metrics such as website traffic, social media engagement, and changes in attitudes and behaviors related to drunk driving. Conduct surveys and focus groups to gather feedback from the target audience and identify areas for improvement. Adjust the campaign strategy as needed based on performance data and audience insights.

By implementing these strategies and leveraging the power of social proof, the "Don't Let Your Buzz Kill More Than the Party" campaign aims to make a lasting impact on reducing drunk driving accidents and saving lives.

### ***Comment:***

We were very pleased with how in depth the LLM went with the details. Including suggestions like engagement tactics, collab ideas, monitoring web traffic, and making a website were above and beyond what we expected. We ended up only utilizing the Poster/Infographic, Social Media Graphic, and Video PSA responses, but in a full campaign the LLM was helpful to give us all angles.

## Generative AI Instagram Post for Social Responsibility:

**First attempt prompt:** Make a social media graphic for this campaign: \*\*Campaign Title: "Don't Let Your Buzz Kill More Than the Party"\*\* \*\*Campaign Message\*\*: This campaign aims to highlight the potential consequences of drunk driving in an impactful way. By emphasizing the idea that a buzz from alcohol should not lead to the death of innocent lives, the campaign encourages individuals to take responsibility for their actions and make smart choices behind the wheel.

**Response:**



**Comment:**

Immediately, we were taken aback by the visual made by Co-pilot. After receiving such a great response for the original campaign prompt and using the current prompt following immediately after, we thought the LLM would understand the tone. Alas, we had to adjust the prompt.

**Second attempt prompt:** Make a social media graphic for this campaign: \*\*Campaign Title: "Don't Let Your Buzz Kill More Than the Party"\*\* \*\*Campaign Message\*\*: This campaign aims to highlight the potential consequences of drunk driving in an impactful way. By emphasizing the idea that a buzz from alcohol should not lead to the death of innocent lives, the campaign encourages individuals to take responsibility for their actions and make smart choices behind the wheel.

**Response:**



*Comment:*

Deciding to stick with Co-Pilot, we were pleased with the second attempt. It was more of what we were looking for, leaning into typical social media graphic details like attention grabbing colors, sleekness, and fitting Instagram's minimal aesthetic. Also, it's fairly easy to understand (if the text correctly reads "Don't let your buzz kill more than the vibe") before you quickly scroll. Surprisingly, it's impressive that the image has undertones of the prompt (like the neon lights of a bar in reference to the drinking) and is not "in your face" about the meaning which might allow the concept to linger longer in the audience's mind.

## Generative AI Infographic/PSA for Social Responsibility:

**First attempt prompt:** Make an infographic image for this campaign: \*\*Campaign Title: "Don't Let Your Buzz Kill More Than the Party"\*\* \*\*Campaign Message:\*\* This campaign aims to highlight the potential consequences of drunk driving in an impactful way. By emphasizing the idea that a buzz from alcohol should not lead to the death of innocent lives, the campaign encourages individuals to take responsibility for their actions and make smart choices behind the wheel. The central image features a split-screen view. On one side, there's a vibrant party scene with people laughing, dancing, and enjoying themselves. On the other side, there's a devastating car crash scene with emergency vehicles and injured individuals. The tagline "Don't Let Your Buzz Kill More Than the Party" is prominently displayed above the images, emphasizing the contrast between the two scenarios.

**Response:**



**Comment:**

Using jhub, this response was the closest we thought we could get to what we wanted. We believe that the cartoon imaging was a result of the jhub, so we asked Co-Pilot to make a more serious version of this image.

**Second attempt prompt:** [uploaded image above] Make this image more serious as it is a public health campaign about the social responsibility of drunk driving and the danger that puts others in

**Response:**

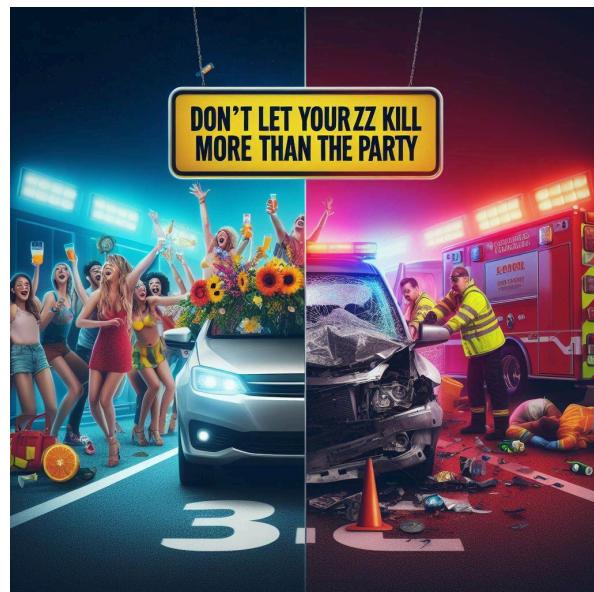


**Comment:**

Co-Pilot did not correctly understand the image addition. It is too dark and intense, and logically it didn't make sense. We believe this is a result of not re-emphasizing the original prompt. So we tried again.

**Third attempt prompt:** make this image for a public health campaign about the social responsibility of drunk driving: The central image features a split-screen view. On one side, there's a vibrant party scene with people laughing, dancing, and enjoying themselves. On the other side, there's a devastating car crash scene with emergency vehicles and injured individuals. The tagline "DON'T LET YOUR BUZZ KILL MORE THAN THE PARTY" is prominently displayed above the images, emphasizing the contrast between the two scenarios.

**Response:**



*Comment:*

For the final attempt we made the prompt less wordy than the original, because we thought that all the unnecessary information would clog the understanding of Co-Pilot. In this turn, we also did this prompt in a refreshed page so that there was no remembrance of the previous attempt. It turned out much better than expected, and we are very happy with this infographic. The only aspect is the amount of flowers and the text being incorrect, but it works.

# Generative AI Short Video PSA for Social Responsibility:

## *Comment:*

Initially, it did not include Alex killing the other person. We asked it to change the script so the other driver was killed so as to best adhere to our initial idea.

**Prompt:** Please write me a comprehensive script for the earlier campaign we discussed. Here is the idea: Produce a short animated or live-action video PSA that tells the story of a person who decides to drive after drinking at a party. As they drive, the scene transitions to show the potential consequences of their actions, including a car crash and the aftermath. The video ends with a powerful message urging viewers to make the responsible choice and not let their buzz kill more than the party.

## **Response:**

\*\*Title: "Buzzed Behind Bars"\*\*

\*\*Video Script:\*\*

\*[Opening shot: A lively party scene with people laughing, dancing, and enjoying drinks. Music plays in the background.]\*

Narrator: "Meet Alex. He's having a great time at a party with friends, enjoying a few drinks and letting loose."

\*[Camera zooms in on Alex, who smiles and raises his glass in a toast with his friends.]\*

Narrator: "But as the night goes on, Alex starts to feel the effects of the alcohol. Despite knowing the risks, he decides to drive home."

\*[Transition: Alex is now behind the wheel of his car, weaving slightly as he drives down the road.]\*

Narrator: "In his buzzed state, Alex believes he's in control. But the truth is, he's putting himself and others in grave danger."

\*[Sudden transition: The scene shifts to a dark road with flashing lights and sirens in the distance.]\*

Narrator: "Tragically, Alex's decision to drive drunk leads to a devastating crash."

\*[Sound of screeching tires and a loud crash. The screen goes dark momentarily.]\*

\*[Transition: The scene returns to the crash site, where emergency responders are seen working frantically.]\*

Narrator: "The collision claims the life of the other driver, leaving a family shattered by loss."

\*[Transition: Alex is shown in a hospital bed, injured but alive, as police officers question him.]\*

Narrator: "Now, Alex faces the grim reality of his choices. He may survive the crash, but he can never undo the harm he's caused."

\*[Final transition: The scene shifts to Alex in a jail cell, looking remorseful as he sits alone.]\*

Narrator: "Don't let your buzz kill more than the party. Choose sobriety behind the wheel."

\*[Closing shot: A powerful message appears on the screen, accompanied by somber music.]\*

Text on screen: "Buzzed driving is drunk driving. Drive sober. Save lives."

\*[Fade to black.]\*

\*\*End of Script\*\*

*Comment:*

We loved this and were very impressed with details like camera movements and the narrator's tone. We could not create this visually, but the script itself is descriptive enough to go off of for our campaign.

## FRAME TWO: Individual Consequence

**Prompt:** For a marketing campaign, please create three slogans, catchphrases, or infographic ideas for anti-drunk-driving-accident rhetoric focusing on the individual consequences for the driver.

*Comment:*

There would be too much text to include here with every response, so note that this is the fleshed-out idea for the second option provided.

**Response:**

**\*\*Campaign Title:** "Buzzed Behind Bars"

**\*\*Campaign Message\*\*:** "Buzzed Behind Bars" aims to highlight the severe consequences of drunk driving by emphasizing the potential legal ramifications and the loss of freedom that can result from making the choice to drive under the influence. The campaign seeks to encourage individuals to think twice before getting behind the wheel after consuming alcohol and to promote safer alternatives such as designated drivers or rideshare services.

**\*\*Slogan\*\*:** "Buzzed Behind Bars: Think Twice Before Mixing Alcohol and Driving."

**\*\*Visual Elements\*\*:**

1. **\*\*Poster/Infographic\*\*:** The central image features a split-screen view. On one side, there's an image of a group of friends enjoying a night out, perhaps raising glasses in a toast. On the other side, there's a sobering image of a jail cell with a solitary figure sitting on a bunk, looking despondent. The tagline "Buzzed Behind Bars" is prominently displayed above the images, serving as a stark reminder of the potential consequences of drunk driving.

2. **\*\*Social Media Graphics\*\*:** Create a series of shareable graphics featuring statistics related to drunk driving accidents and arrests, paired with impactful messages about the importance of making responsible choices. For example:

- Image of handcuffs with the caption: "One drink can lead to a lifetime of regret. Don't let it be the reason you end up behind bars."
- Illustration of a car key morphing into jail bars with the text: "Your freedom is in your hands. Choose wisely."

3. **\*\*Video PSA\*\*:** Produce a short video PSA that follows the journey of a person who decides to drive after drinking. The video can show the progression of events, from the initial decision to drive, to being pulled over by law enforcement, to facing the consequences in court and ultimately ending up in jail. The video ends with a message urging viewers to make the responsible choice and avoid the devastating consequences of drunk driving.

4. **Interactive Website**: Develop an interactive website where visitors can explore real-life stories of individuals who have been arrested for drunk driving, as well as resources for finding alternative transportation options and tips for preventing impaired driving. Include a quiz or interactive tool that calculates the potential legal penalties for driving under the influence based on the user's location and blood alcohol concentration.

**Campaign Strategy**:

1. **Target Audience**: The campaign targets individuals aged 21-35 who are more likely to engage in social activities involving alcohol consumption. Additionally, it aims to reach out to their peers, friends, and family members who may influence their decision-making.
2. **Distribution Channels**: Utilize social media platforms, digital advertising, and partnerships with local law enforcement agencies to disseminate the campaign message. Share campaign materials on popular social media channels frequented by the target audience, as well as through targeted online advertising campaigns.

3. **Engagement Tactics**: Encourage audience engagement through interactive elements such as quizzes, polls, and user-generated content contests. Encourage users to share their own stories or pledges to avoid drunk driving using campaign hashtags.

4. **Partnerships and Collaborations**: Partner with local law enforcement agencies, DUI prevention organizations, and community groups to leverage their expertise and resources. Collaborate on events, workshops, and educational campaigns to raise awareness about the legal and personal consequences of drunk driving.

5. **Evaluation and Monitoring**: Track key metrics such as website traffic, social media engagement, and changes in attitudes and behaviors related to drunk driving. Conduct surveys and focus groups to gather feedback from the target audience and assess the effectiveness of the campaign. Use data-driven insights to refine the campaign strategy and maximize impact.

Through a combination of powerful visuals, compelling messaging, and strategic distribution channels, the "Buzzed Behind Bars" campaign aims to educate and motivate individuals to make responsible choices when it comes to alcohol consumption and driving, ultimately saving lives and preventing unnecessary legal consequences.

*Comment:* I think that this response was incredibly strong; ChatGPT not only answered my question, but anticipated follow-ups I might've had, such as "what should our distribution channels for this campaign be?" It accurately describes our target audience and chooses effective methods of reaching them via social media and online marketing tactics. It also wraps up the "Buzzed Behind Bars" concept reiterating the *individual* focus, as seen in the final paragraph.

## Generative AI Infographic/PSA for Individual Responsibility:

**Prompt:** The image features a split-screen view. On one side, there's an image of a group of friends enjoying a night out, perhaps raising glasses in a toast. On the other side, there's a sobering image of a jail cell with a solitary figure sitting on a bunk, looking despondent. The tagline "Buzzed Behind Bars" is prominently displayed above the images, serving as a stark reminder of the potential consequences of drunk driving.

### *Comment:*

In order to further ingrain the use of AI in the creation of our campaign, we pulled our prompt for the generation of an infographic from ChatGPT's initial idea (as seen above). We put the prompt into Co-Pilot, the Microsoft LLM that uses Dalle-3 to generate images. We then selected the best image from the 4 responses.

### **Response:**



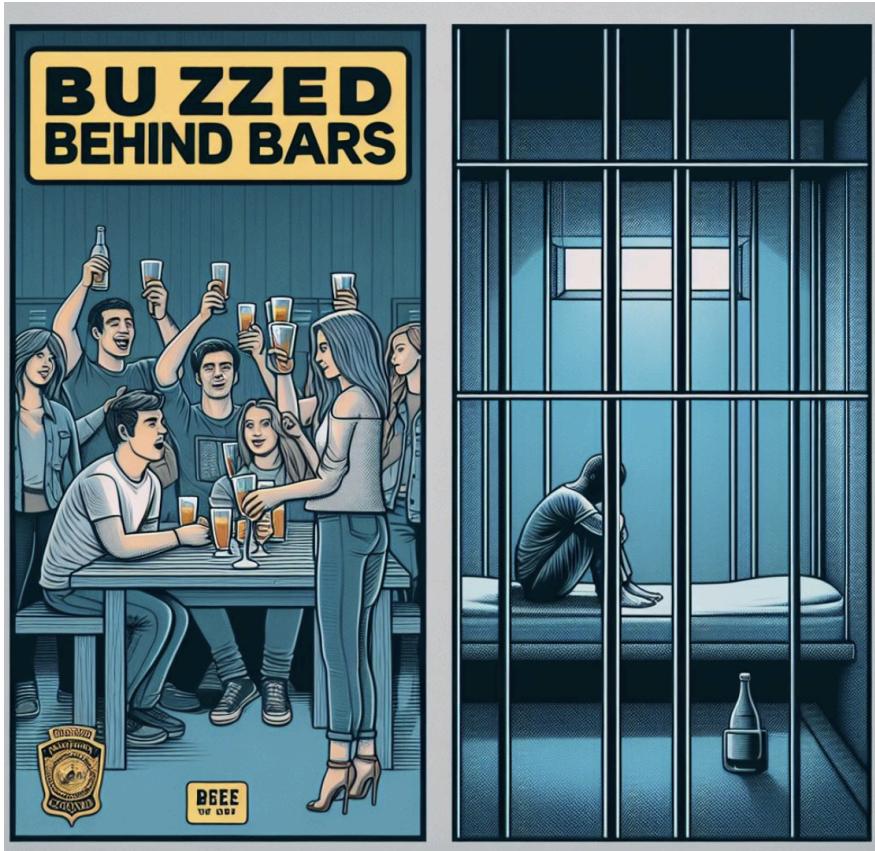
### *Comment:*

It is immediately apparent that AI is not yet able to produce accurate text each time it creates an image. Still, this response very precisely adhered to our input, and conveyed both the individual theme and sentiments we were looking for in this framing. Viewers must think— wow, am I willing

to risk my personal freedom over one stupid choice? We liked this graphic a lot, but wanted to see how the LLM would respond to requests for tweaks/changes.

**Prompt:** Please take the third image you produced and add more color to it.

**Response:**



**Comment:**

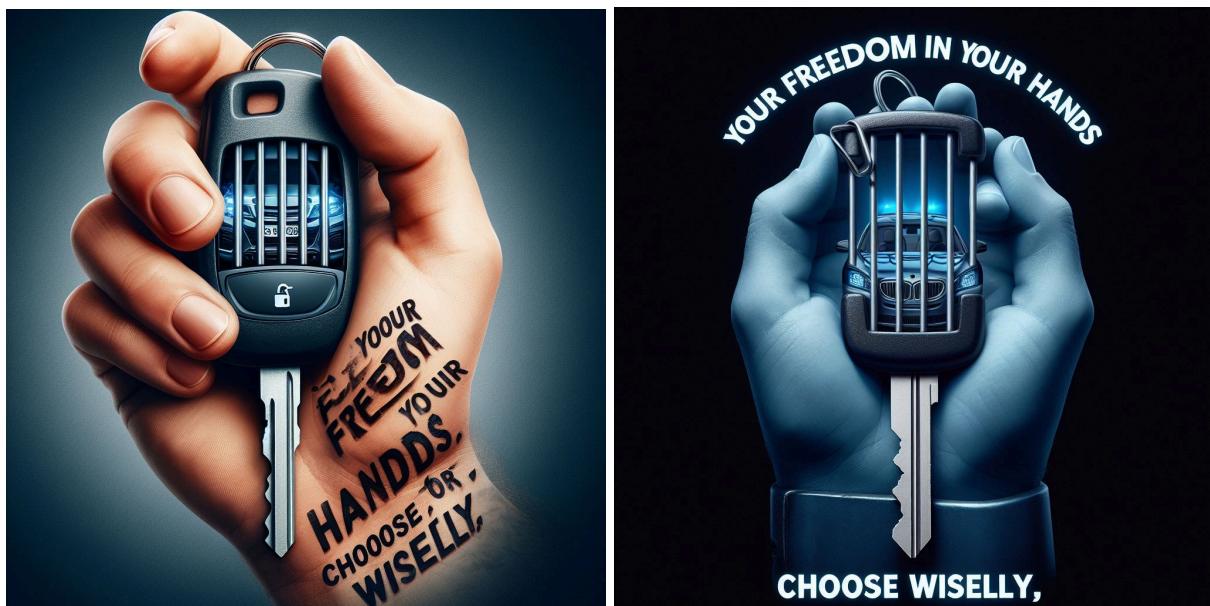
Unfortunately, once we asked for the addition of color, all outputs were significantly closer to resembling cartoons. While the text here is effective and the image is clean, we preferred the more realistic elements of the previous response. We even tried asking “please create me one more image like this one that is less cartoonish in nature,” to no avail. Therefore, we decided that these two PSAs were the best candidates for actual use in our campaign.

## Generative AI Instagram Post for Individual Responsibility:

**Prompt:** Please create an illustration of a car key morphing into jail bars with the text: "Your freedom is in your hands. Choose wisely," to be used in an anti-drunk-driving campaign focused on individual responsibility.

### *Comment:*

We once again used part of ChatGPT's outline for our project as the prompt for image generation, only adding that the image would be used in this kind of campaign highlighting the individual's responsibility with drunk driving.



### *Comment:*

Once again, I think these were really good replies! To get from the second to the first, I prompted Co-Pilot to “please add more elements that imply drunk driving,” and it made a good change to the inclusion of the police car. It remains obvious that certain details such as the biological accuracy/spelling could be improved, but I’ve been really impressed with the creative and conceptual intuition exhibited by the platform.

# Generative AI Short Video PSA for Individual Responsibility:

\*\*Video Script: Back to ChatGPT

**Prompt:** Please write me a comprehensive script for the earlier campaign we discussed. Here is the idea: Produce a short video PSA that follows the journey of a person who decides to drive after drinking. The video can show the progression of events, from the initial decision to drive, to being pulled over by law enforcement, to facing the consequences in court and ultimately ending up in jail. The video ends with a message urging viewers to make the responsible choice and avoid the devastating consequences of drunk driving.

## **Response:**

\*\*Title: "The Road to Responsibility"\*\*

\*\*Video Script:\*\*

\*[Opening shot: A person, let's call them Chris, leaving a party. They stumble slightly as they walk towards their car, appearing intoxicated.]\*

Narrator: "Meet Chris. They've had a few drinks at a party and now they're faced with a decision that could change lives forever."

\*[Cut to Chris getting into their car, keys in hand.]\*

Narrator: "Despite knowing the risks, Chris decides to drive home."

\*[Cut to Chris driving down the road, swerving slightly.]\*

Narrator: "As Chris drives, their confidence fades. They struggle to stay focused on the road ahead."

\*[Cut to flashing police lights in the rearview mirror.]\*

Narrator: "But it's too late. Chris is pulled over by law enforcement."

\*[Cut to Chris performing field sobriety tests and being arrested for DUI.]\*

Narrator: "Chris now faces the consequences of their choice. A night of drinking has led to a lifetime of regret."

\*[Cut to Chris in a courtroom, facing a judge.]\*

Judge (off-screen): "Chris, you are hereby convicted of driving under the influence."

\*[Cut to Chris being escorted out of the courtroom in handcuffs.]\*

Narrator: "Chris's decision to drive drunk has serious consequences. But it didn't have to end this way."

\*[Final shot: A powerful message appears on the screen.]

Text on screen: "Don't let one bad decision ruin your life. Drive sober. Save lives, and your own."

\*[Fade to black.]\*

\*\*End of Script\*\*

*Comment:*

Bravo! While the script idea is somewhat basic, it definitely would work for the intended campaign and was comprehensive in its inclusion of plot, details, and camera directions. I think it would be interesting to do more investigation into LLMs' ability to produce creative scripts, and prompt it further with questions about costumes, what the actors should look like, etc. Still, for this project, I was more interested in the photos AI could generate, as we do not yet have access to something that could bring this video script completely to life. It was here that I decided to have ChatGPT evaluate the PSA images produced by Co-Pilot for each framing to see which option it thought was more effective.