**CORE MESSAGE**

**The National Highway Traffic Safety Administration (NHTSA) is dedicated to raising awareness of the dangers of drug-impaired driving. Working with our partners, the agency is poised to launch our new drug-impaired driving campaign, *If You Feel Different, You Drive Different. Drive High Get a DUI*.**

**TARGET AUDIENCE**

Target audience is focused on drivers between the ages of 18-34, with an emphasis on college students.

**ENFORCEMENT FOCUS (AUGUST 15 THROUGH SEPTEMBER 3)**

The high-visibility enforcement (HVE) campaign is supported by $13 million in paid advertising. A portion of that money will be focused on the drug message with new TV, radio, and digital ads.

* Launch campaign on Tuesday, August 14th at the 2018 IACP Drugs, Alcohol and Impaired Driving Conference, Gaylord Opryland Resort & Convention Center, 2800 Opryland Drive, Nashville, TN 3721
* States and partners launch events across the country. Include law enforcement, victims, and other partners.
* National Press Release.
* Satellite Media Tour (SMT)
* Pre-tape radio interviews with programming we purchase as part of our media buy.
* Develop Producer’s Note (script and recorded package) and distribute to news media list of local stations across the country.

**SOCIAL MEDIA NORMING FOCUS EFFORT (SEPTEMBER 1 THROUGH SEPTEMBER 30)**

* Weekly social activity every Thursday throughout the month of September with stakeholders.
  + Kick off the month with a nationwide, coordinated earned/social media push and a video blog.
  + Second week will go back to college messaging on FB, Twitter, and Instagram.
  + Third week will feature animated shorts for social—6 seconds, and 15 seconds.
  + Final week will provide finished content and customizable content so partners can add their branding.
* Nationally partner with several major digital outlets—including The Chive and College Humor—to spread the social message in a non-finger-wagging manner.
* Buy targeted, promoted social posts to keep the message prominent throughout the month.
* Promote the use of **#impaireddriving** so that States and partners can weigh in on the conversation and post their own messaging to support ours.
* Push the best tweets/posts out to stakeholders for amplification.

**COLLATERAL MATERIALS**

* Banner ads
* Social media content
* Animated shorts (including 6-second videos of what law enforcement officers look for when stopping impaired drivers)
* Content videos (6 to 15 second bites with enforcement, victims, partners)

**STAKEHOLDER OUTREACH**

* Continue to work with stakeholder groups to generate ideas and actions.
* Plan and participate in events to promote awareness of drug-impaired driving.
* Recommend and implement additional communications initiatives to expand nationwide campaigns of drug-impaired driving.

**PROPOSED SCHEDULE**

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| **DATE** | **ACTIVITY** |
| August 10 | National Ads and Supporting Collateral for HVE Available |
| August 14 | National Press Event |
| August 15 | Social Media Content Available |
| August 15 | Social Norming TV Available |
| August 16 | Deputy Administrator Satellite Media Tour |
| August 24 | Chive Custom Content Launches |
| August 24 | Animated Shorts Available |
| August 24 | Video Blog |
| August 24 | GIFs and/or Animated Shorts Available |
| August 29 | Content Videos Available |
| September 3 Week | Kick-off Coordinated Earned and Social Media with Non-Enforcement Message |
| September 10 Week | College Messaging on Social Media Outlets |
| September 17 Week | Place Animated Shorts on Social Media Outlets |
| September 24 Week | Customizable Content on Social Media Outlets |