

Impaired Driving

2025 Impaired Driving Toolkit



Impaired Driving

Be safe, PA.

35% of crash deaths involve an impaired driver. Let's put an end to this statistic and help Pennsylvania's make a plan to get home safely.

Who are we trying to reach? All Pennsylvanians who drive.

How can you help?

Do you engage with the audience digitally or in-person? Share what you can! Help bring awareness to the consequences of impaired driving.

We appreciate any shares of the content provided in this toolkit on social media, email newsletters, websites, or if you're able to print posters to display in common areas.

[Download Assets](#)

Click to download high quality static and video assets to share.

Social Media

Suggested captions to pair with graphic.

Keep yourself, and everyone else on the road, safe. Don't drive wasted. Make a plan to get home that doesn't involve getting behind the wheel under the influence.

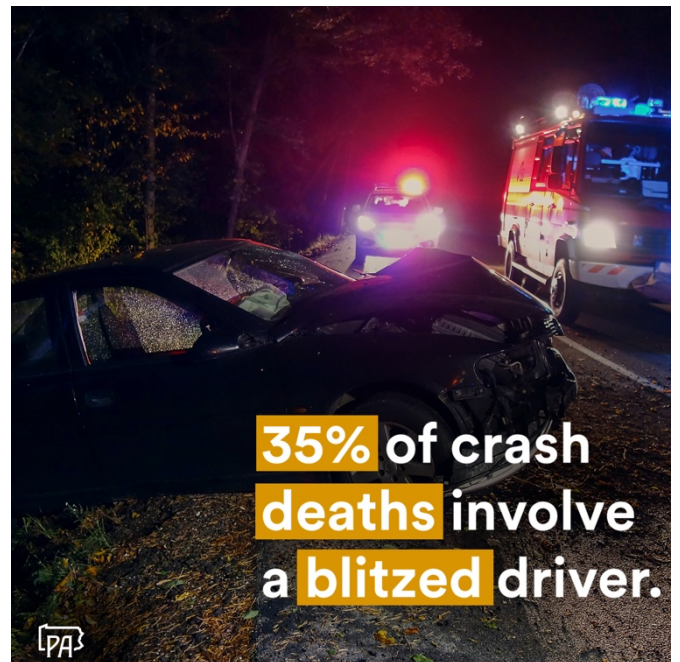
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Don't be a part of this statistic. Make a plan to get home safely.

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Buzzed driving is deadly. Make a plan to get home safely, PA.

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Video

You can download videos to share directly to social platforms at the link above or link the below YouTube videos:

15 seconds

<https://youtu.be/bEYhDf6QhuY>

6 seconds

https://youtu.be/rZNUH_dVqTE

Newsletter



Copy:

Did you know? 35% of crash deaths involve an impaired driver.

Don't be a part of this devastating statistic. Driving under the influence goes much further than just getting in a car crash. It affects all of those involved financially, legally, and, most importantly, emotionally. Is getting behind the wheel impaired really worth all of these risks?

Let's make a plan to get home safely, PA.