

PennDOT



Safety Impairment Toolkit

PennDOT Safety — Impairment

Be safe, PA.

Driving impaired doesn't come with a warning sign. Plan ahead before you drive so everyone gets home safely—including you.

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

How can you help?

Share what you can! Help bring awareness to the dangers of impaired driving. Be the reason someone gets home safely.

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**](#)

Social Media

Suggested captions to pair with graphics

You can't always see danger coming. That's why planning ahead matters. Help keep Pennsylvania's roads safe for you and everyone else.

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Storms come with warnings. Fires have alarms. Driving impaired has neither. Plan ahead and drive safely.

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Don't wait until it's too late. Plan ahead and never drive impaired.

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Not every danger announces itself. Driving impaired doesn't. Plan ahead. Choose a sober ride. Help make Pennsylvania's roads safer for everyone.

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Video

You can download native files of the following videos from the download button on page 2. Both vertical and horizontal formats are available for posting to social media as reels or playing on other video display formats.

Not All Dangers Come with a Warning (15 wide 28740)

<https://youtu.be/jqlYzfX6woM>

Not All Dangers Come with a Warning (30 wide 28740)

<https://youtu.be/niedkUPzJ1A>

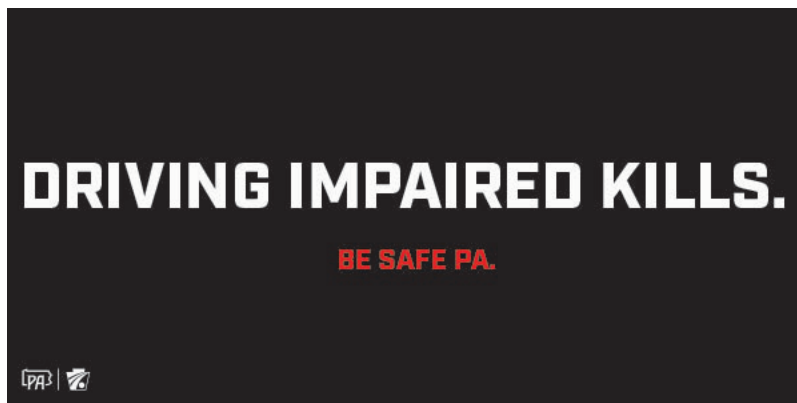
Not All Dangers Come with a Warning (15 shorts 28740)

<https://youtube.com/shorts/sNC2pcDJwBY>

Not All Dangers Come with a Warning (30 shorts 28740)

<https://youtube.com/shorts/65f7UpZNVyY>

Newsletter



Copy:

Some dangers have warnings. Driving impaired doesn't.

There's no alarm before an impaired driving crash. No flashing light. No second chance.

That's why the safest choice happens before you start the car. Plan ahead by designating a sober driver, calling a ride, or staying where you are until it's safe to drive.

Because getting home safely is always worth the plan.

Be Safe, PA.

Poster

Posters are available to print. Hang campaign posters in public spaces to be seen.

