“Get Home Safe”

Designated Driver Program

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| TAKES COMMITMENT |  |
| **Planning Hours:** 3 |
| **Securing Business Partners Hours:** 1 hour each  | **Best Time to Conduct:** Contacting restaurants is best between the hours of 2-4pm, Monday – Friday. |
| The “Get Home Safe” program is designed to develop a designated driver program for the student population. Businesses agree to provide discounts and/or raffle prizes to students who make the “Get Home Safe” promise. Discounts can be obtained by showing student ID at participating establishments. This program allows the community to work together to make sure we all get home safe, every day, every time. Together we get there. Thank you for being traffic safety champions!  |

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| Items Include in Activity Kit |
| * Instructions – Welcome letter
* Letter to local businesses asking them to support the program
* Template for an agreement between the business and the student body
* “Promise” for students to sign or post to social media committing to using a sober driver
* Table tents and posters to distribute to businesses so you can track your progress
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| Steps |
| 1. Invite an advisor (faculty/staff) who supports this idea and is willing to oversee the program.
2. Find a student organization or club willing to develop and take ownership of the program.
3. Hold a planning meeting to determine which businesses you would like to approach. Assign students to go have a conversation with the selected businesses.
4. When a business agrees to participate, adjust the memo of understanding, and have them sign. Deliver the table tents and posters when you have them sign the agreement.
5. Once you have at least three businesses on board, start promoting it to your student body through social media. Ask students to post the promise to always use a sober driver.
6. Promote participating businesses and let the students know where they are eligible to receive the “Get Home Safe” discounts.
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| Track Your Progress |
| * How many students worked on the project?
* How many students / faculty signed the “Get Home Safe” promise?
* How many businesses chose to support your program?
* How many students checked-in and utilized the incentives offered?
* Provide this information to your region’s Target Zero Manager so they can celebrate your success toward this statewide effort!
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| Make it GREAT |
| * Table on campus and have students sign the promise in-person, while promoting the businesses who support your mission.
* Host “Get Home Safe” events with fun, healthy activities and raffle off items donated by establishments to encourage attendance.
* Have competitions between student organizations to see who can collect the most promises.
* Partner with other organizations to co-host campus events.
* Popular restaurants and bars are the obvious choice for this program. Consider getting creative and enlisting help from t-shirt shops, boutiques, pet supplies stores, etc. All businesses appreciate the opportunity to market their products and services, while supporting the student population.
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| Don’t Forget |
| The goal is to strike a community conversation about using a sober driver every time. Currently 78% of Washingtonians don’t drive after drinking. Additionally, 80% of people in Washington take action to stop others from driving impaired. These are positive steps, but our goal is zero fatalities. By creating this program, you are contributing to our state’s goal toward zero. You are the future of our great state, and this program shows your commitment to growing a positive traffic safety culture for generation to come! Thank you for your heroic efforts!  |