

Get Home Safe Instructions

Greetings students and advisors,

Enclosed you will find an activity kit to help your peers and students develop a designated driver program on your campus. We are here to support your efforts to keep our roadways and our communities safe by encouraging those around you to always use a sober driver.

- » Did you know that 78% of Washingtonians don't drive after drinking?
- » Even better, more than 80% of people in Washington take the action to stop others from driving impaired!
- » These are positive statistics, but our target is zero fatalities, and we will get there together!

You can contribute to this safety mission by developing a college program that allows the community to work together and encourage these heroic efforts to continue and proliferate. This program will help ensure we all make it home safe each day.

Here is what you will find inside of this kit:

- 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 driving sober
- Table tents to distribute to businesses so you can track your progress

As you develop this program on your campus, please keep track of how many students worked on the project and how many students and faculty sign the promise. You will also want to track how many businesses choose to participate, what their offers are, and how many students check in or take advantage of the support they provide. These metrics will provide cause for celebration as you show the state and your fellow Washingtonians what can be accomplished when we all work together toward a common goal! Report these figures annually (each semester?) to your region's Target Zero Manager so they can help celebrate your success toward this statewide effort. The first thing you will need to do is find a couple of champions. You need a faculty member or advisor to oversee the program, so the program continues after students graduate. You will also need a student organization, club, or other student body to champion the program. This group of dedicated leaders will be responsible for getting the program started and encouraging others to participate.

Once you have established your group of champions, it's time to start enlisting help from local businesses. Use the letter included in this kit to start talking to popular businesses around your campus to see if they would be willing to participate. Set a goal of three participating businesses before you start encouraging students to sign the promise. When a business agrees to participate in the program, adjust the Memorandum of Understanding (MOU) and have them sign. This is a friendly agreement between your program and the business, outlining what you are both informally agreeing to. Deliver the included table tents to the business when you have them sign the MOU.



With at least three local businesses on board, it's time to start asking students to back the cause and support the businesses. Allow students to promise to use a sober driver by posting to their social media channels, table up on campus and have students sign a paper promise, or host events that include traffic safety education and have the promise signed there. Use these ideas or come up with your own. It's your program, have fun with it!

Internally, you can decide your goals of how many new businesses and how many student promises you plan to gather each month or each semester. Come up with ideas to host events that include raffle items collected from the businesses. Have competitions between student organizations on campus. The opportunities are limitless. The main idea is that you work together to keep your community safe!

If you need assistance along the way, reach out to your regional Toward Zero Manager (TZM). The Washington Transportation Commission is here to help and support you in your contributions toward target zero. We believe in growing a positive traffic safety culture and we commend your efforts to help us establish and solidify social norms that help all Washingtonians make it home safe. Together we get there. Thank you for being a traffic safety champion!

