Who’s Your Driver?

Janet Brooking, DRIVE SMART Virginia
What’s the Problem?

• Virginia males account for about 68% of DUIs in the Commonwealth

• Impaired driving crashes are most prevalent among 18-35 year olds

• Unbuckled fatalities occur at higher rates on rural roads

• Pickup drivers have lower seatbelt use rates
Choose a Sober Driver and Buckle Up

• First year partnership with Richmond Raceway

• Expanded to Martinsville Speedway and several small tracks

• Went digital during COVID
Delivering the Message- Outreach Activities

• Street team engages with fans in the tailgate lots

• Outreach footprint in the fan engagement or midway area

• Collect surveys and safe driver pledges in exchange for small token like koozie or lanyard- sustaining the message

• Prize wheel, donated popcorn machine, impaired driving simulator, photo booth

• Small tracks vs NASCAR tracks
Delivering the Message - Outreach Activities
Delivering the Message - Outreach Activities
Delivering the Message - Signage

- Any opportunity to get the message in front of fans
- Parking lots – light poles, fence signs
- Track billboards, pit wall messaging
- Tram lots, tram tunnel, tram messaging
- Jumbotron- fan engagement videos, PSA’s, program messaging
- Printed programs, tickets, flyers in mailings to season ticket holders
Delivering the Message - Signage NASCAR
Delivering the Message - Signage Small Tracks
Delivering the Message - Digitally

• Whosyourdriver.org – includes safe driving pledge and quiz

• Social media on WYD accounts and track postings on their accounts

• E-newsletters to fans from the raceways

• RacingVirginia.com
Delivering the Message - Digitally

• Podcasts and radio interviews

• Radio race broadcasts

• Online race viewing

• Engaging social media campaigns posted to track accounts
Delivering the Message - Digitally
Results from 24,000 surveys...

Do you always wear your seatbelt?

- 2016: 84%
- 2017: 93%
- 2018: 88%
- 2019: 88%
Results from 24,000 surveys...

Over the past 12 months, how many times have you driven when you’ve had too much to drink?

<table>
<thead>
<tr>
<th>Answer</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>74.2%</td>
<td>86.7%</td>
<td>83%</td>
<td>83%</td>
</tr>
<tr>
<td>Once</td>
<td>6.8%</td>
<td>5.58%</td>
<td>8%</td>
<td>8.5%</td>
</tr>
<tr>
<td>2-5 Times</td>
<td>9.7%</td>
<td>4.63%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>More Than 5 Times</td>
<td>9.2%</td>
<td>3.0%</td>
<td>3%</td>
<td>2.5%</td>
</tr>
</tbody>
</table>
Results from 24,000 surveys

Have you ever been a passenger in a car with an intoxicated driver?

- 2016: 47%
- 2017: 45%
- 2018: 47%
- 2019: 46%
Results from 24,000 surveys...

Have you ever used a taxi or ride-sharing app because you were too drunk to drive?

![Chart showing percentage of respondents who have used a taxi or ride-sharing app because they were too drunk to drive from 2016 to 2019. The percentages are as follows: 52% in 2016, 48% in 2017, 54% in 2018, and 54% in 2019.](drivesmartva.org)
Expanding Beyond Racing

• What’s Your Gameplan
• Washington Football Team
• Virginia Tech Football
• Minor League Baseball
Expanding Beyond Racing
THANK YOU!
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