

# 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



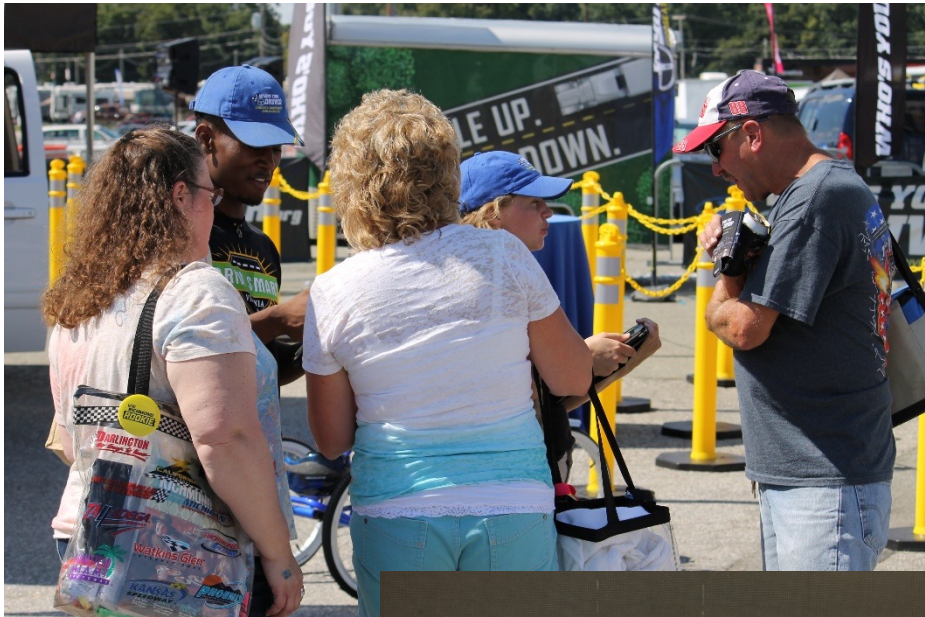


## Delivering the Message- Outreach Activities





# Delivering the Message- Outreach Activities

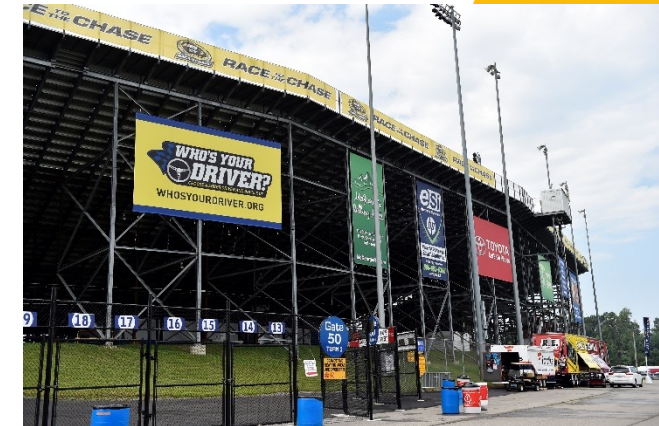
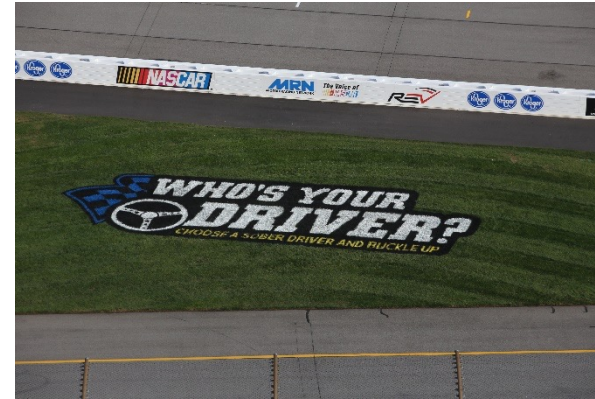




# Delivering the Message- Signage

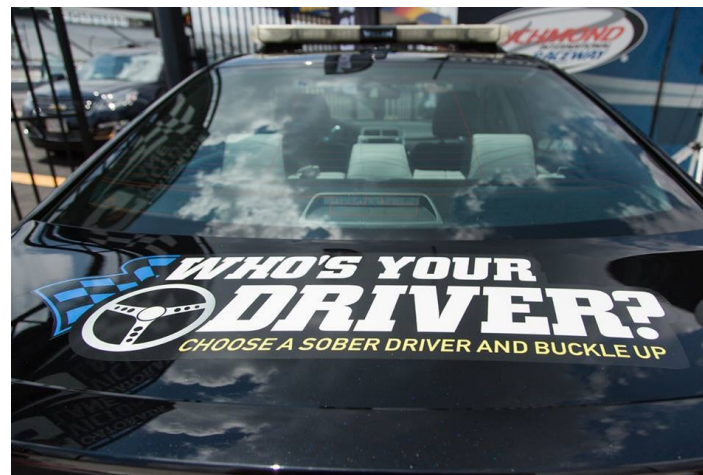


- Any opportunity to get the message in front of fans
- Parking lots – light poles, fence signs
- Track billboards, pit wall messaging
- Tram lots, tram tunnel, tram messaging
- Jumbotron- fan engagement videos, PSA's, program messaging
- Printed programs, tickets, flyers in mailings to season ticket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



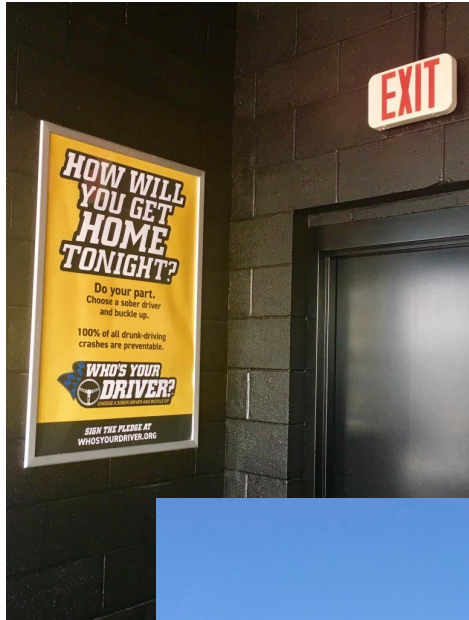


# Delivering the Message- Signage NASCAR





# 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





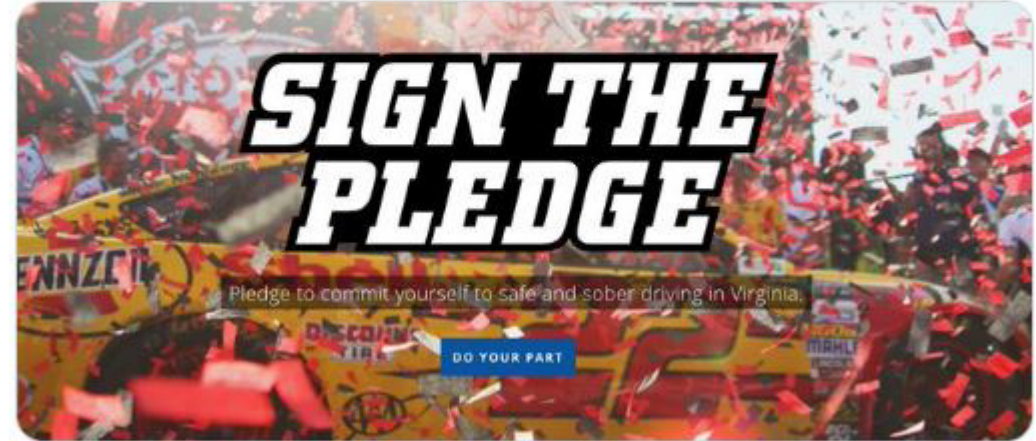
## Delivering the Message- Digitally

- Podcasts and radio interviews
- Radio race broadcasts
- Online race viewing
- Engaging social media campaigns posted to track accounts



WhosYourDriver.org @\_WhosYourDriver · Sep 23

Did you find us this weekend and sign the pledge to commit to safe and sober driving? If not, sign online today and share your commitment to safe driving with your friends. #WhosYourDriver #NASCAR  
[whosyourdriver.org/sign-the-pledg...](https://whosyourdriver.org/sign-the-pledge...)



# Delivering the Message- Digitally



I, (YOUR NAME) , PLEDGE TO LEAD THE WAY BY...

- Taking my role as driver seriously.
- Committing to staying sober when I'm behind the wheel.
- Thinking of the lives of others on the road.
- Asking a friend or family member for a sober drive home OR
- Calling a cab or transportation service provider.
- Learning more about how drunk driving can harm me and others.
- Making sure loved ones know the dangers of drunk driving.
- Buckling up. Every trip. Every time.

Phone Number: \*  I am interested in VIP experiences at:

City \*  Email Address \*

By submitting, you agree to be included on the pledge list (your email address will not be shown) and receive more information on Who's Your Driver and safe driving tips.

[SUBMIT YOUR PLEDGE](#)



We're excited to have our friends from WhosYourDriver.org at the CARS Tour on June 8th! Show your support by signing their safe driving pledge and rid the road of drunk driving. #WhosYourDriver





**Who's your  
driver?**



[whosyourdriver.org](http://whosyourdriver.org)



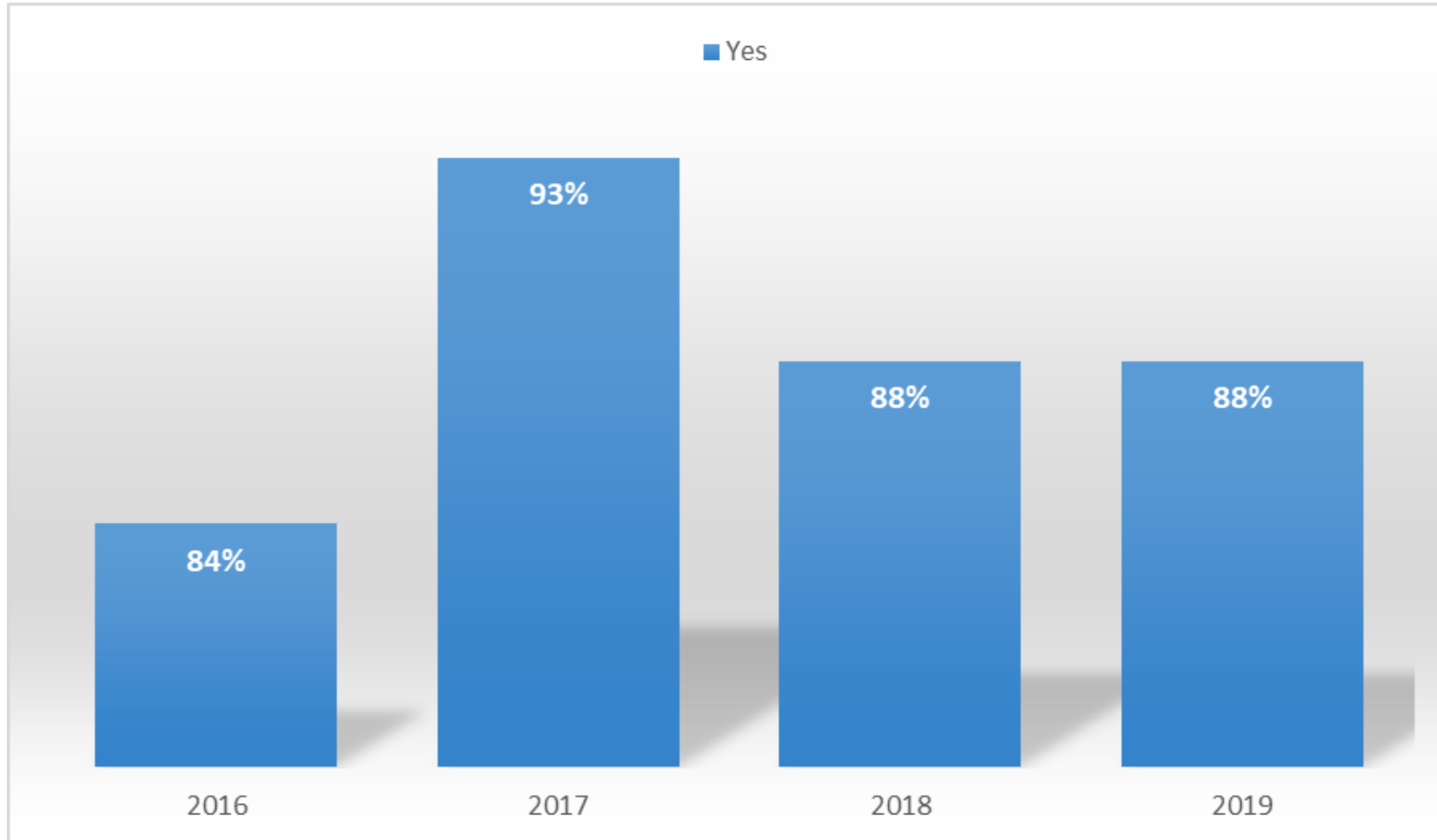






## Results from 24,000 surveys...

Do you always wear your seatbelt?





## Results from 24,000 surveys...

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

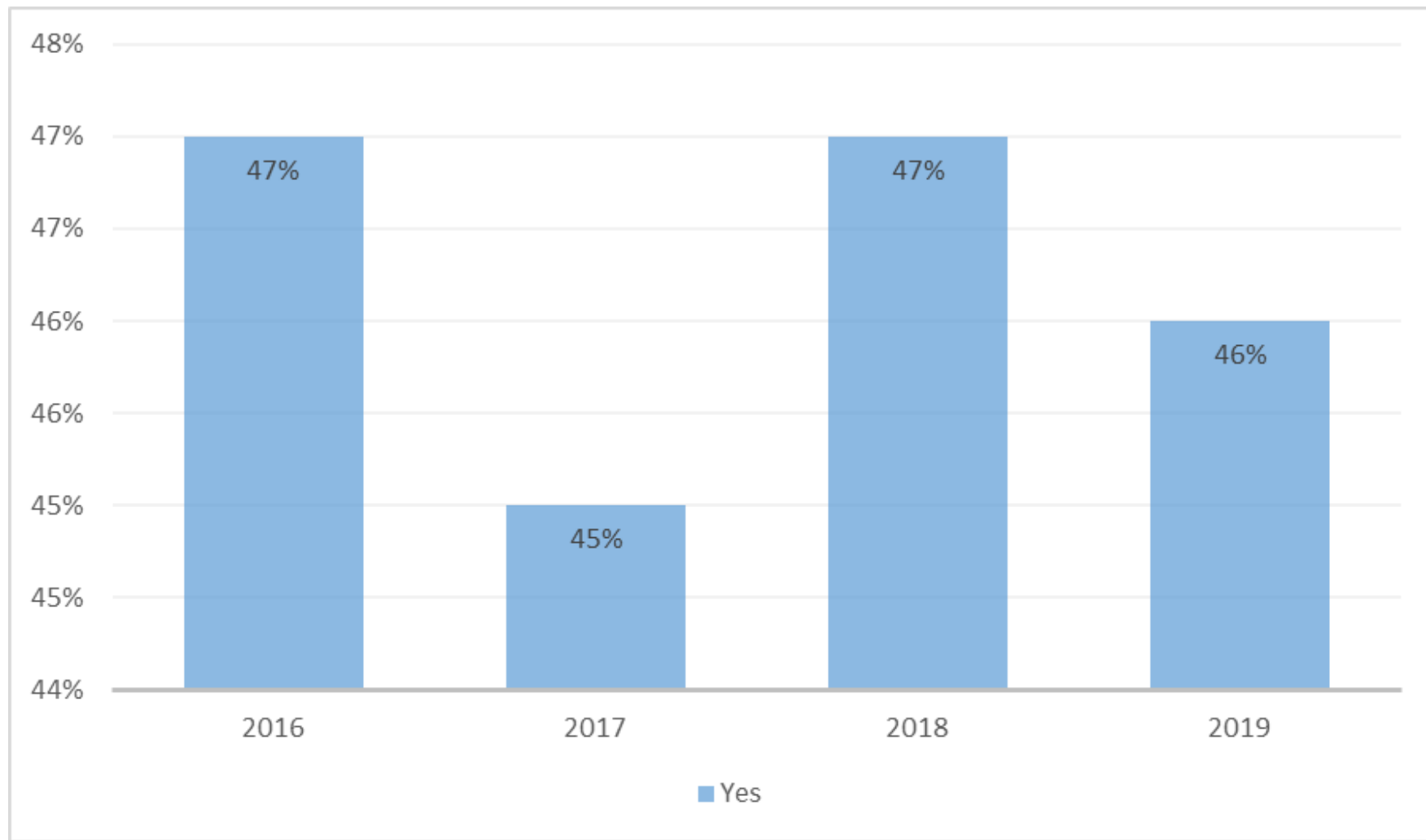
Answer	2016	2017	2018	2019
None	74.2%	86.7%	83%	83%
Once	6.8%	5.58%	8%	8.5%
2-5 Times	9.7%	4.63%	6%	6%
More Than 5 Times	9.2%	3.0%	3%	2.5%





## Results from 24,000 surveys

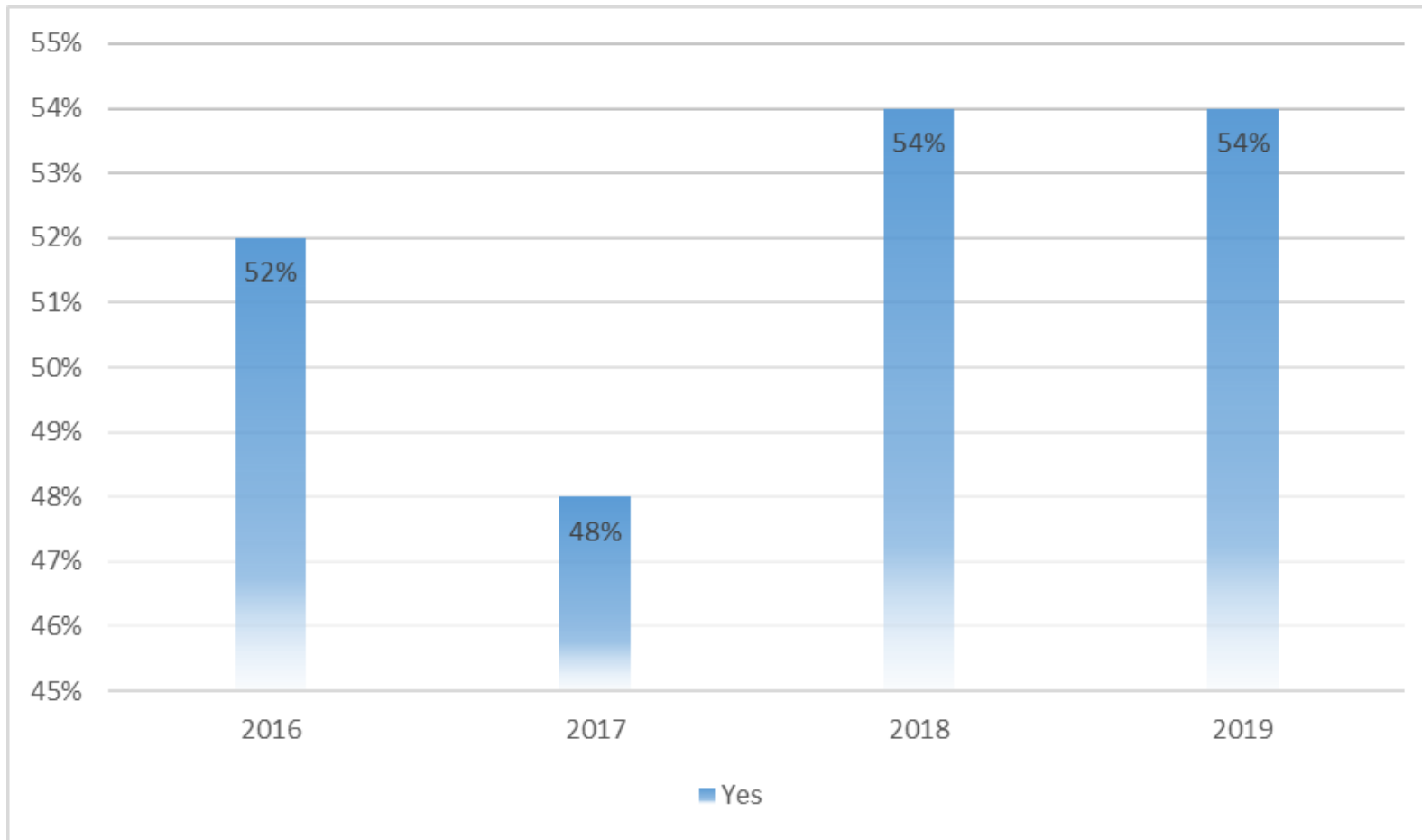
Have you ever been a passenger in a car with an intoxicated driver?





## Results from 24,000 surveys...

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





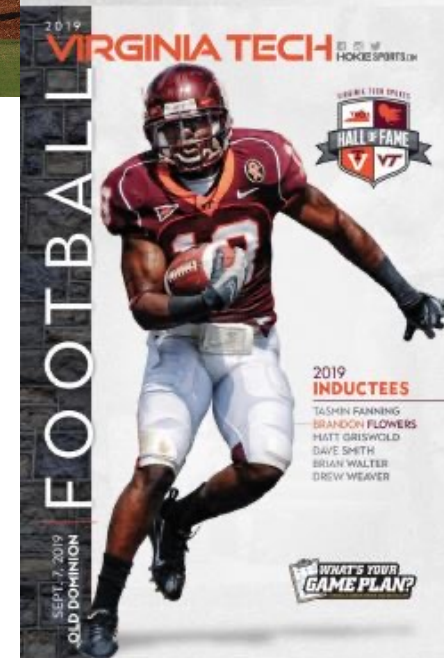
# Expanding Beyond Racing

- What's Your Gameplan
- Washington Football Team
- Virginia Tech Football
- Minor League Baseball





# Expanding Beyond Racing





# THANK YOU!

Janet Brooking, DRIVE SMART Virginia | [drivesmartva.org](https://drivesmartva.org)

