



BACKGROUND

New in 2009, arrive alive DRIVE SOBER® materials and events have been created to include information on the new warn range sanctions. Surveys of the public found that only 51% were aware of existing short-term suspensions for drivers with a BAC from .05 to .08. so special effort is being taken to raise awareness of the increased sanctions.

Printed materials include:

Passports to safety; Warn Range Wallet Cards; Choose Your Ride Posters and postcards; Insurance folders; Boat Sober Postcards; Litterbags; T-Shirts; and tattoos!

These materials are used throughout the summer to promote sober driving including via province-wide points of distribution; through 350+ community groups, police services, public health units and high schools and their respective events; Bus back ads; awareness days at major sporting events, golf tournaments, boating events and an annual TTC Day.

Video and Radio Public Service Announcements (PSAs)

- 2 x Warn Range PSAs; Do The Right Thing, Choose Your Ride and Impaired Boating
- 8 x radio spots have been shared across Ontario

arrive alive DRIVE SOBER® PSAs have been used broadly across Ontario to raise awareness to prevent impaired driving; approximately \$2.5 million is donated by broadcasters each year in support of sober driving.

Special thanks to campaign supporters The Beer Store, the Ministry of Transportation and Smart Serve Ontario; and also to Ontario Provincial Police, Toronto Police Service, Ontario Association of Chiefs of Police, Toronto Emergency Medical Services, Murray Newbigging Funeral Home, Diamond Taxi, Crown Taxi, Abrams Towing, Highland Markham Funeral Home, and RIDECHECKS.