

DMHAS CAMPAIGNS

impaired driving content

AUD / Be In the Know CT / LiveLOUD

December 17, 2024

the situation

There has been increased interest in how drugs other than alcohol may be affecting roadway safety due to several factors, including:

For the first time Americans were more likely to die from accidental opioid overdose than in a car accident.

Connecticut legalized adult-use recreational cannabis on July 1, 2021.

Both opioids and cannabis can affect your motor skills and reaction time, in similar ways to alcohol consumption. The opioid crisis, along with the legalization of cannabis, have prompted more research into what role these drugs may play in impaired driving and fatal car crash incidents.

by the numbers

In 2022, the National Highway Traffic Safety Administration (NHTSA), conducted a study that helped identify alcohol and drug prevalence among seriously or fatally injured road users.

Over half (55.8%) of the injured or killed roadway users tested positive for one or more drugs (including alcohol) on the study's toxicology panel.

The prevalent drug categories among drivers using substances in the study sample were:

- + 25.1% tested positive for cannabinoids (active THC)
- + 23.1% tested positive for alcohol
- + 10.8% tested positive for stimulants
- + 9.3% tested positive for opioids

Overall, **19.9%** of the **drivers** tested positive for **two or more categories of drugs**.

addressing the situation

Recognizing the evolving landscape of substance use, Connecticut is actively investigating the potential role of recreational adult-use cannabis and opioids in impaired driving incidents.

In an effort to reduce impaired driving and address the issue of polysubstance use, the Connecticut Department of Mental Health & Addiction Services (DMHAS) has integrated impaired driving topics into its broader public education campaigns::

- + Alcohol Use Disorder (AUD) – CTStronger
- + Cannabis – Be In the Know CT
- + Opioids – LiveLOUD

Additionally, both DMHAS and the Connecticut Department of Transportation (DOT) have developed data and reporting systems, helping in the planning, coordination, and implementation of effective programs.

DMHAS CTSTRONGER / AUD

alcohol use disorder

AUD insights

9.8 million young adults ages 18 to 25 reported binge drinking in the past month.

2.7 million (28.7%) of these people were full-time college students.

Nearly **one-third** of Americans' alcohol consumption puts them at risk for alcohol dependence.

An average of **1,426 annual deaths in Connecticut** are attributable to excessive alcohol use.

55.2% of excessive alcohol use deaths in CT are from chronic causes, such as Alcohol Use Disorder.

18.7% of Connecticut adults over 18 binge drink at **least once per month**.

The median number of drinks per binge is **5.2**.

Connecticut averages **one death** from excessive alcohol use for every **2,529** people aged 18 and older or **4.97 deaths** for every **10,000 adults**.

AUD CAMPAIGN

- Alcohol Use increased by 54% during the pandemic:
 - greater accessibility of alcohol
 - lockdowns created and intensified stress and anxiety
 - widespread social isolation
 - job loss
 - evictions
- DMHAS partnered with odonnell company on campaign development
- Use of web analytics to track topics of interest
- Searches increased on topics related to women's drinking

Women. Pregnancy & Safety

Created content to address:

- Pregnancy/Breastfeeding risks and information on alcohol's other health and safety risks.
- Incidents of intimate partner violence, with upwards of two-thirds of IPV perpetrators having consumed alcohol at the time of the incident.
- Sexual Assault on college campuses. (50% of sexual assaults involve alcohol consumption).

Facebook & Instagram



Headline: More women are drinking more

Body: And alcohol can be more harmful to women's bodies. Learn more to protect your health.

Drive to link:

<https://ctstronger.org/alcohol-use-disorder/how-alcohol-affects-women/>

instagram & facebook

Traffic Ads

Goal: Increase awareness and link clicks to various ctstronger.org/aud web pages.

Placement: Appears in your search, feed, and stories. Does not appear on your timeline.

Live dates: 08/10/23 - 01/19/24



2.21M
impressions

127.7K
engagements

108K+
clicks

CTSTRONGER

facebook

Promoted Posts

Goal: Increase awareness and generate engagements (like, shares, comments).

Placement: Appears on feed/timeline.

Live dates: 08/09/23 - 01/30/24



2.49M
impressions

1.23M
reach

915K
engagements

snapchat

Geofencing

Goal: Build awareness and generate full video views with a CTA // link clicks

Placement: Targeting people attending and near specific locations, events and festivals

Live dates: 06/30/23 - 01/01/24

CTSTRONGER



CTSTRONGER / AUD

website

In 2024, ODG created new “Health & Safety” content pages on CTStronger.org, home of the Alcohol Use Disorder (AUD) online content. This new section includes a “Personal Safety” page that addresses how alcohol, on its own or combined with other substances, can impair judgment and decision making, which can lead to accidents and injuries.

The impaired driving website content reminds Connecticut residents that it is not safe to drink and operate any type of vehicle. We address how alcohol impairs thinking, judgment, reaction times and coordination. We remind state residents that it is illegal to drive under the influence of alcohol and other substances, such as cannabis. This content links to the CT Department of Transportation’s impaired driving online content.

impaired driving messages

3 key impaired driving campaign messages



media placements

- + **Social Media**
 - Facebook
 - Instagram
 - TikTok
- + **Out-of-Home (OOH)**
 - Digital Billboards - in 4 geographies (Hartford, Waterbury, New Haven, Bridgeport)
- + **Digital Ads**
 - Geofencing around locations - bars & nightclubs, casinos, wineries, etc.
 - Geotargeting during key holidays & celebrations involving heavy alcohol consumption
 - 4th of July, Labor Day, holidays
- + **Dating Apps**
- + **Audio**
 - Broadcast Radio
 - Streaming Audio
 - Gas Station Audio

social media - square size



English Copy: Drinking alcohol changes the way a person thinks, affects judgment, slows reaction, and interferes with coordination. Protect yourself and others—don't drink and drive. Learn more. CTStronger.org



Spanish Copy: Beber alcohol cambia la forma en que una persona piensa, decide, reacciona y coordina. Protégete a ti y a otros. No bebas y conduzcas. Aprende más. CTStronger.org

social media - square size



English Copy: It's not safe to drink and drive any vehicle—cars, trucks, ATVs, or boats. Drinking alcohol changes the way a person thinks, affects judgment, slows reaction, and interferes with coordination. Learn more. CTStronger.org



Spanish Copy: No es seguro beber y conducir vehículos, ni carros, camiones, ATV's o botes. Beber alcohol cambia la forma en que una persona piensa, decide, reacciona y coordina. Aprende más. CTStronger.org

social media - square size



English Copy: Driving under the influence of alcohol, cannabis or other drugs isn't safe. It's also illegal. Protect yourself and others. Never drive under the influence.
CTStronger.org



Spanish Copy: Conducir bajo la influencia del alcohol, marihuana u otras drogas, no es seguro. También es ilegal. Protégete a ti y a otros. Nunca conduzcas bajo la influencia de alcohol o drogas. CTStronger.org

social media - story size

PLAY IT SAFE

Driving under the influence of substances isn't safe. It's also illegal. Protect yourself and others.
Never drive under the influence.

CTSTRONGER dmhas

PROTECT YOURSELF & OTHERS

It's not safe to drink and drive any vehicle. Cars, trucks, ATVs, or boats.
Learn more.

CTSTRONGER dmhas

dmhas

ANY AMOUNT OF ALCOHOL CAN AFFECT THE WAY YOU DRIVE

Drinking alcohol changes the way you think, affects judgment and slows reaction time.
Don't drink and drive.

CTSTRONGER

digital billboards



English & Spanish

digital ads & dating apps



Size: 480x720



Size: 320x50



Size: 1200x627



Size: 300x250

Media placements includes: Geofencing Display Ads, Audience-Based Display Ads, & LGBTQIA+ Dating Apps

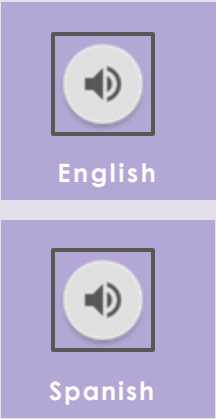
BROADCAST / STREAMING / GAS STATION

audio

Impaired Driving



Streaming Banner

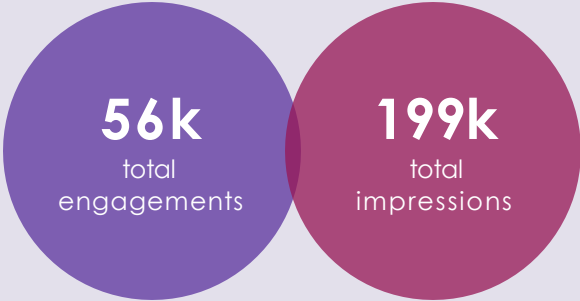


Audio

Any amount of alcohol—even just one drink—can affect your driving. Alcohol delays reaction time, blurs vision, and can even change how you judge speed. That's not safe when you're operating any type of vehicle. Every year in Connecticut, thousands of people are injured or die in impaired driving crashes. Protect yourself and others. Don't drink and drive. Visit C-T Stronger Dot Org for help to cut back or quit drinking. That's C-T Stronger Dot Org.

TIMING: 08/27/24 - 09/08/24

facebook promoted posts

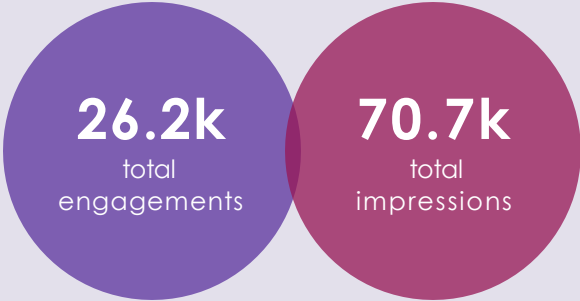


Labor Day weekend

- Reached over 58.8k viewers
- English outperformed Spanish

TIMING: 08/26/24 - 09/08/24

instagram promoted posts



Labor Day weekend

- Reached over 36.9k viewers
- Spanish outperformed English posts by 2x

DMHAS / BE IN THE KNOW

cannabis
awareness
campaign

BE IN THE KNOW

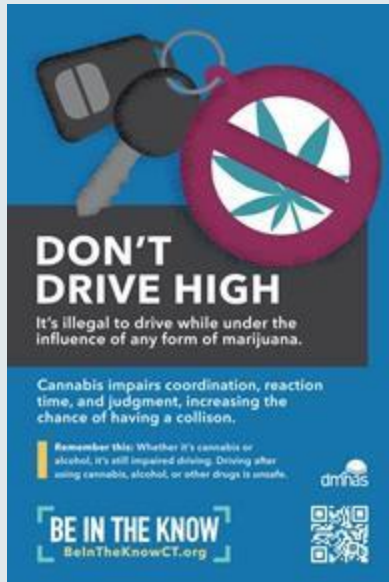
website

Driving under the influence of cannabis has been called out as being against the law in Connecticut, since the launch of the Be In The Know CT cannabis awareness campaign in November 2022.

For the current phase of the campaign, a new "Health & Safety" page will contain information on how cannabis can impact motor skills and reaction time, with a strong reminder that you should never use marijuana products and operate any motor vehicle, including cars, motorcycles, trucks, ATVs, and boats.

impaired driving messages

key impaired driving campaign messages





A campaign poster with a blue background. At the top, a set of car keys is shown with a red prohibition sign over a green cannabis leaf. The text is as follows:

DON'T DRIVE HIGH
It's illegal to drive while under the influence of any form of marijuana.

Cannabis impairs coordination, reaction time, and judgment, increasing the chance of having a collision.

Remember this: Whether it's cannabis or alcohol, it's still impaired driving. Driving after using cannabis, alcohol, or other drugs is unsafe.

BE IN THE KNOW
BeInTheKnowCT.org



A campaign poster with a blue background. At the top, a set of car keys is shown with a red prohibition sign over a green cannabis leaf. The text is as follows:

BE IN THE KNOW
Driving under the influence of cannabis is illegal. Be in the know.

BeInTheKnowCT.org

BE IN THE KNOW

media placements

- + Social Media
 - o Facebook
 - o Instagram
- + OOH
 - o Billboards
 - o Bus Exteriors
- + Digital Ads
 - o Geofencing around locations - bars & nightclubs, college campuses
 - o Geotargeting during key holidays & celebrations - 4th of July, Labor Day, holidays
- + Dating Apps
- + Audio
 - o Broadcast Radio
 - o Streaming
- + Place-based Media
 - o Posters
 - o Vinyl Clings
- + Outreach Materials
 - o Fact Sheets
 - o Posters

social media



English Copy: Driving under the influence of cannabis is illegal. Be in the know. Cannabis use is unsafe if you are behind the wheel. BeInTheKnowCT.org.



Spanish Copy: Conducir bajo la influencia de cannabis es ilegal. Infórmate. El uso de cannabis es peligroso si estás detrás del volante. BeInTheKnowCT.org



TIMING: 05/06/24 - 06/02/24

digital billboards

Numbers include English & Spanish

2.7m
impressions

5 units in 4 areas

- + Bridgeport
- + Hartford
- + New Haven
- + Waterbury

Rotating in English & Spanish



static billboard

5.9m

total
impressions

Bridgeport

Location:

I-95 North near exit 27

English language



TIMING: 04/15/24 - 06/16/24

bus exteriors

Numbers include English & Spanish

2.3m
impressions

5 geographies

- Hartford
- New Haven
- Stamford
- Bridgeport
- Waterbury



bridgeport, hartford, waterbury



digital ads & dating apps



Size: 480x720



Size: 320x50



Size: 1200x627



Size: 300x250

4.3m
impressions

TIMING: 02/05/24 - 06/30/24

:30 audio spots

2.8m
gas station audio
impressions

135+ locations
40 geographies



English



Spanish

Audio

Impaired Driving



Streaming Banner

TIMING: 05/20/24-08/04/24

place-based media

Numbers include English & Spanish

101

total
locations

100+ locations

56 geographies



**DON'T
DRIVE HIGH**

It's illegal to drive while under the influence of any form of marijuana.

Cannabis impairs coordination, reaction time, and judgment, increasing the chance of having a collision.

Remember this: Whether it's cannabis or alcohol, it's still impaired driving. Driving after using cannabis, alcohol, or other drugs is unsafe.

BE IN THE KNOW
BeInTheKnowCT.org

The poster features a blue background with a dark grey horizontal band. At the top, there is an illustration of a set of keys with a red prohibition sign over a green cannabis leaf. The text is white and black, providing a clear warning against driving under the influence of marijuana. A QR code and the dmhas logo are located in the bottom right corner.

TIMING: 05/20/24-07/14/24

coffee shops & hair salons



The Coffee Trade
Avon



Barbie's Hair Salon
East Hartford



Sokhna & Khady Coiffure & Braiding
West Haven

TIMING: 06/10/24-08/04/24

bars & restaurants



Zaza Gastrobar
Stamford



Hard Hat Cafe
Wallingford



Legends Sports Bar & Grill
Bristol

TIMING: 07/01/24 - 07/09/24

facebook promoted posts

64.2k
total
engagements

175k
total
impressions

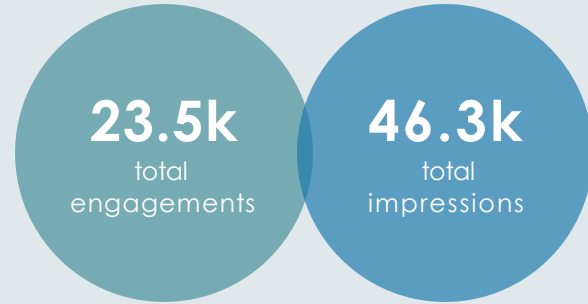


July 4th weekend

- Reached over 80.1k viewers
- English outperformed Spanish

TIMING: 07/01/24 - 07/09/24

instagram promoted posts



July 4th weekend

- Reached over 31k viewers
- English & Spanish results were on par

DMHAS / LiveLOUD

life with opioid use disorder

LiveLOUD

website

For the current phase of the LiveLOUD campaign, the “Stay Safe” content page on LiveLOUD.org has been updated to remind people that opioid use can cause dizziness, drowsiness, and sedation, which can harmfully impair their ability to drive.

New “Harm Reduction” intro calls out the importance of understanding the effects that opioids or other substances can have on driving any type of motor vehicle.

New dedicated social media messaging in both English and Spanish highlights the potentially fatal risks of combining opioids and driving.

social media



English Copy: Driving under the influence of opioids is not safe—for you or others. Never drive after taking opioids, alcohol, cannabis or any combination of substances.

LiveLOUD.org/stay-safe/

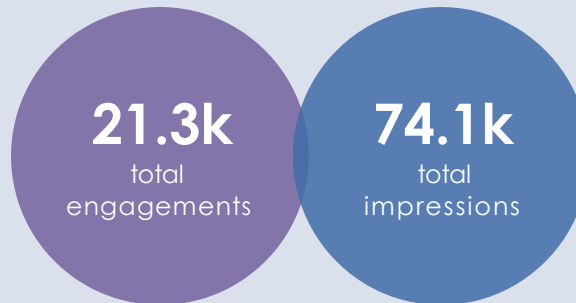


Spanish Copy: Conducir bajo la influencia de opioides no es seguro, ni para ti, ni para otros. Nunca conduzcas después de consumir opioides, alcohol, marihuana o cualquier combinación de sustancias.

LiveLOUD.org/stay-safe

TIMING: 09/03/24 - 09/06/24

facebook promoted posts

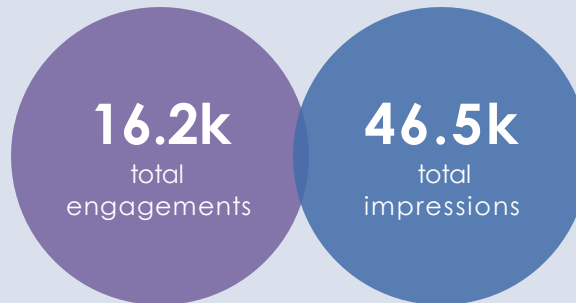


Labor Day weekend

- Reached over 37.7k viewers
- Spanish posts saw slightly more engagement

TIMING: 09/03/24 - 09/06/24

instagram promoted posts



Labor Day weekend

- Reached over 34.3k viewers



DMHAS CAMPAIGNS

thank you!

odonnell
COMPANY