



DRIVESOBER. DRINKSMART.

eToolkit for Campus Partners

Impaired Driving Awareness Campaign March 2022

This campaign has been developed for Ontario Post-Secondary student leaders and community campus partners to promote *DriveSober. DrinkSmart.* an impaired driving awareness campaign which runs from March 1-25, 2022.

DrinkSmart has developed creative assets, augmented reality (AR) experiences, and a digital game with a contest for a chance to win \$1,000!

DrinkSmart has also created community programming supports, tabling games, trivia, print materials, and suggested social posts that can be used as part of your student outreach and engagement. Your support with this campaign will help save lives.

ACCESS THE eTOOLKIT HERE:

drivesober.ca/tools



Campaign Overview

The *DriveSober. DrinkSmart.* campaign aims to go past “just talking about it” and share the importance of always planning for a safe ride. We want to save lives and reduce the risk among young adults across Ontario.

By utilizing augmented reality (AR), students can bring a real human storyteller into their own space, wherever they are. By sharing their stories, tips, and a different perspective, we hope to reinforce the importance of always planning a safe ride.

Students can play a fun memory match card game online. They will play, learn, and enter for a chance to win \$1,000!

March is a time for hanging out, watching sports games, hosting parties, and St. Patrick's Day celebrations. This year has been difficult, and we know many students are feeling stressed, which can lead to an increase in alcohol consumption.

The *DriveSober. DrinkSmart.* campaign is part of a larger peer-to-peer effort that encourages young adults to make responsible choices when it comes to consuming alcohol and reducing binge drinking.

Campaign Dates: March 1- 25, 2022

Website: drivesober.ca

Tagline: *DriveSober. DrinkSmart.*

Hashtag: #drivesober

Call-to-Action: Play, Learn & Win

#DriveSober – Ontario-wide Impaired Driving *DriveSober. DrinkSmart* Campaign. March 1- 25, 2022



Augmented Reality (AR) Experience

Below are the instructions for how to access the AR experiences. You will need to download the ARitize App on your smartphone to view the human holograms. The app is free and once you download it you can easily scan the QR codes or enter the text codes.

DOWNLOADING THE APP:

1. Go to drivesober.ca
2. Download the ARitize App on Google Play or on the App Store. We have provided links on the campaign website, or you can find more detailed instructions here: drivesober.ca/download
3. Scan the QR codes or open the app & enter the text codes



Meet Kerry, enter code: [DRINKSMART.POLICE](#)



Meet Danielle, enter code: [DRINKSMART.PARAMEDIC](#)



Meet Rena, enter code: [DRINKSMART.BARTENDER](#)

#DriveSober – Ontario-wide Impaired Driving *DriveSober. DrinkSmart* Campaign. March 1- 25, 2022



Memory Match – Chance to win \$1,000

Play by entering the contest and matching 6 road-safety related images. Good luck! Share this contest and encourage your community to engage with the AR experiences, play some trivia, and have a chance to win!

Contest Dates: March 1 – 25, 2022.

(Full contest rules are available on the contest website)

Our Community Partners

Creating an educational and interactive experience to driving sober can help place a young adult on a path of informed decision making. We have provided external resources, key facts, and additional supports on drivesober.ca.

We would like to thank all the students and community members who participated in the peer-review process for this campaign. Their comments and feedback help make campaigns like this a success for the entire community. If you have any questions, you can talk to us: info@drinksmart.ca

Our Outcomes: Motivating behavioural change. We hope this campaign can support our campus partners and student leaders by opening **student-led conversations**.

Not being on campus has sparked a NEW way of sharing information.

Think + Inspire + Change



Suggested Programming

1. **Partner with other student services** (athletics, safe walk, food & beverage, clubs, campus security, residences....)
2. **Reach out to off-campus partners** (local venues, transit bus shelters, radio stations, newspapers, sorority, or fraternity houses...)
3. **Talk about it.** Use the content on the website or human hologram stories & ask your community questions.
4. **Play a game.** Promote the \$1,000 contest!
5. **Pop-Up.** Set up a table or event. Do you have impaired vision glasses? Have students wear them as they play the memory match game. Use the extra printed resources and trivia gameboard provided by DrinkSmart to award prizes and ask students to go online to learn more & play to win.
6. **Get Social & SHARE.** Your student community is more likely to trust someone they know around campus. If you have a local celebrity (sports team mascot) this can be invaluable to helping you build awareness and encourage student engagement. Share a link to the campaign website: drivesober.ca and use the campaign hashtag!

CAMPAIGN HASHTAG:
CAMPAIGN WEBSITE:

#DriveSober
drivesober.ca

**Does your campus need more printed
resources, a boardgame or prizing?**
info@drinksmart.ca

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