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OTS unveils new statewide 'Go Safely' Campaign *Encourages planning ahead to avoid a DUI*

SACRAMENTO, Calif. – The California Office of Traffic Safety (OTS) has launched “Go Safely, California,” a statewide public awareness campaign aimed at reminding Californians that they have a lot of options to get home safely, especially if impaired. Driving while impaired by alcohol and/or drugs is dangerous and illegal, causing thousands of deaths each year. “Go Safely, California” educates the public on alternatives to driving under the influence, such as calling a sober friend, scheduling a ride service, or taking a cab.

“Impaired driving remains a serious public health issue,” said Rhonda Craft, Office of Traffic Safety Director. “We must continue to educate the public about the dangers of driving drunk or under the influence of drugs, and the consequences for those who choose to break the law and drive impaired. We created ‘Go Safely, California’ to reduce deaths on our roadways by educating and encouraging drivers to make safer choices when they’re on the go. We’re hoping all of California will join us in this effort. Let’s look out for one another.”

“Driving while impaired is an irresponsible choice that puts everyone at risk. It’s time to stop this behavior,” said CHP Valley Division Assistant Chief Steve Dowling. “Our goal is, and always will be, to save lives in California. “Efforts like the ‘Go Safely, California’ campaign is one more step in achieving that goal.”

As part of the “Go Safely, California” campaign, four new PSAs will be released highlighting traffic safety issues, beginning with DUI in December for Impaired Driving Prevention Month. The spots will run on TV and digital outlets throughout the year starting with the DUI and “Go Safely” spots this month, distracted driving next spring and pedestrian and bicycle safety next fall. Campaign messaging geared to DUI efforts will consist of slogans such as “Choose a Sober Way to Get There” and “Use Your Phone, Get a Sober Ride Home” to deter drivers from driving impaired, especially leading up to and after the holiday season. A new website, www.gosafelyca.org, will serve as an educational resource for the general public and traffic safety partners.

For more information on “Go Safely, California” or to view the campaign PSAs, visit www.gosafelyca.org.

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