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OTS and Caltrans launch new

 ‘Don’t Let Drunk/High Drive’ education campaign; encourage Californians to ‘Go Safely’

**Elk Grove, Calif. –** The California Office of Traffic Safety (OTS) in partnership with the California Department of Transportation (Caltrans) and traffic safety partners, today released a new video public service announcement (PSA) to address the serious issue of impaired driving and encourage people to make good choices over the holidays and throughout the year. The PSA is part of the new “Don’t Let Drunk/High Drive” campaign to raise awareness about the dangers of impaired driving and educate people on safe ways to get home that do not involve getting behind the wheel.

“We are excited to introduce this new campaign to remind Californians that driving impaired – whether by alcohol, cannabis, prescription drugs or over-the-counter medications – is dangerous but preventable through simple actions,” said OTS Director Barbara Rooney. “There are many options to get home safely, including calling a sober driver, a rideshare service or by taking public transportation. We ask that everyone choose a sober way to go this holiday season.”

Starting Dec. 16 through Jan. 2, 2022, the campaign will feature a series of safety messages statewide on broadcast television, digital platforms including social media and streaming services, and digital billboards. In addition, PSAs will run on radio and in select convenience stores, bars, and restaurants.

“Driving while impaired by any substance, legal or illegal, puts you, your loved ones and others in harm’s way,” Caltrans Director Toks Omishakin. “When celebrating this holiday season, please celebrate responsibly. Working together, we can help keep everyone safe on our roadways.”

As part of the safety campaign, the OTS and Caltrans have also launched a new Go Safely pledge at [www.gosafelyca.org](http://www.gosafelyca.org) asking people to be safe responsible and always designate a sober driver. People who sign the pledge through Dec. 31 will be entered to win several prizes provided courtesy of iHeartMedia.

To view the new campaign PSA, visit <https://www.youtube.com/user/CaliforniaOTS> To learn about other helpful ways to stay safe on the go, visit [www.gosafelyca.org](http://www.gosafelyca.org)

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