

Project Name: Impaired Driving Sticker Shock

Origination Agency & Date: Unknown. KCTEST borrowed this idea and has run it almost every year since at least 2011

Timeline: Low time involvement / high cost

- 1) Create an approved design or use OTS graphic
- 2) Print as many as needed
- 3) Distribute to liquor establishments before high traffic holidays such as Labor Day and Christmas. Explain to the liquor store staff that your coalition would like the stickers put on their paper bags or cases of alcohol at the time of purchase.

Reason for Project: We're not against alcohol – we're against impaired driving. Awareness to get people thinking of a sober ride home before they party.

Who was on the team? All E's included in brainstorming sticker designs.

Lessons Learned: Take a uniform with you. Include time to chat with the liquor store employees while you're there. Tell staff not to place the stickers on cases of alcohol on display. Distributors don't like that. Cases need to be point of purchase, but they can put stickers on paper bags in advance. Give them enough to last through a significant amount of customers. If possible, give them supporting signage if they are allowed to post it.



How did you incorporate the 5 E's? Law Enforcement – especially your chief or sheriff – or an officer that is well known in the community is pivotal in gaining participation from establishments. I delivered the stickers alone the first year with not much participation success. I took the sheriff with me the next year and, suddenly, everyone thought it was a great idea. The sheriff also said it was a great reason to get out of the office and connect with the community for a day.

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