

Recommended Activities and Event Ideas to Support Drowsy Driving Prevention Week™

Organizing a drowsy driving prevention activity or event is a worthwhile and valuable opportunity for you to educate your school, college campus, or community about the importance of sleep and the tragic consequences of drowsy driving and fall-asleep crashes. Your overall plan should include a description of your event, its goals, your target audience, the materials and volunteer help that you'll need to make it a success. Below you will find a variety of suggested activities and event ideas that you can organize for Drowsy Driving Prevention Week to raise awareness and prevent drowsy driving.

- Arrange for a sleep expert to visit your school, company or other organization to talk about healthy sleep and the dangers of drowsy driving. For information about sleep centers in your community, visit www.sleepfoundation.org/sleepcenters.
- Use one of the many clips that have victims and advocates sharing their personal stories in the National Road Safety Foundation's films, *Almost Home* and *Recognizing the Drowsy Driver*, along with NSF's The Dangers of Drowsy Driving PowerPoint Presentation, all provided in the DDPW toolkit. After the video or presentation, hold an interactive discussion about drowsy driving and its prevention. You can find the NRSF videos at <http://www.nationalroadsafety.org/freetraffic/films.html>. NSF also has educational videos that you can obtain at www.sleepfoundation.org/sleepshop.
- Set up an information booth at a health fair, shopping mall, community center, college campus, highway rest stop, or local store and offer collateral materials, quizzes and other educational materials on drowsy driving.
- Reach out to local college or high school student health groups, and provide them with educational materials (fact sheets, posters, articles, etc) to incorporate into their health and wellness activities. The National Organizations for Youth Safety (NOYS) is a good resource for this. Visit www.noys.org.
- Provide drowsy driving education tools to local companies' human resource or wellness offices. Offer to arrange for a sleep expert from a local sleep center to host a presentation on healthy sleep and drowsy driving prevention.
- Conduct a contest to select the best sleep-friendly workplace in your community. Announce the winner in a public forum, and have them present their policies and programs to encourage healthy sleep practices to others. Presentations may include slide shows, videos, power point presentations, or other media.
- Encourage public officials and policymakers to participate in your drowsy driving prevention efforts. Ask them to contribute to your projects, write an op-ed for the local newspaper, or ask them to issue a proclamation declaring November 10 – November 16, 2008 Drowsy Driving Prevention Week.
- Contact your local DMV office and solicit their support in placing posters, brochures and other collateral in waiting areas.
- Work with local colleges/universities to place posters, brochures and other collateral in dorms, wellness centers and student unions.
- Ask local vendors, automobile dealers and health clubs to spread the word about safe driving practices by displaying drowsy driving posters and other collateral materials.
- Promote your activities to the local print and broadcast media by drafting a press release and distributing it to the media. You can use the press materials provided in the DDPW toolkit.
- Ask to link to a partnering organization's Web site.
- Create your own Web site or blog to promote your campaign. You can share your information on www.drowsydriving.org.

- Coordinate a run or walk for Drowsy Driving Prevention Week.
- Design clever, funny or impactful t-shirts, and distribute them to school or community groups.
- Contact other community groups with similar interests to add information on drowsy driving prevention to appropriate activities within the organization.
- Ask your local high school to sponsor a PJ day, allowing students to wear appropriate PJs to school for healthy sleep awareness. Provide posters and handouts for teachers to distribute.
- Organize a “mock” car crash demonstration to simulate the (possible) arrest, rescue and medical transport of the injured students and the deaths of others (This demonstration requires help from school administrators and a local hospital and fire and police departments. For more information on this type of activity, visit www.sadd.org/campaign/mockcrash.htm.)