



March 25, 2025

TxDOT's "Drive Sober. No Regrets." Statewide Impaired Driving Campaign

Texas Impaired Driving Forum Presentation

March 5, 2025

Agenda

- Campaign Overview
- Research
- Creative Development and Samples
- Earned Media, Outreach, and Partnerships
- Digital Campaign Toolkit for Partners

CAMPAIGN OVERVIEW

About the Campaign: Drive Sober. No Regrets.

TxDOT's *Drive Sober. No Regrets.* statewide impaired driving prevention campaign aims to save lives and reduce DUI-related crashes.

The campaign shares personal stories from real offenders and survivors of drunk driving showing the real consequences of drinking and driving.

We emphasize always finding a sober ride and the many options available.

CTA: Always find a sober ride.

SoberRides.org

TransporteSobrio.org



Six concentrated flights + year-round coverage

Campaign	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<i>ENFORCEMENT PERIODS</i>			■		■	■		■				■
College/Spring Break		■	■									
Spring & Early Summer Holidays				■	■	■						
Faces of Drunk Driving						■	■					
Labor Day								■	■			
Football	■	■								■	■	
Holiday												■

The campaign changes to match key timeframes when impaired driving messages are most critical.

Campaign tactics: 360° approach

Strategy	Tactic	Tactic	Tactic	Tactic	Tactic	Tactic
Out-of-Home (OOH)	• Bulletins	• Bars to Cars	• Convenience Stores	• College Partnerships	• AMI Jukebox Hero	• Hispanic Cinema Network
Digital	• Digital Radio	• YouTube	• Mobile Video	• Dating apps	• OTT/CTV	• Social Media
Broadcast	• TAB TV	• TAB Radio				
Public Relations	• Media pitching	• Press release • Talking points • Media advisory	• Soundbites • B-roll	• Press events	• Outreach events	• Stakeholder Coordination
Influencers	• Content creation	• Organic post	• Paid boost			
Studies	• Online surveys (Eng & Span)					
Website/Online	• SoberRides.org	• TxDOT Driver pages	• YouTube			
Partnerships	• Print collateral	• Digital Toolkit	• TSS/PIO trainings			

Strategies are designed to meet the target audience where they are most likely to consume and retain messages.

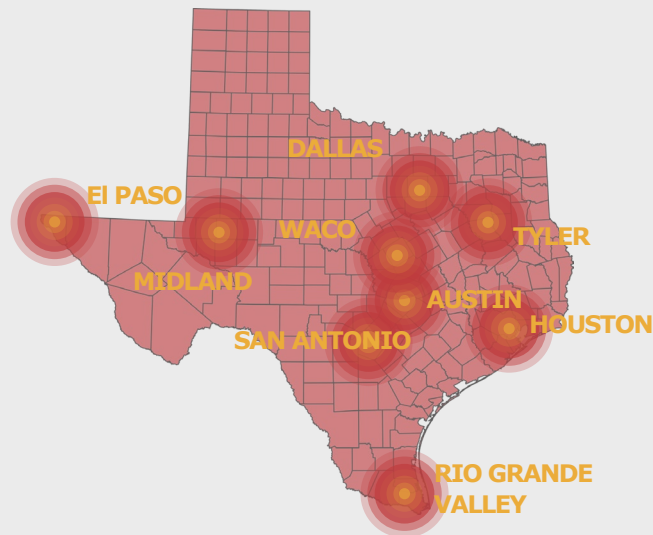
Target audience

Demos

- Men, age 18-44
- *Secondary:* Texas drivers, adults 18+

Markets

- Statewide, with emphasis on DFW, AUS, SA, HOU, RGV, ELP, WAC, MID, TYL, WAC, MID, TYL
- *Secondary:* rural districts



Key message: Drunk driving is 100% preventable.

Always find a sober ride.

PLAN
AHEAD.



TAKE TURNS AS A
DESIGNATED DRIVER.



CALL A
RIDESHARE.



CALL A SOBER
FRIEND FOR A RIDE.

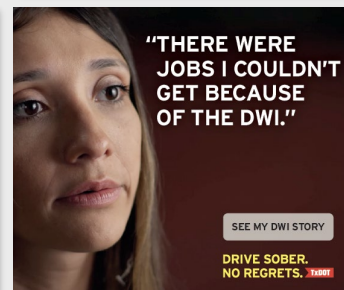


STAY PUT UNTIL
YOU'RE SOBER.



Key message: Drunk driving isn't worth it.

- Death or injury
- Emotional trauma
- A DWI can cost:
 - up to \$17,000 in fines and fees
 - jail time
 - loss of a driver's license
 - paying child support if you kill a parent
 - community service
 - court appearances and court-ordered classes
 - probation may include regular alcohol tests or a car breathalyzer
 - difficulty finding or keeping a job
 - loss of trust from loved ones
 - regret



Research-Driven Messaging Consequences and How We Use Them

How We Learn

QUANTITATIVE

Research Method: Surveys

Quantifies findings over a population (the size of the problem, awareness, and potential solutions)

Leans to the rational, surface answers

VS.

QUALITATIVE

Research Methods: Focus Groups, Interviews

Digs deeper into the “whys” and “hows” of behavior. Peels the layers back

Can uncover the emotions and feelings that are harder for people to express



BOTH ADD VALUE AND INSIGHT INTO THE MARKETING STRATEGIC PROCESS

Messaging Considerations

- Is the message motivating enough to change behaviors?
- Do we need to look at emotional and rational motivators?
- Is the messaging motivating to enough people?
- Is the message believable?
- Changing unsafe driving behaviors is a **complex problem**. Multiple effective motivators can chip away at the complex and **multiple barriers to behavior change**.

*How do we MAXIMIZE messaging **impact** and **reach** to change unsafe behaviors in the most people possible?*

Driver Attitudes: The Starting Point

1. "I am a better driver than other people. I can handle it."
2. "It will not happen to me."

MOTIVATING CONSEQUENCES (SELECT ALL THAT APPLY)	IMPAIRED DRIVING (SWID) % OF PEOPLE WHO FOUND CONSEQUENCE MOTIVATING (W5 2022)
Seriously hurting or killing others.	67%
Getting seriously injured or killed.	63%
I would go to jail.	60%
Fines, fees, and legal expenses up to \$17,000.	57%
I don't want to be pulled over by the police.	55%
I could end up with a criminal record.	55%
Wrecking or totaling my vehicle.	53%
I would lose my license.	50%
It could affect my ability to get a good job.	48%
I don't want to break the law.	47%
My insurance rates would increase.	45%
I could disappoint my parents or others.	44%
I would be embarrassed by a DWI.	38%
I could get kicked out of school.	15%

What would motivate you to NOT drive when impaired? SELECT ALL THAT APPLY.

The Challenge

Our research says death and injury are the most motivating consequences, but there are many motivators. How much do those matter?


We conducted detailed CHOICE ANALYSIS research to help identify which motivator(s) maximize reach and impact by unsafe behavior.

<u>MOST (#1) MOTIVATING CONSEQUENCES</u> BY CATEGORY	IMPAIRED DRIVING (SWID) <small>% OF PEOPLE WHO FOUND CONSEQUENCE MOST MOTIVATING (W5 2022)</small>	DISTRACTED DRIVING (TEXT) <small>% OF PEOPLE WHO FOUND CONSEQUENCE MOST (#1) MOTIVATING (W2 2022)</small>
DEATH/INJURY (to self or others)	49%	55%
LEGAL CONSEQUENCES (break the law, criminal record, pulled over, get ticket, fines/fees, go to jail).	31%	25%
LIFE IMPACT (embarrassed, disappoint parents, lose license, kicked out of school, etc.)	10%	10%
OTHER FINANCIAL IMPACT (wreck vehicle, lose job, insurance rates)	10%	9%

Rank messages that would motivate you to stop driving while impaired or drunk/texting and driving. 1 = most motivating, 2 = next most motivating, etc. Shown are % that were selected #1 overall.

Campaign Spots

Testimonials


DRIVE SOBER. NO REGRETS.  CONSEQUENCES SPINNER TIPS TO FIND A SOBER RIDE COST OF A DWI **FACES OF DRUNK DRIVING** MEDIA CENTER


EVERY FACE TELLS A STORY

Watch these real stories of drunk driving offenders and survivors.


VIEW STORIES: SURVIVORS OFFENDERS ALL VIDEOS


FACES Ugo's DWI Story Watch later Share

"Learn from my mistakes. It's not worth it." 

Watch on  YouTube

FACES Miguel's DWI Story Watch later Share

"You pay in more ways than you think... It's your choice." 

Watch on  YouTube


UGO'S DWI STORY


After work was rained out, Ugo went to a bar to start drinking. He tried to drive home and hit a truck. Luckily no one was injured, but the costs of the DWI were not worth it.

MIGUEL'S DWI STORY


It was football Sunday, Miguel and his brother were drinking and enjoying the game. When it came time to drive home, Miguel thought he was less drunk, so he drove. The DWI cost him in more ways than he could have imagined.


FACES Kenyatta's DWI Story Watch later Share


"I entered a drinking contest and woke up in jail." 

Watch on  YouTube


FACES Eric's DWI Story Watch later Share


"A DWI is a huge expense... and it's embarrassing." 

Watch on  YouTube


DRIVE SOBER. NO REGRETS.  CONSEQUENCES SPINNER TIPS TO FIND A SOBER RIDE COST OF A DWI **FACES OF DRUNK DRIVING** MEDIA CENTER


FACES Erika's DWI Story Watch later Share

"There were jobs I couldn't get because of the DWI." 

Watch on  YouTube

FACES Katie's DWI Story Watch later Share

"I'm lucky I didn't kill them because I decided to be reckless." 

Watch on  YouTube

ERIKA'S DWI STORY

After hitting the bar with friends, Erika just wanted to get home. She started driving, blacked out, and crashed her car. The consequences of that DWI will follow her for the rest of her life.


KATIE'S DWI STORY


Katie attempted to drive after taking shots at a bar with friends. On the way home, she ran through a red light and t-boned another car.

FACES Richie's DWI Story Watch later Share

RICHIE'S DWI STORY

A night of drinking at a friend's house came with a hefty price tag. Richie drove home while under the influence of alcohol and crashed into someone's home, costing him 10 days in jail, a year of probation, 250 hours of community service, and a \$30,000 fine.

"That's a \$30,000 mistake for me and it still affects me. I went from thinking I was a good guy to I'm a felon." 

Watch on  YouTube

FACES Analicia's Story Watch later Share

FACES Monse's Story Watch later Share

Impaired Driving “Guillermo’s Story”



Impaired Driving: “Katie’s Story”



Impaired Driving “Ugo’s Story”



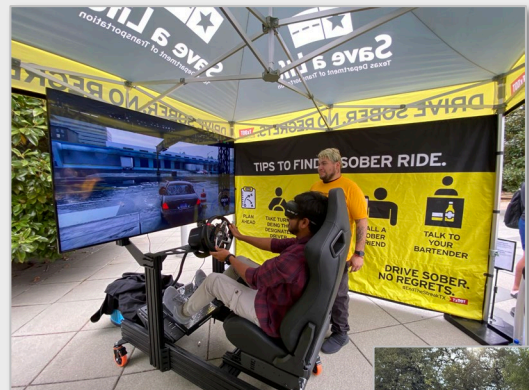
Impaired Driving “Miguel’s Story”



Earned Media, Outreach, and Partnerships

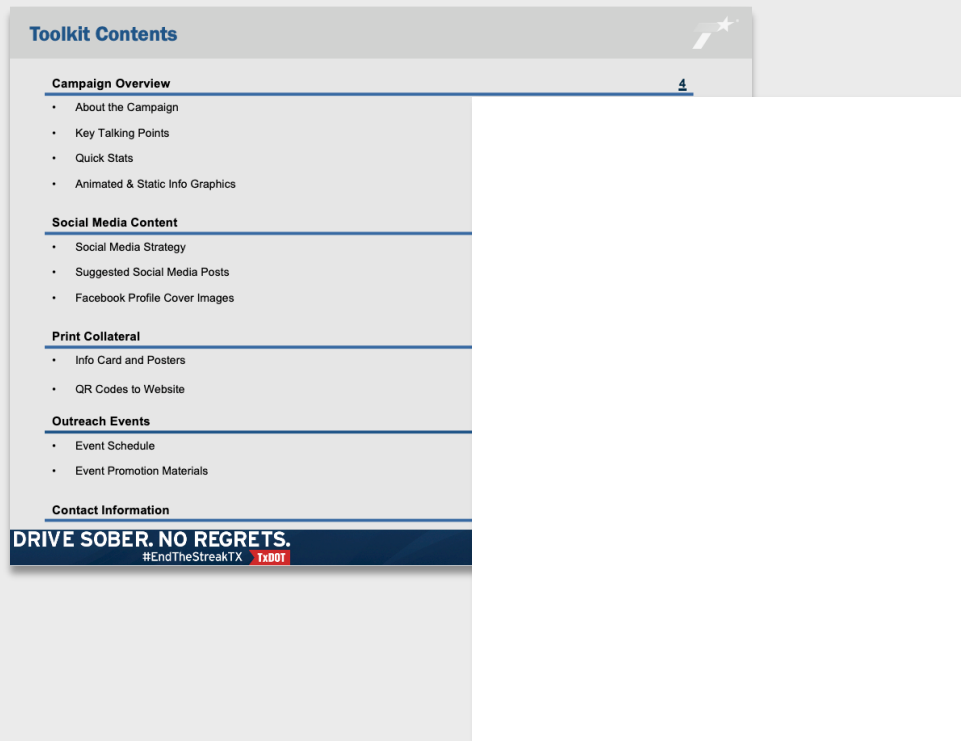
Earned Media & Outreach Events

- Statewide media pitching
- Press events & press kits
- Outreach events statewide
- “DWI Not So Fun House” trailer & Holiday trailer
 - Testimonial videos, Wheel of Misfortune, basketball, drunk driving simulator, drunk goggles, cornhole game



Partnerships

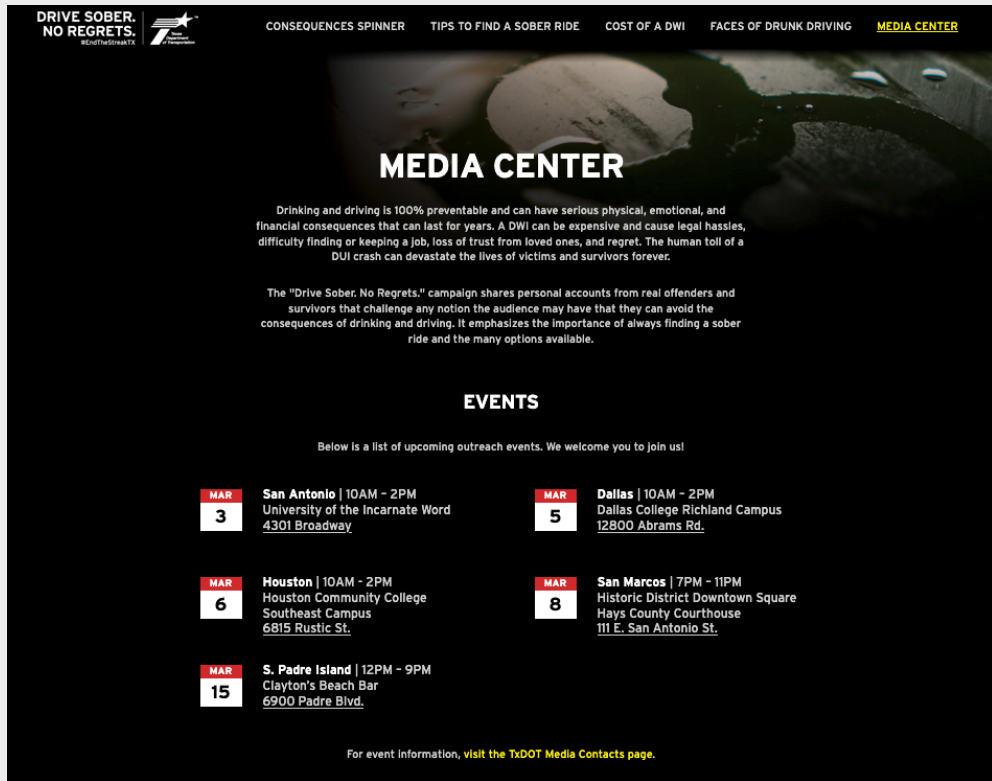
- Digital Campaign Toolkits
- Campaign Launch Flyers
- Print Collateral
 - Notepads, info cards, posters, mesh banners




Digital Campaign Toolkit for Partners



SoberRides.org / Media-Center



DRIVE SOBER. NO REGRETS. 

CONSEQUENCES SPINNER TIPS TO FIND A SOBER RIDE COST OF A DWI FACES OF DRUNK DRIVING [MEDIA CENTER](#)

MEDIA CENTER

Drinking and driving is 100% preventable and can have serious physical, emotional, and financial consequences that can last for years. A DWI can be expensive and cause legal hassles, difficulty finding or keeping a job, loss of trust from loved ones, and regret. The human toll of a DUI crash can devastate the lives of victims and survivors forever.

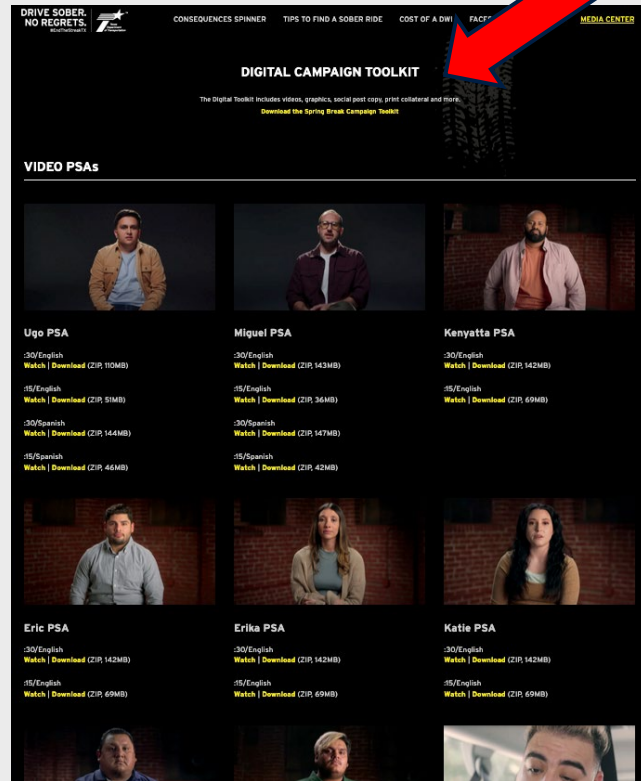
The "Drive Sober. No Regrets." campaign shares personal accounts from real offenders and survivors that challenge any notion the audience may have that they can avoid the consequences of drinking and driving. It emphasizes the importance of always finding a sober ride and the many options available.


EVENTS

Below is a list of upcoming outreach events. We welcome you to join us!

MAR 3	San Antonio 10AM - 2PM University of the Incarnate Word 4301 Broadway	MAR 5	Dallas 10AM - 2PM Dallas College Richland Campus 12800 Abrams Rd.
MAR 6	Houston 10AM - 2PM Houston Community College Southeast Campus 6815 Rustic St.	MAR 8	San Marcos 7PM - 11PM Historic District Downtown Square Hays County Courthouse 111 E. San Antonio St.
MAR 15	S. Padre Island 12PM - 9PM Clayton's Beach Bar 6900 Padre Blvd.		

For event information, visit the [TxDOT Media Contacts page](#).






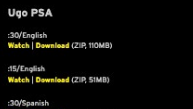


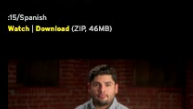
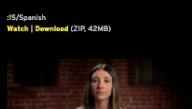

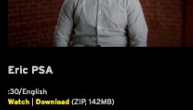
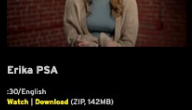
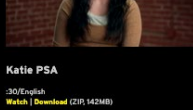
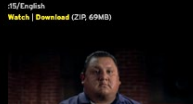


DRIVE SOBER. NO REGRETS. 

CONSEQUENCES SPINNER TIPS TO FIND A SOBER RIDE COST OF A DWI FACES OF DRUNK DRIVING [MEDIA CENTER](#)

DIGITAL CAMPAIGN TOOLKIT

The Digital Toolkit includes videos, graphics, social post copy, print collateral and more.
[Download the Spring Break Campaign Toolkit](#)

VIDEO PSAs

 Ugo PSA :30/English Watch Download (ZIP, 100MB)	 Miquel PSA :30/English Watch Download (ZIP, 143MB)	 Kenyatta PSA :30/English Watch Download (ZIP, 142MB)
 :15/English Watch Download (ZIP, 51MB)	 :15/English Watch Download (ZIP, 36MB)	 :15/English Watch Download (ZIP, 69MB)
 :30/Spanish Watch Download (ZIP, 144MB)	 :30/Spanish Watch Download (ZIP, 147MB)	 :15/Spanish Watch Download (ZIP, 42MB)
 Eric PSA :30/English Watch Download (ZIP, 142MB)	 Erika PSA :30/English Watch Download (ZIP, 142MB)	 Katie PSA :30/English Watch Download (ZIP, 142MB)
 :15/English Watch Download (ZIP, 69MB)	 :15/English Watch Download (ZIP, 69MB)	 :15/English Watch Download (ZIP, 69MB)



March 25, 2025

Drive Sober. No Regrets

Digital Toolkit

Spring Break 2025

Texas Department of Transportation

Statewide Impaired Driving Campaign

Thanks for promoting the Drive Sober. No Regrets. campaign!

This Digital Toolkit has been developed for partners and stakeholders to promote TxDOT's Drive Sober. No Regrets. statewide impaired driving prevention campaign.

This toolkit is specifically for the Spring Break campaign and can be used from February 10 through March 31, 2025, when Texans are hitting the roads to various spring break destinations.

This PowerPoint is one part of the toolkit. The full toolkit can be found through the link below. We've provided campaign messaging, social post copy, videos, animated and static info graphics, QR codes, and more.



**Your partnership will help save lives and reduce crashes in Texas.
Thank you for doing your part to make our roadways safer.**

Download all assets here:

<https://sherrymatthewsgroup.box.com/s/07k5j4wj8sytpwylbjnk0evkm2msqb35>

Please Do Not Alter Campaign Creative

- All creative in this Toolkit has been approved by TxDOT and should not be altered in any way.
- Do not use the trademarked TxDOT logo or the *Drive Sober. No Regrets.* campaign logo on any materials (internal or external) not expressly approved by TxDOT's Traffic Safety Division.

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March 25, 2025

Campaign Overview

About the Campaign, Key Talking Points, and Quick Stats

About the Campaign

TxDOT's Drive Sober. No Regrets. statewide impaired driving prevention campaign aims to save lives and reduce DUI-alcohol related crashes among Texans.

The campaign shares personal stories from real offenders and survivors of drunk driving that challenge any notion the audience may have that they can avoid the consequences of drinking and driving.

It reinforces the importance of always finding a sober ride and the many options available.

Tagline: Drive Sober. No Regrets. / No te arrepientas. Maneja sobrio.

Call to action: Always find a sober ride.

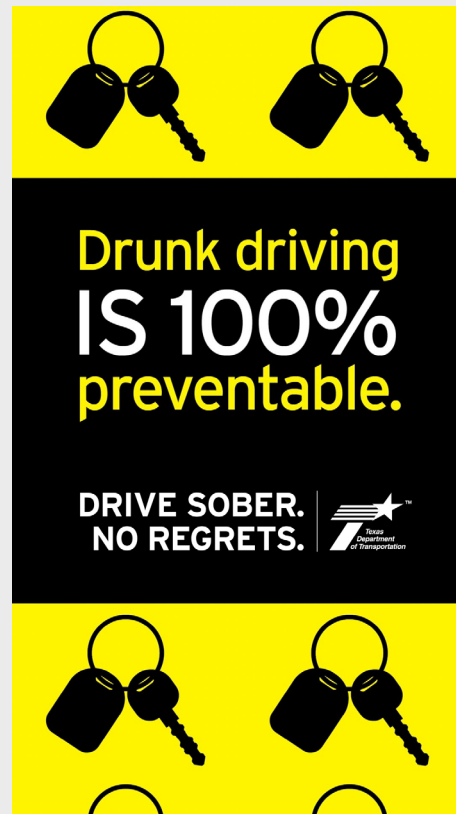
Website: SoberRides.org / TransporteSobrio.org



Key Talking Points

Drunk driving crashes are 100% preventable.

- Make the decision to always find a sober ride.
- Never drive after drinking any amount of alcohol. Here are some safe alternatives:
 - Designate a driver who won't be drinking any alcohol.
 - Call a sober friend or family member to give you a ride.
 - Use a rideshare or taxi service.
 - Use public transit.
 - Stay put until you can safely get behind the wheel.



Key Talking Points

If you choose to get behind the wheel after drinking, there will be consequences.

- A drunk driving crash can devastate the lives of victims and their families forever.
 - Survivors can experience life-altering, disabling, and permanent injuries, in addition to emotional trauma.
 - Offenders face legal, financial, and emotional strain that can follow them for years.
- A DWI can cost you:
 - Up to \$17,000 in fines and fees, jail time, loss of a driver's license.
 - Community service, court appearances, court-ordered classes.
 - Difficulty finding or keeping a job, loss of trust from loved ones, and a lifetime of regret.
 - Probation may also include regular alcohol tests or having a breathalyzer installed in your car to start it.
- As of Sept. 1, 2023, a new law ([HB 393](#)) requires someone convicted of intoxication manslaughter to pay child support if they kill a parent with young children. These payments will last until the child is 18 years old.

Key Talking Points: Spring Break

Spring break is supposed to be a fun time for students, but drinking and driving can turn celebrations deadly.

- College students are just beginning life as an adult, but drunk driving can tragically cut it short. Talking to students about the risks of driving impaired is a big step toward prevention.
- 51% of all alcohol-related crashes in Texas during the 2023 spring break holiday period involved drivers ages 17–30. That’s why TxDOT is reminding everyone, but especially students on spring break, to never drive after drinking any amount of alcohol. Even one drink is too many.
- Students can look out for their friends, too. TxDOT is partnering with U in the Driver Seat, a peer-to-peer education program for college students dedicated to reducing car crashes.
 - The message? Never get in the car with a friend who has been drinking. Instead, encourage them to always find a sober ride. What might be an uncomfortable conversation could save a life.
- This March, TxDOT’s Drive Sober. No Regrets. campaign is taking its “DWI Not-so-Fun House” interactive exhibit to college locations and popular spring break destinations across the state to remind college students to celebrate responsibly.

Quick Stats



In 2023, there were 23,866 DUI-alcohol related traffic crashes in Texas, resulting in 1,117 fatalities and 2,331 serious injuries.



One person in Texas dies every 7 hours and 50 minutes as a result of a drunk driver.



In 2023, 4% of total traffic crashes in Texas were DUI-alcohol related.



In 2023, 26% of the total Texas traffic fatalities were DUI-alcohol related.

The information contained in this report represents reportable data collected from the Texas Peace Officer's Crash Report (CR-3). This information was received and processed by the department as of November 13, 2024.



March 25, 2025

Social Media Content

Social Media Strategy, Suggested Social Media Posts, Animated & Social Info Graphics,
and Facebook Profile Cover Images

Social Media Strategy

The Drive Sober. No Regrets. Spring Break flight runs from February 10 through March 31, 2025, with a period of heightened enforcement from March 7, through March 23, 2025.

We encourage you to post consistently on social media throughout the season to keep the message of always finding a sober ride at the top of people's minds and social feeds.

The testimonial stories we are providing include SRT files for captioning. Many platforms, such as Facebook, allow an SRT file to be uploaded along with the video so that viewers can read what is being said should they have the sound off or a hearing impairment. If you have any questions about how to use these files, or any of the assets provided, please do not hesitate to contact us.

DO NOT ALTER CREATIVE: All creative in this toolkit has been approved by TxDOT and should not be altered in any way other than including your agency hashtag to the required hashtags below.

**Please always include the required hashtags below
when sharing campaign messaging:**

[#DriveSoberNoRegrets](#) or [#NoTeArrepientasManejaSobrio](#)
and [#EndTheStreakTX](#)

Suggested Social Media Posts

The following slides contain suggested social media posts to use during this campaign. You can find the videos and captioning (SRT) files in the [online toolkit](#).

Here is our suggested posting schedule:

"Testimonials"	02/10/25 – 03/31/25
"Consequences"	02/10/25 – 03/31/25
"College"	02/10/25 – 03/31/25
"St Patrick's Day"	03/10/25 – 03/17/25

Suggested Social Media Post – Testimonial

“Erika’s DWI Story”

VIDEO: Erika, :06, :15, :30 (*English only*)

TEXT:

“There were some jobs I tried to get but I couldn’t because I had a DWI.”

The consequences of Erika’s DWI didn’t end after the crash. It cost her thousands of dollars in fines and fees and kept her from getting the job she wanted. When you go out, always find a sober ride. Learn more at [SoberRides.org](https://www.SoberRides.org). #DriveSoberNoRegrets #EndTheStreakTX



Suggested Social Media Post – Testimonial

“Ugo’s DWI Story”

VIDEO: Ugo, :06, :15, :30 (*English or Spanish*)

TEXT:

“Learn from my mistakes. It’s not worth it.”

A DWI can cost you up to \$17k in fines and fees, or you could also cause a crash and hurt yourself or someone else. Always get a sober ride. Learn more at [SoberRides.org](https://www.SoberRides.org). #DriveSoberNoRegrets #EndTheStreakTX

TEXT SPA:

"Aprende de mis errores. No vale la pena".

DWI te puede costar hasta \$17,000 en multas y gastos, o puedes causar un choque y lesionarte a ti mismo o a otros. Siempre usa transporte sobrio. Aprende más en [TransporteSobrio.org](https://www.TransporteSobrio.org)
#NoTeArrepientasManejaSobrio #EndTheStreakTX



Suggested Social Media Post – Consequences

“Consequences”

VIDEO: Consequences, :06, :15, :30 (*English or Spanish*)

TEXT:

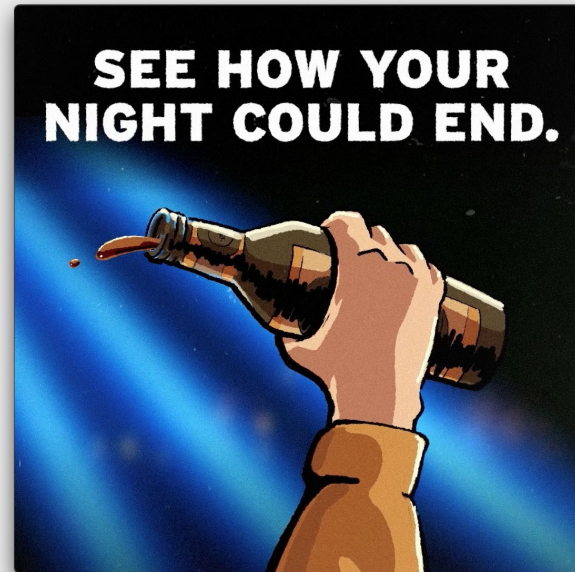
The consequences of a DWI can last way beyond spring break. You could lose your driver’s license, job opportunities, and much more. This spring break, get a sober ride.

See how your night could end by playing our Game of Consequences: <https://www.soberrides.org/consequences-spinner/> #DriveSoberNoRegrets #EndTheStreakTX

TEXT SPA:

Las consecuencias de un DWI pueden durar más allá de Spring Break. Puedes perder tu licencia de conducir, oportunidades de empleo y mucho más. Este Spring Break, usa transporte sobrio.

Mira cómo podría terminar tu noche jugando nuestro Juego de Consecuencias: <https://www.soberrides.org/consequences-spinner/> #NoTeArrepientasManejaSobrio #EndTheStreakTX



Suggested Social Media Post – College

“College”

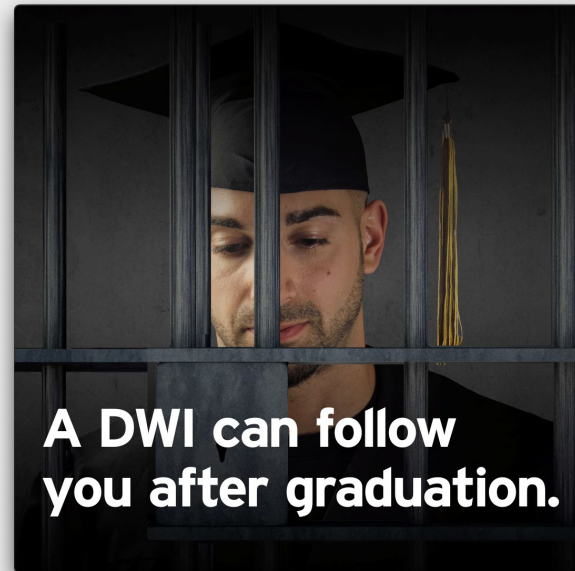
VIDEO: College (*English or Spanish*)

TEXT:

No matter where you’re headed this spring break, make a sober ride part of your plans. Take turns as the designated driver, get a rideshare, or stay put until you’re sober. Learn more at SoberRides.org [#DriveSoberNoRegrets](#) [#EndTheStreakTX](#)

TEXT SPA:

No importa a dónde vayas este Spring Break, incluye transporte sobrio en tus planes. Túrnense como conductor designado, pide transporte compartido o quédate en donde estés hasta que estés sobrio. Aprende más en TransporteSobrio.org [#NoTeArrepietasManejaSobrio](#) [#EndTheStreakTX](#)



Suggested Social Media Post – St. Patrick’s Day

“St. Patricks Day”

VIDEO: St. Patrick’s Day (*English or Spanish*)

TEXT:

If you’re going out this St. Patrick’s Day, make a sober ride part of your plans. One green beer could end up costing you over \$17k in fines and fees from a DWI. Always get a sober ride, no matter how much or how little you’ve had to drink. Learn more at SoberRides.org [#DriveSoberNoRegrets](#) [#EndTheStreakTX](#)

TEXT SPA:

Si vas a salir este Día de San Patricio, incluye transporte sobrio en tus planes. Una cerveza verde te puede terminar costando más de \$17,000 en multas y gastos por un DWI. Siempre usa transporte sobrio, no importa cuánto hayas tomado. Aprende más en TransporteSobrio.org [#NoTeArrepietasManejaSobrio](#) [#EndTheStreakTX](#)



Animated and Static Graphics

We encourage you to use the animated and static graphics below for social media or anyplace you choose to promote the campaign. Download the full files in the [online toolkit](#).



A DWI can cost up to
\$17,000
in fines and fees
and years of legal hassle.

DRIVE SOBER. NO REGRETS. 

Un DWI puede costar hasta
\$17,000
en multas y cuotas y años
de complicaciones legales.

NO TE ARREPIENTAS. MANEJA SOBRIO. 



DRUNK DRIVING
isn't
WORTH IT.

DRIVE SOBER. NO REGRETS. 


ALWAYS
GET A
SOBER
RIDE.




MANEJAR EBRIO
simplemente no
VALE LA PENNA.


NO TE ARREPIENTAS. MANEJA SOBRIO. 

SIEMPRE
USA
TRANSPORTE
SOBRIO.



Drunk driving
IS 100%
preventable.

DRIVE SOBER. NO REGRETS. 




Manejar ebrio
es 100%
prevenible.

NO TE ARREPIENTAS. MANEJA SOBRIO. 



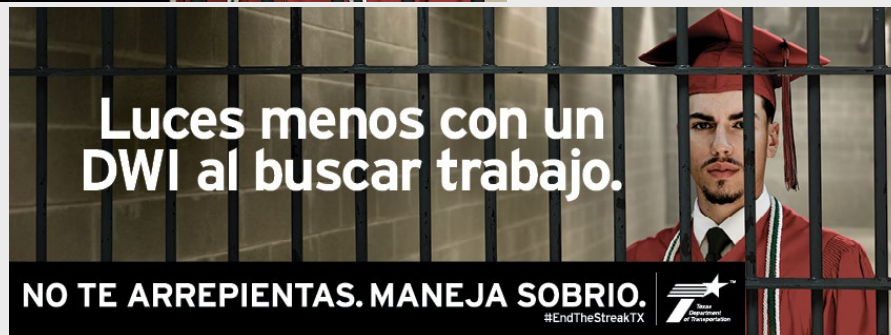
**ANY AMOUNT
OF ALCOHOL**
can get you a DWI
if it impairs your ability to drive.

DRIVE SOBER. NO REGRETS. 

IN 2023,
24% of all traffic deaths
IN TEXAS
were DUI-alcohol related.

Facebook Profile Cover Images

We encourage you to update your Facebook page using one of the profile cover images below during this campaign. You can find the image files in the [online toolkit](#).





March 25, 2025

Print Collateral

Posters, Flyers, and QR Codes

Print Collateral

The following slides contain materials you can print to use during this campaign. We recommend using these at events happening in your area, or for display in your offices during the campaign timeframe.

All printable campaign materials can be found in the [online toolkit](#).

DO NOT ALTER CREATIVE

- All creative in this toolkit has been approved by TxDOT and should not be altered in any way.
- Do not use the trademarked TxDOT logo or the *Drive Sober. No Regrets.* campaign logo on any materials (internal or external) not expressly approved by TxDOT's Traffic Safety Division.

Print Collateral: Outreach Poster (bilingual)



Download the poster from the [online toolkit](#)

Print Collateral: Info Card (bilingual)



KEEP SPRING BREAK SAFE—ALWAYS FIND A SOBER RIDE.

Here's the Law

In Texas, a person may be arrested and charged with Driving While Intoxicated (DWI) with a .08 BAC (blood or breath alcohol concentration), or at any level if their ability to drive has been impaired due to alcohol or other drugs. It is illegal to drive with an open alcohol container (fines up to \$500).

Penalties for First DWI Offense

- Up to a \$2,000 fine
- 72 hours to 6 months in jail
- Loss of a driver's license for up to a year

PENALTIES INCREASE WITH EACH DWI CONVICTION.

New Law in Effect (HB 393)

If someone convicted of intoxication manslaughter kills a parent with young children, they are required to pay child support until the children are 18 years old.

How to Avoid a DWI

- Designate a sober driver before you start drinking.
- Use a rideshare service or call a sober friend or family member.
- Spend the night where you are.

NEVER GET BEHIND THE WHEEL IF YOU'VE BEEN DRINKING.

DWI with a Child Passenger

- You will be charged with child endangerment with a child under 15 years old.
- You will be additionally fined up to \$10,000.
- You could be jailed for up to 2 years.
- You will lose your driver's license for another 180 days.



MANTÉN SEGURO TU SPRING BREAK: SIEMPRE USA UN TRANSPORTE SOBRIO.

Esta es la ley

En Texas, una persona puede ser arrestada y acusada de manejar en estado de ebriedad (DWI) con .08 de concentración de alcohol en la sangre o aliento (BAC), o con cualquier nivel si su incapacidad para manejar se debe al alcohol u otras drogas. Es ilegal manejar con un recipiente de alcohol abierto (multas de hasta \$500).

Penalidades por la primera ofensa de DWI

- Una multa de hasta \$2,000
- 72 horas a seis meses en la cárcel
- Pérdida de la licencia de conducir por hasta un año

LAS PENALIDADES AUMENTAN CON CADA CONDENA DE DWI.

Nueva ley en vigor (HB 393)

Si alguien condenado por homicidio involuntario por intoxicación mata al padre o a la madre de un niño pequeño, está obligado a pagar manutención de menores hasta que el niño cumpla 18 años.

Cómo evitar un DWI

- Designa a un conductor sobrio antes de comenzar a tomar.
- Usa un servicio de transporte compartido o llama a un amigo o familiar sobrio para que te lleve a casa.
- Pasa la noche donde estés.

NUNCA TE PONGAS DETRÁS DEL VOLANTE SI HAS ESTADO TOMANDO.

DWI con un pasajero menor de edad

- Serás acusado de poner en peligro a un menor si manejas con pasajeros menores de 15 años.
- Además, tendrás que pagar una multa de hasta \$10,000.
- Podrías ir a la cárcel por hasta 2 años.
- Perderás tu licencia de conducir por otro periodo de 180 días.

NO TE ARREPIENTAS. MANEJA SOBRIO.



DRIVE SOBER. NO REGRETS.

SoberRides.org | #EndTheStreakTX



Download the info card from the [online toolkit](#)

Print Collateral: Bar Poster (English only)



Download the poster from the [online toolkit](#)

QR Codes to the Website

We have several QR codes available for partners who would like to link from printed materials to the campaign website or YouTube playlist. The QR codes are available in our [online toolkit](#) for download, linking to English and Spanish pages – samples below.



[Home Page](#)



[Consequences Spinner](#)



[YouTube Playlist](#)



March 25, 2025

Outreach Events

Event Locations and Event Promotion Materials

About the Events

We are holding 5 outreach events statewide during March for the Spring Break campaign.

The 'DWI Not So Fun House' traveling event exhibit will be on site. It is a vintage-style carnival trailer with interactive games that let participants of all ages see and experience the simulated effects of alcohol on motor skills and driving. Visitors can wear "drunk goggles" and try to play simple hand-eye coordination games such as basketball and cornhole. They can also get behind the wheel of a virtual car to experience a drunk-driving simulation.

Along with the games, powerful video testimonials are featured portraying personal stories from drunk driving survivors and offenders. These true stories show the serious and sometimes tragic consequences that can happen when someone decides to drive after drinking alcohol.



Event Schedule

Below is a list of upcoming outreach events. **We welcome you to join us!**

Date	Time	City	Address
Monday, March 3	10AM – 2PM	San Antonio	University of the Incarnate Word 4301 Broadway, San Antonio, TX 78209
Wednesday, March 5	10AM – 2PM	Dallas	Dallas College Richland Campus 12800 Abrams Rd., Dallas, TX 75243
Thursday, March 6	10AM – 2PM	Houston	Houston Community College (HCC) – Southeast Campus 6815 Rustic St., Houston, TX 77087
Saturday, March 8	7PM – 11PM	San Marcos	Historic District Downtown Square Hays County Historic Courthouse 111 E San Antonio St., San Marcos, TX 78666
Saturday, March 15	12PM – 9PM	South Padre Island	Clayton’s Beach Bar 6900 Padre Blvd., South Padre Island, TX 78597

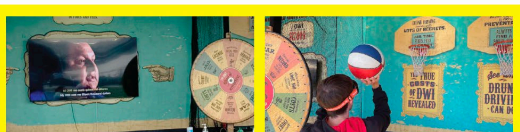
Event Promotion Materials

The following slides contain event promotion materials to use during this campaign. We recommend using these to promote events happening in your area in the days leading up to the event.

Please note the Flyer and Social Media Post can only be edited to include the location, date and time of the event. You can find the event flyer and social media images in the [online toolkit](#).

Event Promotion: Flyer

JOIN US FOR A SHOT OF REALITY AND HELP STOP DRUNK DRIVING.



View powerful testimonials from real Texans

See how drunk goggles affect your game

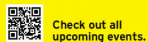


Experience the dangers of drunk driving

Test your aim with drunk goggles

Join us for the "Drive Sober. No Regrets." event organized by TxDOT. We'll be educating Texans about the real costs of drunk driving and encouraging them to always find a sober ride. Visitors can take a turn in the drunk-driving simulator, play basketball or cornhole while wearing drunk goggles, and watch video testimonials from Texans who have to live with the consequences of impaired driving. We look forward to seeing you!

INSERT LOCATION HERE
INSERT DATE AND TIME HERE



ACOMPÁÑANOS PARA UNA DOSIS DE REALIDAD Y AYUDA A PARAR EL MANEJO EBRIO.



Mira testimonios poderosos de texanos reales

Mira cómo los anteojos de borracho afectan tu juego



Experimenta los peligros de manejar ebrio

Pon a prueba tu puntería con anteojos de borracho

Acompáñanos en el evento "No Te Arrepientas. Maneja Sobrio." organizado por TxDOT.

Estaremos educando a los texanos sobre los costos reales de manejar ebrio y animándolos a siempre usar transporte sobrio. Los visitantes pueden tomar turnos en el simulador de manejo ebrio, jugar básquetbol o cornhole mientras usan anteojos de borracho y ver testimonios en video de texanos que tienen que vivir con las consecuencias de haber manejado bajo la influencia del alcohol. ¡Esperamos verte allí!

AGREGAR LUGAR AQUÍ
AGREGAR FECHA Y HORA AQUÍ



Mira todos los próximos eventos.

NO TE ARREPIENTAS. MANEJA SOBRIO.

#EndTheStreakTX



Download the editable flyer from the [online toolkit](#)

Event Promotion: Social Media Posts

“Join Us”

IMAGE: A variety of event images are available in the [online toolkit](#).

TEXT:

Try your hand in our drunk-driving simulator and take a shot at basketball and cornhole while wearing drunk goggles—come join us at TxDOT’s “Drive Sober. No Regrets.” event at <LOCATION> on <DATE> from <TIME RANGE>.

Watch powerful video testimonials from Texans who have had to live with the consequences of impaired driving and talk with us about the real costs of drunk driving and always finding a sober ride.

We welcome you to join us!

#DriveSoberNoRegrets #EndTheStreakTX

TEXT SPANISH:

Prueba por ti mismo el simulador de manejo ebrio e intenta atinarle al baloncesto o cornhole usando anteojos de borracho. Acompáñanos en el evento "No Te Arrepientas. Maneja Sobrio" de TxDOT en <LOCATION> el <DATE> a las <TIME RANGE>.

Ve poderosos testimonios en video de texanos que han vivido las consecuencias de manejar bajo la influencia del alcohol y habla con nosotros sobre los costos reales de manejar ebrio y siempre usar transporte sobrio.

iTe esperamos!

#NoTeArrepientasManejaSobrio #EndTheStreakTX



Questions?

Ruby Martinez, CTCM

Driver Education Behavior Program Manager
Traffic Safety Division – Behavioral Traffic Section

ruby.martinez@txdot.gov

State iPhone: (956) 279-4656

Appendix

Labor Day Billboard FY24

