

# DON'T GO THERE

A Peer-on-Peer Educational Campaign On Teen Drunk Driving



**Question:** what will keep hundreds of young teens quiet when they are all together?

**Answer:** a staged car crash which kills and badly injures their peers due to drinking and driving.

That was the scene played out on a dusty lot in Davie, Florida, this past summer when a TV PSA entitled: "Don't Go There" was filmed. Hundreds of students from nearby high schools gathered earlier to hear speakers talk about the dangers of driving under the influence. They were given free T-shirts and other premiums to reinforce the message, but nothing demonstrated the dangers of drunk driving more than seeing what is happening every few minutes on our roadways across America. Here are key scenes from the PSA:



The day started innocently enough as two friends gathered for a pool party to celebrate their graduation from high school.



Unfortunately this teen is the driver and she needs to drive her friends back home after the party.



With slower reaction time and blurred judgment, it was an accident waiting to happen. After running a red light, she crashed into another car with teen occupants.



The teen spectators watched intently as the Davie Fire Department gently lifted the injured and dead from the tangled mess.



Her best friend may have a broken neck and she is one of the lucky ones



You could have heard a pin drop as the emergency workers drew a yellow sheet over a young woman who will never see another sunset.



A MedEvac helicopter took a seriously injured girl off to intensive care.



The driver is alive and uninjured, but her pain is far from over. She will be tried and may go to jail. But it is what she feels and remembers that will cause the real pain for the rest of her life.

## A HIGHLY SUCCESSFUL EDUCATIONAL TECHNIQUE



### OUR ROLE

The driving force behind this campaign is a young talented film-maker and producer, Hugo Reiner. The principal of our firm was doing pro-bono media outreach for the Broward County chapter of Mothers Against Drunk Driving when their two lives intersected.

Hugo knew how to create compelling video stories about the dangers of drunk driving and he knew how to reach young people in small groups. We knew how to reach much larger national audiences via our PSA distribution capabilities and we created a good match.

The first *Don't Go There* TV PSA was distributed twice pro-bono to 500 major cable systems, many of which reach college and university students. This new campaign will be again distributed pro-bono via our CablePAK distribution service next spring prior to high school and college graduation. For more information on the campaign, go to: [www.justgoodcauses.com](http://www.justgoodcauses.com)



WHAT MADE THIS EDUCATIONAL VIDEO SO EFFECTIVE IS THAT IT HAD THREE DIFFERENT COMPONENTS.



First, the young students were able to learn first-hand about some personal tragedies caused by drinking and driving.

For example, this woman at the demonstration lost her 16-year old daughter who was killed backing her car out of her driveway in a neighborhood where the speed limit was 35MPH. A drunk driver was traveling at 115MPH when he slammed into her car, killing her instantly. Her mother was there to talk to the students and also was shown on news coverage to spread the word to a wider audience.



Secondly, the demonstration used a peer-to-peer approach by having young students hand out premium items to the attendees and talk to them on a personal level about the problem of drinking and driving.



Finally, and perhaps most importantly, the demonstration was covered by Miami newspapers and TV stations, reaching hundreds of thousands of people in the Dade/Broward County area of south Florida.

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