

"Here's the 411"



Public Service Announcements (For television, radio, newspapers, and newsletters)

Impaired Driving

- :05 In Virginia, if you are under the age of 21 it is against the law to drive with ANY amount of alcohol in your system. It's that simple.
- :10 One drink. That's all it takes to affect your driving ability. One drink. That's all it takes to be cited by police for driving under the influence. One drink. Is it worth it? This message brought to you by _____.
- :15 What would you rather have to explain? Would you rather have to explain to your friends why you don't want a drink or explain to your parents why you were pulled over by a police officer and charged with driving under the influence? It's your decision. This is _____ reminding you that the best way to be a safe driver is to be a sober driver.

Safety Restraints

- :05 Before driving or riding in a car, take a few seconds and fasten your seat belt. It could save your life.
- :10 According to the National Highway Traffic Safety Administration, over 11,000 people saved their own lives in 1998 by doing something that only took 5 seconds. They buckled up. This message brought to you by _____.
- :15 The National Highway Traffic Safety Administration estimates that in a 55 mile-per-hour crash, an unbelted back seat passenger of average size would fly forward with a force of 3,000 pounds – enough to seriously injure or kill other passengers. Do yourself, and every one else in the car a favor – buckle up. This message brought to you by _____.

Speeding

- :05 In 1998, speeding was a contributing factor in 30% of all fatal crashes. If the driver in front of you slammed on his or her brakes right now, would you have time to stop?
- :10 In 1998, approximately 21% of the traffic fatalities in Virginia were speeding-related. How fast are you going right now? Will you have time to stop if someone pulls out in front of you? Slow down and obey the posted speeds. This message brought to you by _____.
- :15 School's out and you're hitting the road with your friends. The sun is shining, your windows are rolled down, the radio is turned up, and you're driving faster and faster. You've driven these roads before, you know them, but you've just taken one of the turns faster than you should have and have lost control of your car. Your life is no longer in your hands. Was it worth it? This is _____ asking you to slow down and obey posted speeds.

Motorcycle Safety

- :05 When you're riding your motorcycle, wear your helmet. It's the best way to prevent head injuries, and in Virginia, it's the law.
- :10 Fifty-three percent of motorcycle riders age 15 to 20 who were killed in 1998, were not wearing helmets. Wear your helmet every time you ride your motorcycle; it's the law and it could save your life. This message brought to you by _____.
- :15 Wearing your helmet every time you ride your motorcycle is the single most important thing you can do to protect yourself in a crash. Helmets saved 500 motorcyclists' lives in 1998. This year, it could save yours. This message brought to you by _____.