

A hand holding a car key with a RADD logo on the keychain. The logo is a black silhouette of a guitar body with a winding road inside. The background is red and black.

RADD[®]

Friends don't let friends drive drunk...Do you?[™]

RADD.ORG

Friends don't let friends
drive drunk...*Do you?*[®]

What is RADD®?

Founded in 1986 as ***Rockers Against Drunk Driving***, RADD® promotes the use of designated drivers, ride shares and substance-free driving, making responsible behavior the norm. **RADD**'s messages are non-judgmental and positive.

Mission Statement:

RADD® - The Entertainment Industry's Voice for Road Safety, is dedicated to saving lives and reducing injuries through **edutainment**.

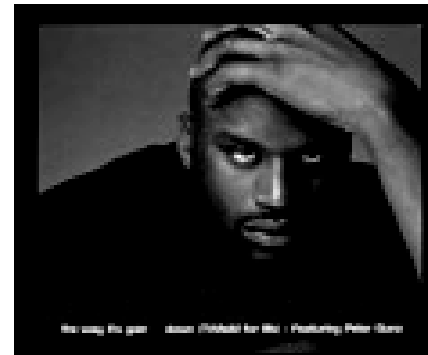
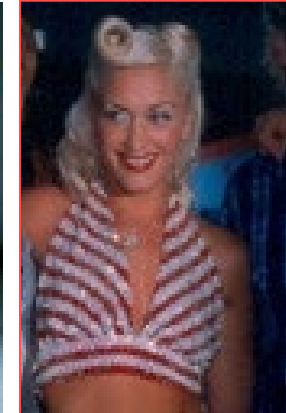


Why You Know RADD® Nationally

A decade of partnership with USDOT* and NAB* on the “Friends Don’t Let Friends Drive Drunk” Campaign:

- **America’s iconic Designated Driver campaign**, produced by **RADD®** with over 100 personalities
- **RADD®** honored with its first of two NHTSA “Lifesaver Awards”
- Generated over \$80,000,000 in donated national radio and television media
- Building strong community legs ever since!

* See Glossary for Terms and Links



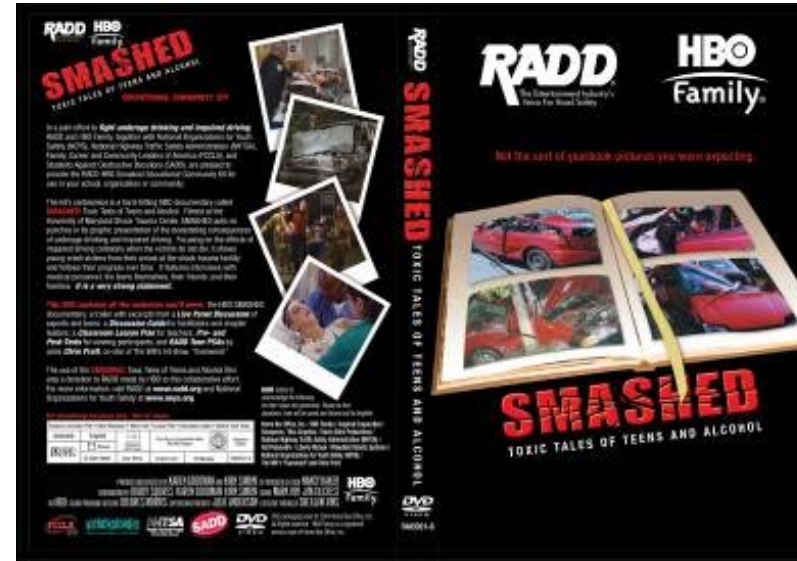
Why You Know RADD Nationally: SMASHED

RADD® Youth Coalition / 1st National Teen Campaign to Address Underage Drinking & Driving Prevention!

Accomplishments to Date:

- Two prestigious national awards
 - NHTSA* “Public Service Award” in 2005
 - GHSA* “Peter J. O’Rourke Special Achievement Award” in 2006
- Heavy national and local media coverage for UDP*
- Military screenings - aircraft carrier “Harry S. Truman,” the Pentagon, NRSW*, DC*, etc.
- BACCHUS* Network created/executed successful SMASHED college campus mentoring model
- National Safe & Drug Free Schools & OJJDP* distribution to grantees
- SADD* & FCCLA* chapters promoted screenings
- **30,000 copies distributed to date...all FREE!**
And all were requested!
- NHTSA* printed another 5,000 copies in fall 2012

* See Glossary for Terms and Links



A tool for use in your own comprehensive programming



RADD® Nationally: Anti-Texting

First national anti-texting campaign in the US!

Accomplishments:

- **RADD®**, Express stores and ELLE Magazine
- 5,800,000 readers saw 3.5 pages in August '09 ELLE Magazine
- 590 Express retail stores: free **RADD®** T-shirt with coupon after viewing PSA online
- 64,000,000 customer blast emails by Express, social networking blogs by the young stars, and PR
- WHO* Global Media Contest Honorable Mention 2010

Total Impressions: 44,100,000

* See Glossary for Links and Details



RADD National & CA: Music Engagement



College is RADD shared The Soft White Sixties's post.
Published by Joe Weinger (7) · February 5 at 2:38pm · [gh](#)

Awesome show The Soft White Sixties. Check out pics from The Hi Hat

The Soft White Sixties
February 5 at 3:21pm · [gh](#) Like Page

LA, you welcomed us real nice! Peep the photos from last night's show at The Hi Hat via L.A. RECORD. [link](#) Sheva Kafai



THE SOFT WHITE SIXTIES + WARBLY JETS + ALYESKA @ THE HI HAT

Headlining last night, who just moved from San Francisco to Los Angeles, were a soulful R&B number with energetic and charismatic lead vocalist, Octavio Genera. Genera's theatrical moves,...

[LA.RECORD.COM](#)



Nate Ruess
Grammy-winning Artist



RADD® California Coalition

In 2005, the RADD® CALIFORNIA COALITION (RCC) was formed to engage business, media, hospitality, college campuses, and government leaders in a statewide effort to utilize business and marketing strategies to further reduce deaths and injuries among ages 18 to 34 on California's roads.

Co-founded by RADD® and (then) the State of California's Secretary of the Business, Transportation and Housing Agency, Sunne Wright McPeak, with the California Department of Alcoholic Beverage Control (ABC); California Office of Traffic Safety (OTS); California Highway Patrol (CHP), California Department of Motor Vehicles (DMV), and California Department of Transportation (CalTrans), the RADD California Coalition has now grown into two entities (1) California's Hospitality Coalition, and (2) the RADD California College Coalition (RADD3C), serving as the State of California's representative to the three-year old National Consortium of State Coalitions (NCSC), which now numbers 35 member states.



College is RADD®



The project promotes alcohol-free driving to college-age young adults throughout California via **RADD's** educational tools for use on college campuses, military bases, and social media.



This statewide project has worked with over 60 college campuses, stretching throughout California.



A Positive Message: “Have Fun. Be Safe.”



RADD CALIFORNIA COALITION

**I PLEDGE
TO PLAN AHEAD**

 <p>Choose a non-drinking designated driver</p>	 <p>Get a room or crash on a friend's couch</p>
 <p>Use rideshare or public transportation</p>	 <p>Motorcyclist & cyclists, you are the designated driver</p>

**FRIENDS
DON'T LET
FRIENDS
DRIVE DRUNK
...DO YOU?**

The **RADD**® message, *Plan Ahead! Friends Don't Let Friends Drive Drunk...Do You?*® encourages students to be or use a designated driver, use rideshare, call a taxi, or take public transportation when going out to socialize.

The “...Do You?” tag is a call to action to challenge students to take personal responsibility for themselves and their friends.



RADD® On-Campus Support



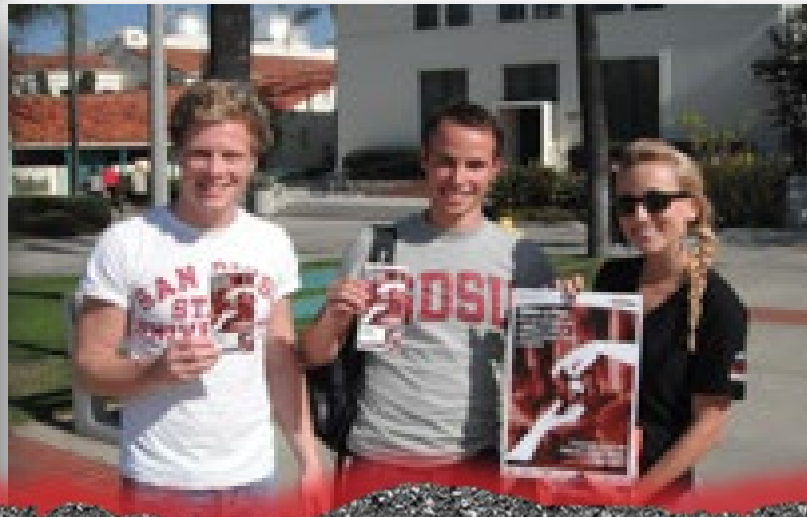
RADD® works with college staff and student peer educators to provide training for each campus, staffing assistance for major campus events, and collateral materials for campus distribution.



RADD® Energizes Campus Events



Have Fun.
Be Safe.



RADD® Energizes Campus Events



New! Virtual Event Options



FEATURING
ADAPTING AND IMPLEMENTING PREVENTION
PROGRAMS USING AN
IMPROVEMENT SCIENCE APPROACH

JIM LANGE, PH.D.
COORDINATOR OF AOD INITIATIVES,
WELL-BEING & HEALTH PROMOTION, A
DEPARTMENT OF THE DIVISION OF STUDENT
AFFAIRS AND CAMPUS DIVERSITY
ADJUNCT PROFESSOR OF PSYCHOLOGY, SOCIAL
WORK
DOCTORAL FACULTY, SCHOOL OF PUBLIC HEALTH
SAN DIEGO STATE UNIVERSITY

EXECUTIVE DIRECTOR, HIGHER EDUCATION
CENTER FOR ALCOHOL AND DRUG MISUSE
PREVENTION AND RECOVERY
THE OHIO STATE UNIVERSITY

RADD is grateful to the HEC for hosting this Zoom Meeting &
Networking Session. Funding for the Higher Education Center is
provided through a grant from the Conrad Hilton Foundation.

Funding for the RADD California program is provided by a grant from
the California Office of Traffic Safety (OTS) through the National
Highway Traffic Safety Administration (NHTSA).

PLEASE JOIN US FOR A
NETWORKING EXPERIENCE
AND DISCUSSION ON
BEST DUI PREVENTION
PRACTICES DURING COVID-19!

THIS EVENT IS FREE
AND OPEN TO ALL
CALIFORNIA COLLEGES.

AUGUST 11, 2020
11 AM - 12 PM

ZOOM LINK TO FOLLOW

PLEASE RSVP TO
MARIAN.NOVAK@RADD.ORG

- Virtual Health Fairs
- Zoom Presentations and Trainings for:
 - Peer Health Educators
 - Fraternities and Sororities
 - Resident Advisors
 - Athletes
- Holiday Messaging via Social Media
- Support for Major Programming Windows such as:
 - National Collegiate Alcohol Awareness Month
 - Back to School
 - Spring Break
 - Graduation



NEXT WEEK! 4/20-4/24
Here on Instagram!



New! RADD® Resource Center

Your campus go-to for
printable materials,
alcohol-related lessons,
and social media
templates.

<https://radd-resources.org>



New! Social Media

RADD® Messaging via Social Media Supports Major Programming Windows such as:

- National Collegiate Alcohol Awareness Month
- Back to School
- Graduation
- Spring Break
- Holiday



New! Downloadable Postcards



DID YOU KNOW THAT A DUI CAN COST YOU ANYWHERE BETWEEN \$12,00 TO \$15,000? BEFORE YOU GO OUT TO PARTY, MAKE A PLAN.

For a list of RADD rewards, visit www.RADD.org/barfinder.

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.



Ask a friend if you can stay the night at their place



Use rideshare or public transportation like the bus or trolley



Motorcyclists and bicyclists: you are the designated driver



New! Downloadable 8.5x11 Flyers

HEY...GOING OUT WITH FRIENDS TONIGHT?


SWIPE RIGHT ON A SAFE RIDE HOME



RADD
THE ENTERTAINMENT INDUSTRY'S VOICE FOR ROAD SAFETY

GO SAFELY CALIFORNIA

WHEN YOU DRINK YOUR **BIGGEST REGRET** SHOULD BE TEXTING YOUR EX



YOUR LOGO HERE

@COLLEGEISRADD

Friends don't let friends drive drunk...Do you?™

RADD
THE ENTERTAINMENT INDUSTRY'S VOICE FOR ROAD SAFETY

Funding for this program was provided by a grant from California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

CRASH ON A **COUCH** ROAD

NOT ON THE



YOUR LOGO HERE

@COLLEGEISRADD

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THE ENTERTAINMENT INDUSTRY'S VOICE FOR ROAD SAFETY

Funding for this program was provided by a grant from California Office of Traffic Safety, through the National Highway Traffic Safety Administration.



Glossary of Terms & Website Links

ABC: [California Department of Alcoholic Beverage Control](#)

BACCHUS: [BACCHUS Initiatives of NASPA](#)

DC: District of Columbia

DD: Designated Driver

FCCLA: [Family, Career and Community Leaders of America](#)

GHSA: [Governors Highway Safety Association](#)

USDOT: [U.S. Department of Transportation](#)

NAB: [National Association of Broadcasters](#)

NHTSA: [National Highway Traffic Safety Administration](#)

NRSW: [Navy Region Southwest](#)

OJJDP: [Office of Juvenile Justice and Delinquency Prevention](#)

OTS: [California Office of Traffic Safety](#)

SADD: [Students Against Destructive Decisions](#)

UDP: Underage Drinking Prevention



Stay Connected with RADD®

visit our website for new updates!

www.RADD.org

info@RADD.org

Get Social With Us

Instagram: @RADDNight

Twitter: @RADD_Night

Facebook: @RADDNight



For more information please contact:
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