



NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Impaired Driving Prevention Campaigns

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Campaigns Overview

- Alcohol and Drug-Impaired Driving Prevention
- Two Types:
 - High-Visibility Enforcement (HVE) – scheduled media buys
 - August/Labor Day
 - Winter Holidays
 - Social Norming – year-round messaging
 - Specific “holidays”
- Target Audiences
 - Alcohol – Males 21-34
 - Drug-Impaired – Males 18-34

Alcohol-Impaired Segmentation Study

- Online survey conducted April-May 2024
- Nationwide – over 4,300 participants
- Participant Criteria Included:
 - Licensed driver between ages 21-54
 - Diverse ethnicities
 - Regularly consume alcohol
 - Displayed at risk behaviors (binge drinking, drove/rode after drinking, stopped by law enforcement, in vehicle crash)

Alcohol-Impaired Segmentation Study (cont.)

- Survey Overview:
 - Attitudes and Behaviors
 - Drinking
 - Driving after drinking
 - Consequences and Motivators
 - Messaging and Advertising
- 5 Distinct Segments within 3 Distinct Groups Emerged
 - Market of potential impaired drivers estimated at 29.5M

NOTE: Study presents analyzed data only. Does not provide strategic recommendations for campaigns.

High-Risk Groups

- High Risk – 45% of market and 95% of riskiest drivers
 - Risky Drivers
 - Heavy and frequent drinkers with impaired driving as part of lifestyle
 - Skews younger, male, and African American
 - Focused on self; motivated by law enforcement consequences
 - Resistant to messaging
 - Impaired Socializers
 - Moderate drinking habits; believes driving is safe after drinking
 - Skews older (30-49), female and Caucasian
 - Focused on others; motivated by norming consequences
 - Resistant to messaging

Medium-Risk Group

- Medium Risk – 11% of market 3% of riskiest drivers
 - Reformed Impaired Drivers
 - Frequent drinkers who have past DUIs and now play it safe
 - Skews older and male
 - Focused on others; motivated by norming consequences
 - Resonates with norming ad elements

Low-Risk Groups

- Low Risk – 45% of market and 5% of riskiest drivers
 - Friend Group “Parents”
 - Moderate/occasional drinkers
 - Skews younger and female
 - Risk-averse and focused on others; motivated by norming consequences
 - Receptive to all messaging, especially morning elements
 - Cautious Drinkers
 - Moderate/occasional drinkers
 - Skews younger and Hispanic
 - Less likely to drive impaired (may get impaired transport)
 - Focused on self and motivated by legal consequences
 - Receptive to messaging skewing towards enforcement consequences over norming

Rural Audience

- Segmentation Study – Behavioral Factors
- Geography's Role
- Challenges to Rural Population
- Creative Assets (available Summer 2026):
 - Social graphics
 - Pre-produced radio ads

Alcohol-Impaired Ads

- HVE – *Drive Sober or Get Pulled Over*
 - New ads (General Market and Spanish) planned for 2027
- Social Norming – *Buzzed Driving is Drunk Driving*
 - New General Market ad planned for Winter 2026
 - Spanish ad produced in 2025

Social Norming Ad – *Lost in a Flash*

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Drug-Impaired Campaign Overview

- Challenges:
 - Standard measurement for impairment
 - Research
 - State Laws
- One common thread – driving high is illegal everywhere.

Drug-Impaired Ads

- HVE – *Drive High, Get a DUI*
 - New ads planned for August/Labor Day 2026
- Social Norming – *If You Feel Different, You Drive Different*
 - New General Market Ad “Tell That To Them” debuted November 2025
 - Based on a true story

New Social Norming Ad – *Tell That To Them*

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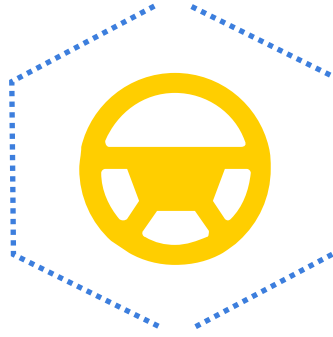


New Social Norming Ad – *Tell That To Them*



Resources

- [Campaign assets for States and Stakeholders Use](#)
- [2024 Alcohol-Impaired Segmentation Study](#)
- [Technical Overview of Drug-Impaired Driving Issue](#)
- [NHTSA.gov Alcohol-Impaired Page](#)



Questions?



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THANK YOU!

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