



KEEP THE ROADS SAFE THIS CHRISTMAS

**COMHAIRLE CONTAE MHAIGH EO
MAYO COUNTY COUNCIL**

THE DESIGNATE A DRIVER PROGRAM

The Designate a Driver Program asks that motorists show they care by designating a driver for celebrations. The program is easy and anyone can participate. If your celebrations include the drinking of alcoholic beverages, simply plan ahead and designate a driver.

The focus of the 'Designate a Driver' program will expand the public awareness campaign to a direct call-to-action at locations where alcohol is being served. The Designate a Driver program can be used any time when people plan to leave home and drink alcoholic beverages, ensuring a safe ride home over the Christmas period.

WHAT DOES THE DESIGNATE A DRIVER DO?

- Drinks only non-alcoholic beverages.
- Provides safe and sober transportation home for companions.

WHAT CAN YOU DO?

- Set up a Designate a Driver system with your friends for all occasions.

WHY BE A DESIGNATED DRIVER?

- To ensure your friends trip home is safe.
- To help friends avoid embarrassment, keep their licenses, avoid fines and keep our roads safe.

THE CAMPAIGN OBJECTIVES

- Create awareness of the consequences of drinking and driving – fatality, in caught for drink driving.
- Raise awareness about the family, work and social consequences of being caught for drink driving.
- To reduce the incidence of drink driving.
- To increase Mayo's motorists awareness of the amount of alcohol they can consume and stay below the legal limit.
- To increase awareness of public transport options as an alternative to drink driving.

HOW THE CAMPAIGN OPERATES.

There is no excuse to drink and drive. This campaign aims to have one designated driver in every group of three or more. This person will receive unlimited soft drinks, tea or coffees for the night.

THIS CAMPAIGN IS SUPPORTED BY :

- The Vintners Federation of Ireland
- Coco Cola Bottlers
- Road Safety Mayo County Council
- An Garda Síochána

Mayo County Council: committed to reducing deaths and serious injury on the roads.

From the road safety officer Noel Gibbons