

The Keys to Responsibility[®]

A Guide to Encouraging Safe Rides and Designated Drivers in Your Community



Miller[®]



When people drive drunk and hurt themselves or others,
the occasion becomes unforgettable for all the wrong reasons.
That's why we're proud to offer "The Keys to Responsibility"
to help all of our families and friends get home safely
to those who care about them.



Music festivals. Wedding receptions. Family reunions. Tailgate parties. After-work gatherings. All are occasions to enjoy time with friends and family, as well as good food and great beer. And while the majority of the 80 million Americans who drink beer do so responsibly, some occasionally have too much to drink and should not drive.

For decades, Miller Brewing Company has been working to remind our customers to designate drivers, use alternative transportation, and to always drink responsibly. These values are ingrained into the way we do business everyday. Our Respect the Road program promotes responsible decision-making by encouraging individuals to serve as designated drivers or to make alternative transportation plans before they leave home.

Of course no organization can do it alone. It's a collective responsibility. It takes federal, state and local governments, community leaders, parents, retailers, producers, law enforcement, and, of course, consumers of alcohol to work collaboratively to stop drunk driving. While the U.S. Department of Transportation statistics show a positive 20-year downward trend in drunk driving fatalities, we believe there is much more work still to be done. Let's work together today to make our roads safer, and help to ensure a better tomorrow.



The National Fraternal Order of Police
has endorsed "The Keys to Responsibility."

A Brief Overview of Alternative Transportation Programs

What is a safe ride home program?

A program such as our “Last Call®: Safe Ride Home” typically offers alternative transportation—everything from voucher systems for free or reduced cab fare to making shuttle services or phone numbers for taxi services more visible and accessible.

What is a designated driver program?

Promoting the use of designated drivers is a simple way to ensure a safe ride home. A designated driver pledges not to consume alcohol during an event and agrees to be responsible for providing a safe ride home for others. The Harvard School of Public Health estimates that designated driver initiatives have helped to save more than 50,000 lives between 1988 and 1998.¹

Why should I get involved in one of these alternative transportation programs?

According to 91 percent of Americans, the use of designated drivers is an excellent or good way to help reduce drunk driving.² We all have a responsibility to work together to make

roads safer. By promoting designated drivers, providing safe ride programs or by simply reminding people to have a plan, we can help save lives.

How do I choose which option is best for my community?

Each community is different—carefully assess the unique needs of yours. If resources are limited and the venue location remote, a designated driver program is a good idea. But if an event is in an urban area where distances are shorter and taxis more plentiful, consider a safe ride home program.

If I’m not involved in one of these programs, how else can I help?

Sometimes, all it takes is a reminder to encourage people to plan ahead. Responsibility messages delivered through advertising, point-of-sale materials and publicity keep awareness high and reinforce responsible decision-making. Your local Miller distributor may be able to assist with some of these materials or you can download materials from [MillerBrewing.com/LiveResponsibly/Programs/pdd/SafeRiders.asp](https://www.millerbrewing.com/LiveResponsibly/Programs/pdd/SafeRiders.asp).

Taking advantage of alternative transportation programs

Alternative transportation programs are effective—and widely utilized. Throughout the years, more than 425,000 people have taken advantage of the Miller Free Rides® program on New Year's Eve and St. Patrick's Day. Reducing the number of cars on the roads means safer roads for everyone.



Photo courtesy of: Lila Aryan Photography

“Last Call®: Safe Ride Home” On-Premise Program

Implementing a program that involves offering free, reimbursed or reduced-fare cab rides for those who need a safe ride home is an effective way to help make the roads and community safer. Through a subsidized voucher system, a patron who has over-consumed can request and be provided with a cab ride home from a participating establishment or event.

The program is a transportation alternative that’s versatile enough to work on any occasion or at any venue where alcohol is served. Several factors will determine necessary budget allocations, including the duration of the program, cost of promotional materials, number of patrons/attendees and participation of other sponsors. Since it may not be feasible to offer a program year-round, holidays—New Year’s Eve, St. Patrick’s Day and Fourth of July—are ideal times to launch and run a program.

How to Create and Execute a “Last Call®: Safe Ride Home” Program

1. Prior to launching a program, meet with venue or event

organizers and restaurant and/or tavern associations to inform them of the program and enlist their cooperation.

2. Establish parameters, such as locations, duration and times.
3. Once the details have been presented and approved, identify and engage sponsors, partners and/or endorsers, such as law enforcement, drunk driving prevention organizations and community service groups. Check with your state’s transportation department to determine if any local, state or federal grant funds are available to help subsidize the program.
4. Identify a transportation provider, such as a taxi company and/or shuttle service, and establish an agreement with them that addresses:
 - How the rate/fare is to be paid
 - Whether the cab rides are one-way (home) or round-trip (for the individual to retrieve his/her vehicle within 24 hours)
 - Whether individuals are to be taken home or to a final

destination, such as a hotel (participants should not be taken to another retail establishment)

- How many vehicles are needed
- What appropriate cab/shuttle releases and/or contracts are needed (have an attorney review any document prior to signing)
- Which process will be used to reconcile bills for the service

5. Print multi-part vouchers that incorporate partner/sponsor logos, expiration dates and any relevant program-specific information. Voucher forms can be downloaded from [MillerBrewing.com/LiveResponsibly/Programs/pdd/SafeRiders.asp](https://millerbrewing.com/LiveResponsibly/Programs/pdd/SafeRiders.asp).

6. Identify a program administrator who will make sure that participating organizations receive vouchers and have an established process for reconciling payment. Consider partnering with a bar, tavern, restaurant, local nonprofit or service organization.

7. Inform all program partners about the process for providing patrons with vouchers. When evaluating a patron's intent for program participation, always err on the safe side and provide the patron with a ride home.

8. Work with local law enforcement to determine whether it is possible to prevent patrons who use the program from getting ticketed for overnight parking.

9. Develop promotional materials, such as banners, table tents and flyers, to raise awareness of the program using online graphics, tips and templates. Materials are available to download from [MillerBrewing.com/LiveResponsibly/Programs/pdd/SafeRiders.asp](https://millerbrewing.com/LiveResponsibly/Programs/pdd/SafeRiders.asp) or by contacting your local Miller distributor.

10. Train servers to help prevent over-consumption and drunk driving by using programs such as Training for Intervention Procedures (TIPS®) or Techniques for Effective Alcohol Management (TEAM®) for large concert or stadium venues.

Designated Driver Program for Events

Designated driver programs are particularly effective at community or special events, such as festivals, concerts, sporting events or any other event with a specific start and end time. Designated driver programs also can be effective at bars, taverns and restaurants as a year-round program.

If an ongoing program is not feasible, establish a program during specific holidays, such as New Year's Eve, St. Patrick's Day, Fourth of July, Memorial Day and Labor Day. Effective communication and retailer support are the keys to building awareness and generating participation. Work with retailers to provide free or discounted nonalcohol beverages and/or snacks to recognize legal-age patrons who pledge to be designated drivers.



How to Create and Execute a Designated Driver Program

1. Prior to launching the program, meet with the facility and/or event organizers to educate and inform them of the importance of and need for designated drivers.
2. Once the details of the program have been presented and approved, identify and engage sponsors, partners and/or endorsers, such as law enforcement, drunk driving prevention organizations and community service groups. Check with your state's transportation department to determine if any local, state or federal grant funds are available to help subsidize the program.
3. Position designated driver booths at the highest-traffic entrances to the event and make sure they are open well before the start of the event and remain open throughout. Signage identifying the booth should be clear and visible.
4. Staff the booth with individuals of legal drinking age who are comfortable and confident in public settings. The person registering as a designated driver must be of

legal drinking age and possess a valid driver's license. Someone underage should not be *choosing* to abstain—it's the law!

5. Designated drivers should sign a pledge form and be given a nontransferable wristband. These should be ordered in advance from one of the many vendors that supply wristbands. You may wish to contact your local Miller distributor for possible support. Servers should be notified that this wristband indicates that participants have pledged not to consume alcohol during the event. If wristbands also will be used for patrons consuming alcohol or for other event activities, be certain designated driver wristbands are distinctive.

6. Rewards or incentives may be provided to designated drivers and may include free nonalcohol beverages, promotional items or giveaways (where legal), free food or entry into prize drawings (where legal).

7. Booth staff should have contact information for event security and local cab companies if an event attendee has not identified a designated driver and needs a safe ride home.

8. Train servers to help prevent over-consumption and drunk driving using programs such as Training for Intervention Procedures (TIPS®) or Techniques for Effective Alcohol Management (TEAM®) for large concert or stadium venues.



Getting the Word Out

Whether you're operating a "Last Call®: Safe Ride Home" or designated driver program, the primary way to drive participation is to get the word out.

Step 1: Develop Partnerships and Sponsorships

By approaching one partner at a time, you can offer exclusive promotional rights and avoid competitive conflicts. Focus on those with a stake in the program's success:

- Restaurant and tavern owners or event venues (stadiums, concert arenas) can promote the program on-premise and may purchase—or at least distribute—vouchers to those who need a safe ride home. They also may allow you space for a registration booth near event entrances.
- Community groups, drunk driving prevention organizations or business groups, such as a tavern league, chamber of commerce or convention and visitors bureau, may provide funding and help promote the program.
- State transportation departments may help identify local, state or federal grant funds to help subsidize the program.
- Local media partners, including TV, radio, newspapers and magazines, may offer discounted or free space for PSAs or free editorial mention of the program.
- Printing companies may provide free or discounted printing services for posters, table tents, banners, flyers or vouchers. You also may contact your local Miller distributor for possible support.
- Local soft drink and water distributors may provide alternative beverages at a discount or free of charge.
- Cab companies, private bus companies or public transportation departments may offer free or discounted rides home.

Approach each with a proposal that outlines goals, timing and expectations. Explain what's in it for them: Will it improve their public image? Can their logo be used in promotional materials? Can patrons try their products or services? Get all agreements in writing to avoid confusion later.

Step 2: Secure Endorsements

- For added credibility, get endorsements from drunk driving prevention organizations, traffic safety groups and local and state government officials.
- Submit requests in writing and clearly outline what an endorsement means (e.g., use of their logo or name in promotional materials).
- Keep everything on file to be included in a press kit and to encourage others to join.



Getting the Word Out, Continued

Step 3: Develop Materials

Online, you'll find a variety of promotional materials and artwork that is ready to customize for your program.

Consider creating the following:

- Press kits provide comprehensive information to the media or potential partners. A simple folder holds press releases, a fact sheet about the program, sponsor information, public service announcements and sample ads or point-of-sale communications.
- Promotional materials can be used at or around event venues. Create customized point-of-sale materials, flyers, ads and signage.

If appropriate, ask partners and sponsors to display materials or include a short message about the program in their own communications.

Step 4: Publicize

- Identify Target Media: Prepare a list of local media—TV, radio, daily and community newspapers, magazines, Web sites—that should receive information.
- Contact Them: Contact editors and reporters in your target media to describe your program. Start by sending a press kit, faxing a fact sheet or sending an e-mail overview of the program, then follow up with a phone call. Have an action in mind when you call: Do you want a brief mention on a newscast or a photographer to stop by your designated driver booth at the festival?
- Use Public Service Announcements (PSAs): Many media organizations will donate unsold ad space or airtime for PSAs. Ask a service organization or community leaders to approach the media on the program's behalf. If Miller, a distributor or another partner advertises, time or space may be bundled with a paid ad buy.

- Issue a Press Release: If your announcement has news value, a press release can effectively notify the media and let them create their own story. Your release should cover the who, what, why, how and when of your event. The release also should acknowledge partners, sponsors and endorsing organizations.
- Identify the Right Spokesperson: Choose someone experienced at working with the media. This spokesperson should have specific messages ready, including responses to any questions that could arise.



Responsibility Campaigns Work

Statistics from the National Highway Traffic Safety Administration show that while the total number of drunk-driving fatalities has declined 39 percent since 1982, the numbers for vehicle miles traveled, registered motor vehicles, licensed drivers and the total U.S. population have increased.³ Together, we can keep the positive momentum going. It's up to all of us—so let's unite in our efforts to help stop drunk driving. If you'd like more information, check out our Web site at MillerBrewing.com/LiveResponsibly/Programs/pdd/SafeRiders.asp.





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