

# Project Overview

## ***BIG NEWS!***

A team of educators at the University of Victoria and Simon Fraser University is asking for help in addressing impaired driving in BC communities. And your class has accepted the challenge!

## ***But HOW, you ask?***

First, you, your classmates and your teacher are going to work together to develop a class strategy (aka a plan of action) for reducing impaired driving rates (and rates of riding with an impaired driver). During the class discussion, you will be considering and identifying how your class's strategy addresses not only individual influences on a person's decision to drive or not drive impaired (e.g., personality) but also social and environmental influences (e.g., friends, family, access to bus system, community attitudes and norms). You will also be choosing which audiences your class wishes to target and the best ways to reach them (e.g., young drivers, parents, town planners).

Next, in teams of 2-4 students, your class will begin developing a series of social marketing products (aka tools for communicating with people) that reflect your class's overall strategy and vision. The goal for each team is to create a tool(s) that will have an impact on what people think and do and will contribute to the overall class plan.

Oh! And guess what! Your creations may be published on the Drugs and Driving project website – and may be used for real in your community and other communities in BC.

## ***WHEN do we get started, you ask?***

Whoa! Slow down! It takes time to learn about complex issues and develop social marketing products.

So, over the course of 6 lessons, we will be doing a series of tasks – both inside and outside of class – to help us create, create, create! while learning about

- drugs and driving (you're going to do some "basic training" today in Lesson 1)
- different personality types so we can reach different audiences (Lesson 2)
- the influence of our friends, social networks and support systems (Lesson 3)
- social contracts, the "silent deals" we make with others in order for all of us to live – and drive! – in peace, harmony and safety (Lesson 4)

Lessons 5 and 6 are devoted primarily to developing, presenting and uploading your social marketing products for assessment by your teacher and the project leaders.

***Good luck on your projects!!!***