

# Halton Police use posters to get across anti-drinking and driving message to students

Halton Police have launched a poster campaign with a local twist to get the message out to Halton students about the dangers of drinking and driving.

Police are using photos of Halton fatal collisions in the posters that will be put up in Halton high schools.

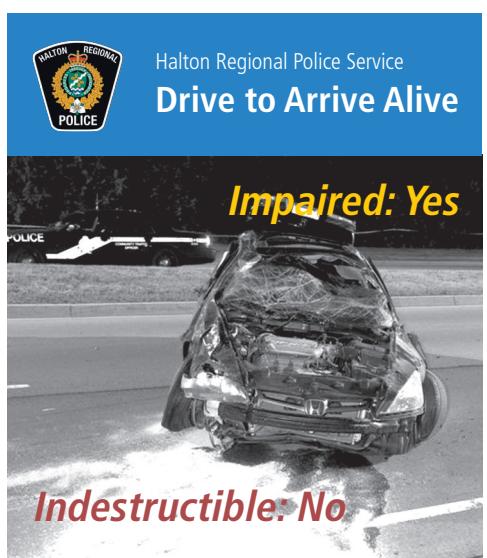
The intent of the posters is to partner with local school boards and use the posters to address the perception many youth have that they are indestructible and the "it won't happen to me" mindset by bringing home the reality that fatal collisions involving alcohol happen here in Halton.

The 2009 Ontario Student Drug Use and Health Survey indicates that 12 per cent of students have driven within an hour of consuming alcohol and that 23 per cent of students have reported being a passenger in a car with a driver who has been drinking.

The goal is that youth will stop, think and consider their options either prior to getting into a car or while driving.

The posters will include a large headline above the photo with the campaign's key messages underneath.

Family members of the people who



THE YOUNG DRIVER OF THIS VEHICLE TRAGICALLY LOST HIS LIFE.

His family and friends are sharing this photo to help save lives by reminding all motorists to slow down, buckle up, focus on the road and drive sober.

died in the collisions were asked about the use of the photos in the campaign. Police say the campaign could evolve to include the family members sharing messages with youth about the value of traffic enforcement and the tragedy of fatal collisions.

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