Coordinator Toolkit

August 2021

STOP DWI New York
Community Focused. Saving Lives.

NEW YORK STATE OF OPPORTUNITY. Governor's Traffic Safety Committee

Funded by the National Highway Traffic Safety Administration with a grant from the New York State Governor's Traffic Safety Committee

Welcome

This toolkit is designed to help New York State STOP-DWI Coordinators and their partners share valuable materials that will reduce impaired driving incidents, crashes, and fatalities in their communities.

The materials here are always being updated. Check back regularly for more materials and tips!

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How to access the materials

The Coordinator Toolkit is set up as a Wiki page, much like Wikipedia. This makes it easy to browse, view, and download files for various outreach materials.

www.toolkit.stopdwi.org

It's easy to download materials to use in your community. Follow these steps:

1. Go to the Coordinator Toolkit in your browser by typing toolkit.stopdwi.org.
2. Pick a category from the home page: Print Assets, Social Assets, or Video Assets.
3. Select which asset you'd like to view or download from the list.
4. You should see a thumbnail preview of the asset. Below the image, click on the download prompt text.
5. This opens up a new window with your chosen image. Right-click with your mouse and choose "Save image" or "Save video" and choose a place to save it onto your computer.
6. Share the materials: either by posting it on social media, emailing it, or printing and sharing it with your community.

STOP-DWI branding and sources

It's important to keep the core elements of the branding consistent so that it is recognized by the community. Please use these on all custom-made materials.

STOP-DWI Logo

Link to main logo

Link to all county pages
Contact your county coordinator for county-specific materials and information.

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Tagline

Have a Plan to get home safe.

Database source

Link to database

Traffic Safety Statistical Repository

Printed content

This content is useful for offline, in-person interactions and will require printing. You'll find handouts (measuring 8½ x11) which can be easily printed, and posters (measuring 11x17) which probably need a larger printer.

When using an outside vendor to print, you can pass the file to the printer by either providing a link to the asset from the Coordinator Toolkit Wiki, or by downloading the file yourself and sending as an attachment.

Ideas for use

Hand out at education centers:

- Schools
- DMV
- Driver's Ed courses
- Victim Impact Panels

Hang posters at locations:

- Fire stations
- Law enforcement waiting rooms
- Schools and colleges
- Hospital Emergency Rooms

Distribute at community events:

- Night at the ballpark
- National night out

Video content

Video content can be used online or in-person. This folder includes short teaser videos (10-20 seconds) as well as longer videos on specific topics (30-60 seconds) such as DREs, History of STOP-DWI, and others.

Ideas for use

- Post on social media pages.
- Play on screen at DMV while people are waiting.
- Play on scoreboard screens at sports games.
- Play at schools.
- Use on looping video screens at the county fair.
- Use for PSAs at movie theaters Special school events where people will be driving afterwards — like prom or graduation parties.

Social media content

This content was designed to post on Facebook and Instagram. You can post any of the STOP-DWI images to your own local pages by uploading the file as an image and writing a fitting caption. Feel free to experiment with alternative ways to share like boosting or sharing it in your stories.

Ideas for use

- Share and repost content from STOP-DWI Facebook and Instagram pages. New posts go up every week.
- Encourage others in your community to follow your page.
- Use posts during targeted enforcement times to emphasize the need for safe driving.

Social media guidelines

Determine what you want to post a week ahead of time (if possible). Refer to what you've recently posted in order to vary it up! This helps you stay organized and prevents you from being too repetitive. It helps to share different types of content for variety!

Post just once a day. Posting much more can feel like spam to followers and overwhelm your audience. It's better to space out what you have to say so people give it the time and attention you hope for!

Check the news before posting to make sure whatever you're posting is relevant and can't be misconstrued as insensitive or tone-deaf.

Spelling, spelling, spelling! Be as sharp as possible when representing your organization. Check your spelling twice before posting and once after it's published. Read what you're writing out loud too!

Keeping your brand consistent is important to being recognizable and building a following. Stick with the same tagline, fonts, style, and voice and tone.

Thank You!

If you have any questions or additional ideas, please share so we can improve together!

Contact Pam Aini at stopdwifoundation@gmail.com

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