



2022 Virginia Highway Safety Summit  
'Reaching Students' | May 4, 2022  
Kurt Erickson | Alexandra Lucchesi, MS  
Washington Regional Alcohol Program (WRAP)



# Commemorating its 40th year in 2022, the Washington Regional Alcohol Program (WRAP) is an award-winning public-private partnership working in the Washington-metropolitan area.

- Public Education
- Innovative health education programs
- Advocacy

WRAP is a grantee of the Virginia Department of Motor Vehicles

## Youth Outreach

### Alcohol Awareness for Students

**Alcohol Awareness for Students** Multi-media outreach program using an interactive PowerPoint presentation, video and Fatal Vision® goggles to educate teenagers and young adults about the dangers and consequences of underage drinking and impaired driving as well as the importance of making safe, healthy decisions.

### School Resource Guide to Preventing Underage Drinking

Annual educational guide on area underage drinking laws and consequences, related facts and statistics, suggested club activities and more.



### Youth Safety Events

Building on the success of WRAP's previous GEICO Student Awards, WRAP launched new, in-school, interactive and GEICO-resourced youth safety events in 2018 addressing topics ranging from underage drinking, teen driving, bullying and date violence.



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A copy of WRAP's current financial statement is available by writing WRAP, 7700 Leesburg Pike Falls Church, VA 22043 or by calling 703-893-0461. Documents and information submitted under the MD Charitable Solicitations Act are also available for the cost of postage and copies from the MD Secy. of State, State House, Annapolis, MD 21401, 410-973-5534.

## Adult Outreach

### Safe And Vital Employees

Innovative business outreach program bringing traffic safety to the workplace while helping educate employees of the dangers of impaired driving on both a personal and professional level.



### SoberRide®

Award-winning free safe ride service, which, since 1991 alone, has provided over 77,000 safe rides home to potential drunk drivers in the Washington-metropolitan area. For more information, visit [www.soberride.com](http://www.soberride.com).

**SoberRide®**



### Law Enforcement Awards of Excellence for Impaired Driving Prevention

Annually honoring area law enforcement officers for their work in impaired driving prevention.

### Corporate Guide to Safe Driving and Safe Celebrating

At-a-glance, annual reference on Washington-metropolitan area impaired driving laws, related facts and statistics, party tips and more.

## Public Education

WRAP is a leader in DUI related media advocacy in Greater Washington and also serves as an educational resource to public and private sector organizations, businesses and institutions throughout the year via the production of various surveys and informational publications.

### Checkpoint Strikeforce

Regional law enforcement and public education effort to effectively identify and apprehend drunk drivers.



### How Safe Are Our Roads?

Annual report on highway safety in the Washington-metropolitan area.

### Advocacy

WRAP is known as a key player among the District of Columbia, Maryland and Virginia's decision-makers in effectively championing public policies combating drunk driving and underage drinking.



### Public Partners

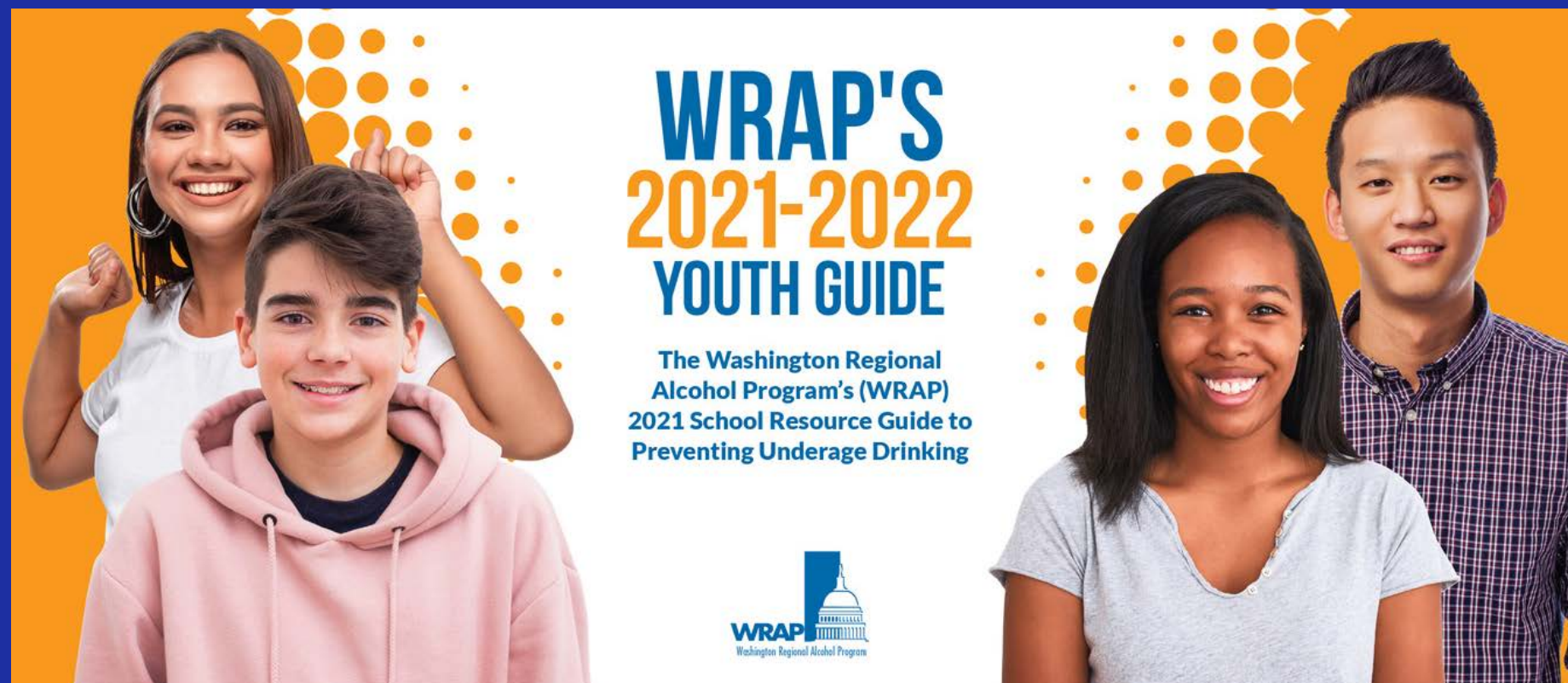
District of Columbia Department of Transportation  
Maryland Highway Safety Office/Maryland Motor Vehicle Administration

Virginia Department of Motor Vehicles

# Youth Outreach

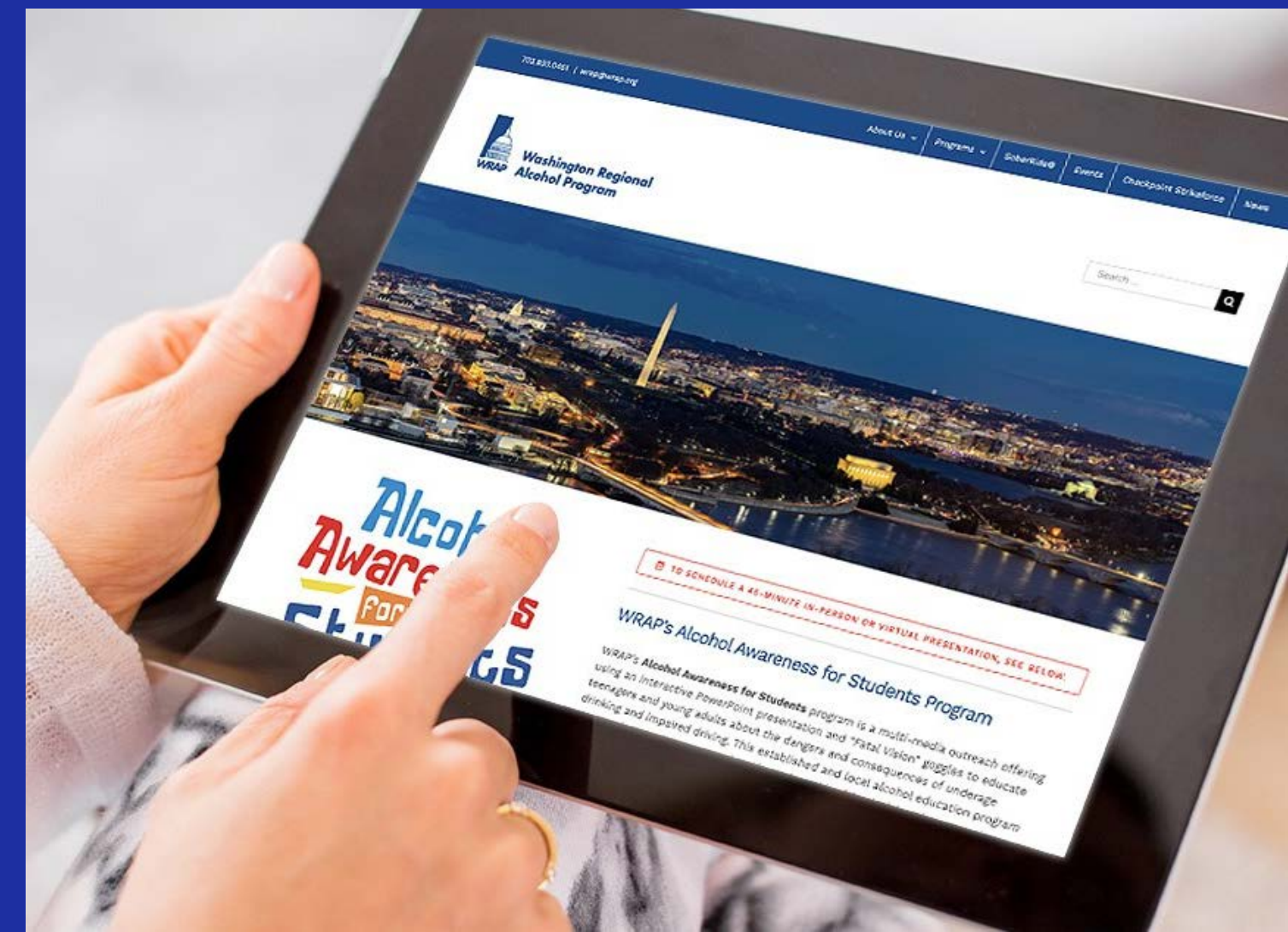
- Alcohol Awareness for Students
- School Resource Guide to Underage Drinking
- Youth Safety Events

# Alcohol Awareness for Students



# Alcohol Awareness for Students

- Multi-media outreach program using an interactive vision goggles to educate teenagers and young adults about the dangers and consequences of underage drinking and impaired driving as well as the importance of making safe, healthy decisions.



# Multiple Platforms

- In-person
  - In-person presentations conducted at schools using an interactive PowerPoint presentation as well as activities using Fatal Vision Goggles
- Virtual
  - Adapted to virtual learning platforms during the pandemic to make sure schools still had access to this program
- Digital
  - Converted the Alcohol Awareness for Students presentation into a webpage
  - YouTube

# Identifying a Community / Program Champion

- Cultivating relationships with teachers and administrators
  - Promotion via word-of-mouth
  - Become a part of teacher's curriculum
- Testimonials
  - Utilizing teacher and student testimonials

# Utilizing Metrics

- Surveys
  - Number of students reached
  - Belief change
  - Behavioral change
  - Increase knowledge and awareness
  - Feedback



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