



## Our Mission Statement

Ending Drunk Driving at ECU is a mission to inform, persuade and educate the population of ECU on the dangers of drinking and driving. We hope to make the Greenville community a safer environment by providing a wide array of educational opportunities to the students of East Carolina University.

## The Statistics



**Every 50 minutes, one death** occurs from a motor vehicle crash involving a drunk driver.

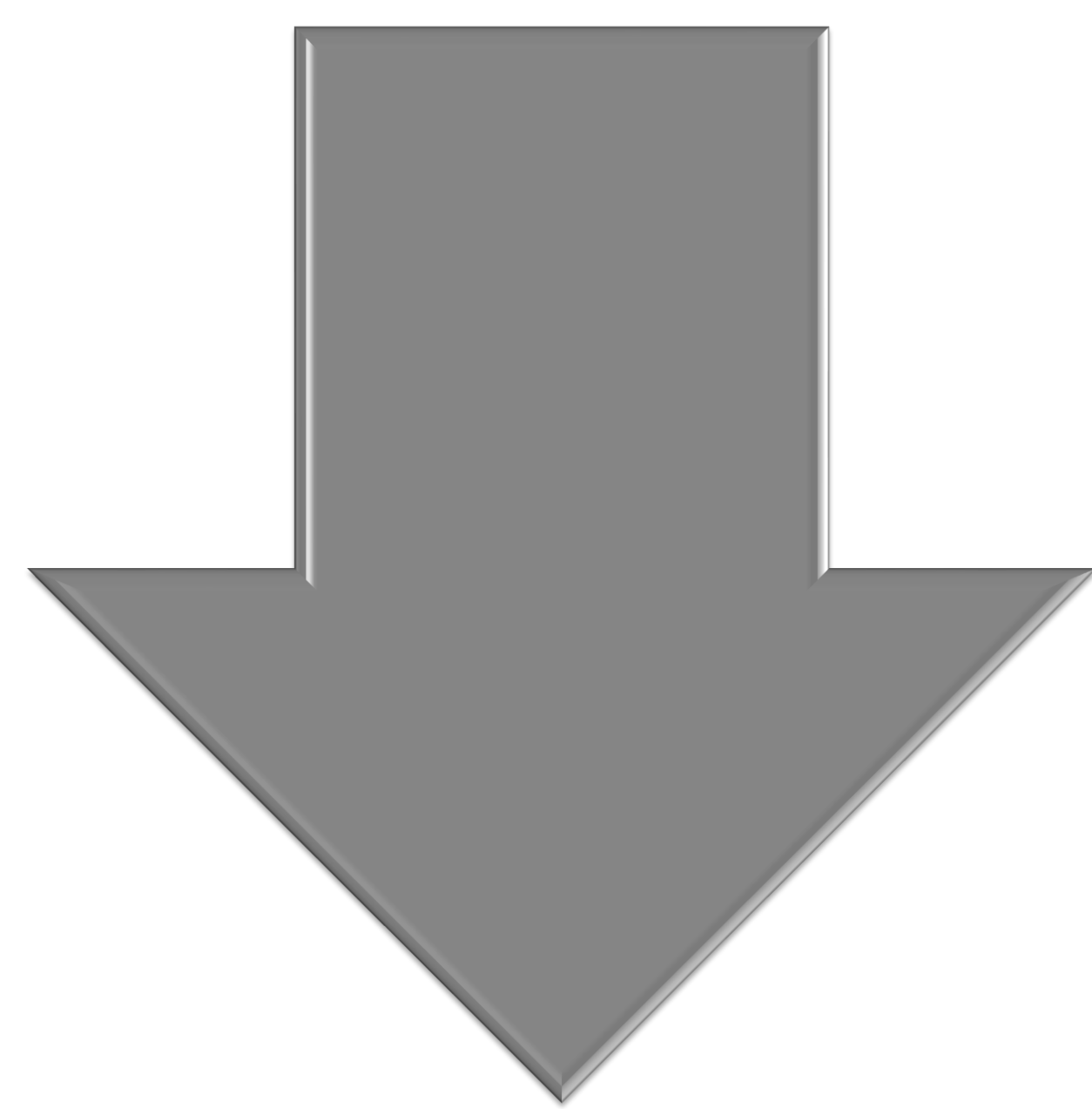
North Carolina has the third most DUI's in the country. **Pitt County is consistently ranked as one of the most dangerous counties in NC.**



In the United States, **58% of college students ages 18-22 drink alcohol.**

# Ending Drunk Driving at ECU

“No way that could ever happen to me, that stuff only happens to other people, with other families, at other places”

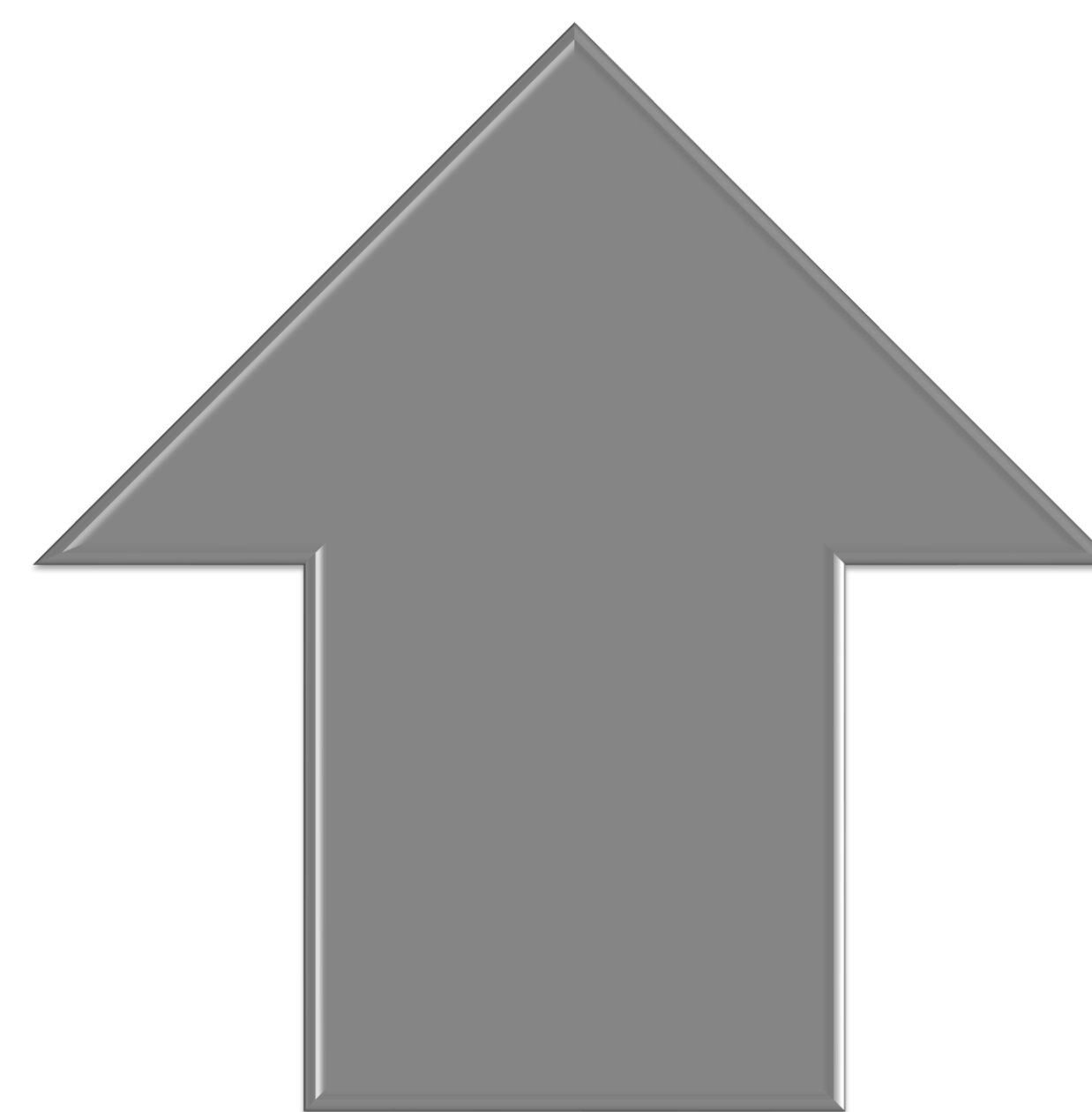


## The Problem

- Drunk driving is a common occurrence in Greenville, NC. We hope that with enough support from the community, we can decrease the rate of drunk driving within East Carolina University and Greenville as a whole.

## The Solution

- Education & Social Media – We believe education can make an impact on the problem. An interactive video is in the works to be played in all Health 1000 courses, required for all freshman to take. We plan to use our social media, Ending Drunk Driving at ECU (@EDDECU) as a platform to spread awareness.



## The Product

We are currently working with the Health 1000 Education Department to create an informative video that will be incorporated into the new Health 1000 online curriculum beginning in Fall 2019.



A twitter page was created to spread awareness about our mission.

Our strong social media presence led to our local Pitt County WNCT news station appearance.

April is National Distracted Driving Awareness Month, represented by the color red. Red ribbons will be distributed to students on campus to raise awareness.



## The Ideation Phase

Redesigning ECU Alcohol EDU Course  
... Too Few Resources

Greek Life Education  
... Sober Diving Systems Already in Place

ECU Student-Led Driving Service  
... Liability Concerns

ECU Health 1000 Educational Lesson  
... Curriculum Constrains

