



This campaign encourages young adults to "Make the Call" to end impaired driving. Make the Call to get a safe ride home.

**BECAUSE IMPAIRED DRIVING
IS AN EMERGENCY.**

MAKE THE CALL

End impaired driving

The **No DUI Larimer** coalition and campaign was born out of the need to address the problem of impaired driving in our community. The goal is to prevent driving under the influence of alcohol or other substances by increasing community responsibility for safe and responsible driving.

No DUI Larimer collaborates with local alcohol and cannabis retailers, law enforcement, government agencies, local non-profits, and the community at large to stop impaired driving before it happens and when it's happening.



NoDUILarimer.org





**WHEN YOU FEEL DIFFERENT,
YOU DRIVE DIFFERENT.**

KNOW SOMEONE WHO COULD USE HELP?

Rethinking Drinking:
RethinkingDrinking.niaaa.nih.gov

SmartRecovery.org

SEE SOMEONE DRIVING ERRATICALLY?

Make the Call....
911

Why you should
Make the Call

- With a population of about 344,000, Larimer County has over 4.5 times as many fatal accidents as Boulder, even though they have similar populations.
- 18% of Colorado marijuana users reported driving 2-3 hours after consumption. But participants in a 2022 cannabis impairment study had lowered driving scores even 3.5 hours post-consumption.
- College-aged drivers are involved in almost 19% of drunk driving accidents.

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- For a safe ride home
- If you FEEL different
- To report suspected impaired drivers
- For someone you love
- For your neighbor
- For your friend
- For a bright future
- To end impaired driving in Larimer County

