

NHTSA Drugged Driving
“Bongmobile”
:30 TV

Open on a high driver coming to an abrupt halt at a stop sign. He has stopped a little bit over the crosswalk line. We see a mother and little girl walking up the crosswalk. They hesitate for a second, then begin to walk across the crosswalk.

We cut to the mother and daughter’s POV. They see him as a high driver driving a bong on wheels instead of a normal car.

We cut inside the car. We see that the driver is high. His eyes are red. He doesn’t realize he has crossed the line but he is nervous and over-focused with his hands in the ten and two position on the steering wheel because the mother and daughter are looking at him.

Cut to the high driver at a fast food restaurant drive-thru window. He has stopped a little bit too far ahead of the window. We see the drive-thru worker start to reach out with a bag of food and notices he has parked too far forward.

We cut to the drive-thru worker’s POV reaching out with the bag of food and noticing that the high driver’s eyes are red and has a slowed down demeanor to him. She sees his car as being a bong on wheels instead of a normal car.

Cut to high driver in a neighborhood street lined with parked cars. We cut inside the car and see that his level of nervousness has increased even more. He turns a corner and at that very moment, there is a teenage skateboarder crossing the street in front of him. The high driver has to slam on his brakes to avoid running into him, causing the skateboarder to swerve and run into a parked car. In the background, we see a woman neighbor witnessing what just happened as she waters her flowers.

Cut to woman neighbor glaring angrily at the high driver as she rushes to aid the skateboarder. From her POV, she sees a bong car instead of normal car.

VO: If you think no one can tell you’re driving high, think again. Pot definitely slows your reaction time and impairs your ability to drive. And that’s a fact you just can’t hide.

VO/Card: NHTSA logo / Drive safe. Not high.

“Do Better Drug”

Open on a guy dressed in a tux (best man) standing next to a limo as his best friend and bride are getting into the backseat. The limo driver is holding the door open for the couple. The best man sees that the limo driver is high and that his eyes are red.

Guy (to limo driver): You good?

Limo Driver: (to guy) Yeah. Your friends are safe with me. I just smoked a joint.

Cut to a different guy standing next to an ambulance driver as the guy's mother is loaded into the back of the ambulance. We see that the ambulance driver is high. His eyes are red.

Ambulance Driver: (to guy) Relax. Your mom's in good hands. I drive stoned all the time.

Cut to another guy helping his 5-year old daughter onto a school bus as a school bus driver sits in the driver's seat looking on. We see that the woman school bus driver is high. Her eyes are red.

School Bus Driver: (to 5-year old) Come on in, sweetie. (to guy) She'll be fine. I smoked some weed before work.

VO: If you can drive better when you're high, then everyone can drive better when they're high. Right?

The school bus doors shut and the bus starts to pull away.

VO (over end card): Don't fool yourself. Drive safe. Not high.

VO/Card: NHTSA logo / Drive safe. Not high.

NHTSA Drugged Driving
“Slow”
:30 TV

We open with four young guys driving in a car through a residential neighborhood. Inside the car, everything moves in slow motion, while outside of the car everything moves at normal speed. We see a small waft of smoke billowing inside the car and hear the car radio playing in the background as they drive along. The song coming from the radio is slow and distorted.

We cut to a close-up inside the car and see the four guys listening and moving their heads to the rhythm of the song. It looks like a slow motion picture inside of the car.

We cut to a close-up of the driver and passengers. They are showing redness in their eyes.

We cut to a mother with her baby stroller crossing the street in a crosswalk. They are well out in front of the stoned guy's car as the car continues to advance.

We cut back to a look of shock and fear in our driver. Then we quick flash to a close-up of the stroller and the baby followed by quick cuts inside of the car showing our driver gripping the wheel and slamming his brakes.

We cut to a wide shot of the car stopped just in time as the woman and her stroller are in the crosswalk.

We cut to a close-up inside the car where everything is now sped up to real time. There are looks of shock and fear on all of their faces as they look at each other.

VO: You think you're a better driver when you're high? It's proven that smoking pot dramatically slows your reaction time.

VO/Card: NHTSA logo / Drive safe. Not high.