



DRUGGED DRIVING

PILLS

HEAVY MACHINERY



ANNCR: *The following video shows us how the medication warning label that says “do not operate heavy machinery” also includes your car.*

“HEAVY MACHINERY” (Female)

The video starts with forty-year-old woman in a drug store as she picks up her medication. As we see the woman looking at the warning label on the side of a pill bottle, as we hear the pharmacist warn her of the side effects. The pharmacist says, “...May cause drowsiness. So do not take while operating heavy machinery...”

PHARMACIST: ...May cause drowsiness. So do not take while operating heavy machinery...

As the woman hears this, she starts to imagine herself driving different types of heavy machinery. We quickly cut to different scenes of the woman driving a forklift; driving a tractor; driving a bulldozer; driving a crane; driving a steam roller; driving a ditch digger; driving a snowmobile; driving a scissor lift; and driving Zamboni.

We cut back to the drug store as the pharmacist continues talking and says, “...Like your car.”

PHARMACIST: ...Like your car.

The voiceover says, “There’s more than one way to be under the influence. Pass it on.”

SUPER: THERE’S MORE THAN ONE WAY TO BE UNDER THE INFLUENCE, PASS IT ON.

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ANNCR: *The following video shows us how the medication warning label that says “do not operate heavy machinery” also includes your car.*

“HEAVY MACHINERY” (Male)

The video starts with a thirty-year-old man in a drug store as he picks up his medication. As we see the man looking at the warning label on the side of a pill bottle, as we hear the pharmacist warn him of the side effects. The pharmacist says, “...May cause drowsiness. So do not take while operating heavy machinery...”

PHARMACIST: ...May cause drowsiness. So do not take while operating heavy machinery...

As the man hears this, he starts to imagine himself driving different types of heavy machinery. We quickly cut to different scenes of the man driving a forklift; driving a tractor; driving a bulldozer; driving a crane; driving a steam roller; driving a ditch digger; driving a snowmobile; driving a scissor lift; and driving Zamboni.

We cut back to the drug store as the pharmacist continues talking and says, “...Like your car.”

PHARMACIST: ...Like your car.

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DOWN THE RABBIT HOLE



ANNCR: *The following is a series of interactive videos that allow the viewer choose-their-own story to see how different medications can influence how we drive.*

“DOWN THE RABBIT HOLE” (Female)

The video starts with forty-year-old woman getting ready for her busy day. As she’s getting ready, we see that she might be feeling a little under the weather. We see her sneeze; sniff her nose; stretch like she has a sore back; and try to take a calming deep breath. We cut to the woman in her bathroom as she opens her medicine cabinet to reveal several different kinds of pill bottles. Inside the medicine cabinet we see bottles labeled pain medication, allergy medication, cold medication, and anxiety medication. The voiceover says, “Choose your medication.” We see the viewer make their choice as computer cursor moves across the video and clicks on the allergy pill bottle.

Cut to a new video that shows the woman taking her allergy medication. After taking her medication, we see the world around her change color slightly. We see the woman finish getting ready and go to grab her car keys. The voiceover says, “Are you OK to drive?” We see the viewer choose “Yes.”

Cut to a new video that shows the woman driving her car. We see the world around her has changed color again. We see the woman is looking very tired and then her car swerves slightly out it the lane. The voiceover says, “Keep driving? Or pull over?” We see the viewer choose “Keep driving.”

We cut to a new video of the woman pulled over by a cop and receiving a DUI. The voiceover says, “There’s more than one way to be under the influence. Pass it on.”

SUPER: THERE’S MORE THAN ONE WAY TO BE UNDER THE INFLUENCE, PASS IT ON.

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ANNCR: *The following is a series of interactive videos that allow the viewer choose-their-own story to see how different medications can influence how we drive.*

“DOWN THE RABBIT HOLE” (Male)

The video starts with a thirty-year-old man getting ready for his busy day. As he’s getting ready, we see that he might be feeling a little under the weather. We see him sneeze; sniff his nose; stretch like he has a sore back; and try to take a calming deep breath. We cut to the man in his bathroom as he opens his medicine cabinet to reveal several different kinds of pill bottles. Inside the medicine cabinet we see bottles labeled pain medication, allergy medication, cold medication, and anxiety medication. The voiceover says, “Choose your medication.” We see the viewer make their choice as computer cursor moves across the video and clicks on the pain pill bottle.

Cut to a new video that shows the man taking his pain medication. After taking his medication, we see the world around him change color slightly. We see the man finish getting ready and go to grab his car keys. The voiceover says, “Are you OK to drive?” We see the viewer choose “Yes.”

Cut to a new video that shows the man driving his car. We see the world around him has changed color again. We see the man is looking very tired and then his car swerves slightly out it the lane. The voiceover says, “Keep driving? Or pull over?” We see the viewer choose “Keep driving.”

We cut to a new video of the man pulled over by a cop and receiving a DUI. The voiceover says, “There’s more than one way to be under the influence. Pass it on.”

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EVERYDAY SOBRIETY TESTS



ANNCR: *The following video shows examples of real-world field sobriety tests that we can use to help us realize we may be under the influence.*

“SOBRIETY TESTS” (Female)

The video starts with a forty-year-old woman taking her prescription medication. We then cut to see different scenes of the woman going about her day. We see her doing the laundry. Getting dressed. Meeting friends at the coffee shop. And going shopping.

We then cut back to each scene to see how things didn't go as planned. We see a red sock was mixed with the white load of laundry and now all the clothes are pink. We see her putting on two different shoes when getting dressed. We see the woman's coffee cup on the roof of her car when she's driving. And then we see the woman with her shopping bags trying to unlock the wrong car in the parking lot.

We cut to a card that says, “If you fail your test.”

SUPER: IF YOU FAIL YOUR TEST.

We cut back to see the woman realize she's trying to open the wrong car. She then looks up to see a police car drive by.

We cut to another card that says, “You'll fail their test.”

SUPER: YOU'LL FAIL THEIR TEST.

The voiceover says, “There's more than one way to be under the influence. Pass it on.”

SUPER: THERE'S MORE THAN ONE WAY TO BE UNDER THE INFLUENCE, PASS IT ON.

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ANNCR: *The following video shows examples of real-world field sobriety tests that we can use to help us realize we may be under the influence.*

“SOBRIETY TESTS” (Male)

The video starts with a thirty-year-old man taking his prescription medication. We then cut to see different scenes of the man going about his day. We see him doing the laundry. Getting dressed. Meeting friends at the coffee shop. And going shopping.

We then cut back to each scene to see how things didn't go as planned. We see a red sock was mixed in with the white load of laundry and now all the clothes are pink. We see him putting on two different shoes when getting dressed. We see the man's coffee cup on the roof of his car when he's driving. And then we see the man with his shopping bags trying to unlock the wrong car in the parking lot.

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