

Building Safe Communities Neighbor by Neighbor

Visit SafeYakimaValley.org/general-7-1
to learn more about positive social norms.



SafeYakimaValley.org/general-7-1



Safe Yakima Valley



Safe_YakimaValley

Catch a Ride, Not a DUI- **MOST DRIVE SOBER**



How Safe Yakima Valley uses the Positive
Social Norm approach to correct
misperceptions about Yakima County young
adults' driving behaviors.

WHAT ARE POSITIVE NORMS?

Safe Yakima Valley's impaired driving campaign is based on Positive Social Norms (PSN) Theory, which maintains that our individual behavior is strongly influenced by our perceptions and attitudes of our peers. If people think harmful behavior is typical among their peers, they are more likely to engage in it. Alternatively, if they think safe behaviors are the "norm", then they are more likely to engage in safe behaviors. This evidence-based approach focuses on correcting people's misperceptions about peer norms to increase positive behaviors.

Most young adults in Yakima County make smart driving choices, but many people overestimate how many peers drive under the influence. These misperceptions can lead to unsafe driving behaviors.

By sharing the real facts, we can help shift perceptions and support safer choices. In Yakima County, **94% of young adults don't drive impaired**. Knowing the truth makes it easier for everyone to make safe decisions.

DID YOU KNOW?

Yakima County young adults overwhelmingly reported safe driving behaviors:

- **98.2% did NOT** drive under the influence of prescription drugs or opioids.
- **98.6% did NOT** drive under the influence of stimulants.
- **95% did NOT** drive under the influence of marijuana.
- **93.5% did NOT** drive under the influence of alcohol.
- **87% plan ahead to get home safely.**

Safe Yakima Valley uses the PSN to highlight the positive driving behaviors of Yakima County young adults and build a safer community.