

## Using this Toolkit

Many local, state, and national organizations place a high priority on developing and implementing programs aimed at reducing injuries and fatalities in the Latino community resulting from alcohol-impaired driving. For many of these organizations, funding is limited and leveraging the efforts of others is a key strategy for success.

While a variety of community-based programs have been developed, until now there has been no single source of information on resources for groups addressing this critical problem in their own community. This toolkit brings together in one place the resources, experience and promising practices from a wide range of programs.

Just presenting a list of all these resources would be overwhelming! As a result, the toolkit is organized into three sections, each of which provides a different type of support.

1. Program Development
2. Sample Materials
3. Templates

### 1.

## Program Development

Many community-based organizations have limited experience with developing this kind of program. To provide a basic guide to the process of developing and implementing a program, the Program Development section is organized into the five major phases of the program development process. Each phase includes a description of what happens in that stage and links to resources to help you manage that stage.

Each phase provides a brief overview and a list of resources that provide a deeper insight into the activities needed for the given stage.

1. Getting Organized – Establishing partnerships, setting goals and objectives, building coalitions, and assigning responsibility
2. Data Gathering & Analysis – Collecting and analyzing data (local and national statistics) to identify the problem and support the impaired driving program's efforts
3. Developing a Plan – Identifying resources and actions necessary to achieve the



impaired driving program's goal

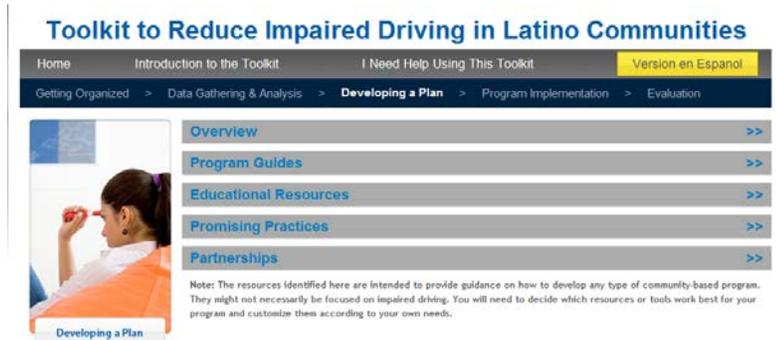
4. Program Implementation – Conduct meetings, coordinate efforts with partners, monitor reactions, and complete all planned activities
5. Evaluation – Assessing the program's effectiveness

Note: In addition to being the final stage of development, evaluation is also shown as a process that should occur throughout the program development process.

After selecting a stage and reading the overview, you can view resources related to the stage. The resources (for all five stages) are organized into four categories:

1. Program Guides
2. Educational Resources
3. Promising Practices
4. Partnerships

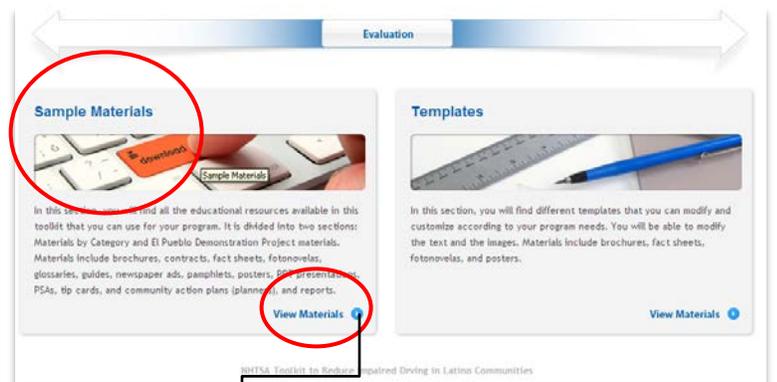
Note: Some of the resources are listed under multiple categories, because these resources address multiple topics.



## 2. Sample Materials

This section provides samples of materials used by other community programs to address the issue of impaired driving in the Latino community. These materials will give you lots of ideas for developing resources for your own community.

- Brochures
- Glossaries
- A pledge form
- Newspaper ads
- Posters
- Public Service Announcements
- Tip cards
- Facts sheets
- Guides
- Pamphlets
- PowerPoint Presentations

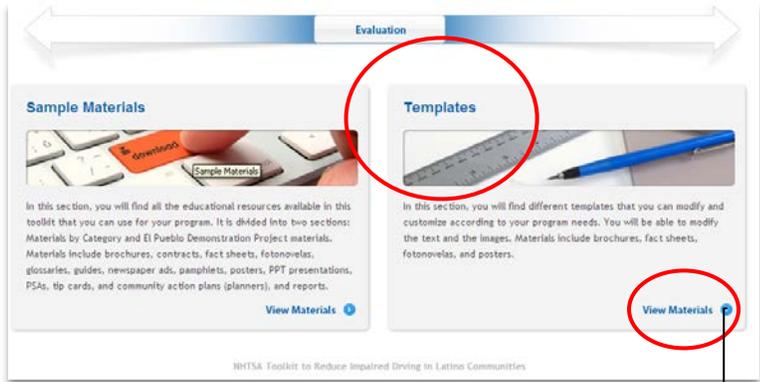


Also available for review are sample materials from El Pueblo Demonstration Project.



### 3. Templates

This section provides program materials you can use in your program including posters, brochures, fotonovelas, and print ads. The templates can be printed as-is for quick and easy production, or can be modified for your organizational needs, allowing you to create materials tailored to the local community.



The templates are organized into four categories:

1. Posters
2. Brochures
3. Print Ads
4. Fotonovelas

