

## The OTS Rolls Out New 'Go Safely, California' Campaign

The OTS hosted an event outside downtown Sacramento's Golden 1 Center Dec. 7 to announce the release of our new public awareness campaign, "Go Safely, California."

Joined by the California Highway Patrol, Sacramento Police Department and Sacramento Kings, our new traffic safety partner, the OTS urged the public to make safer choices on the go.



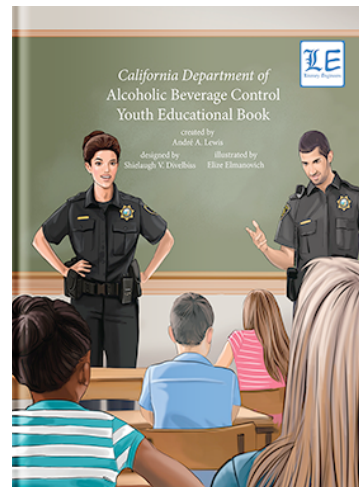
"A simple, but empowering message in three words that everyone can hopefully get behind: 'Go Safely, California,'" the OTS Director Rhonda Craft said, "a three-word message that drives home the importance of getting from point A to point B safely. That we are all in this world together. That we are all people."

The first focus of the campaign is on impaired driving, with PSAs running on TV and digital outlets through the month of January. Messages addressing distracted driving will run in the spring, and bicycle and pedestrian safety in the fall.

To learn more about the campaign, and the resources that are available to help the public get where they need to go safely, visit [gosafelyca.org](http://gosafelyca.org). You can also follow the campaign @GoSafelyCA on Facebook, Instagram and Twitter.

## Grantee Spotlight: Department of Alcoholic Beverage Control (ABC)

The OTS, the ABC and Literary Engineers, an educational publishing company, have partnered to create a book educating youth on the dangers of underage drinking.



The book is read to children by officers to teach them how to handle situations where they may encounter alcohol.

An ABC officer presented the book to 40 children attending the Sacramento Kings Junior Kings basketball clinic in November. The ABC plans to hold another visit to a Junior Kings clinic in April, as well as at other schools throughout California during the 2019 grant period.

ABC and Literary Engineers created a children's book about the dangers of underage drinking.

The OTS provides funding to the ABC for education and enforcement programs aimed at informing the public and businesses that are licensed to sell alcohol about alcoholic beverage laws.

For more information on the ABC prevention and education programs, visit [www.abc.ca.gov](http://www.abc.ca.gov).

## LOOKING AHEAD



- January 13-17:** 2019 Transportation Research Board (TRB) Annual Meeting: Washington, D.C.
- January 30:** FFY 2020 Grant Applications Due