Arrive Alive social media toolkit (English)

| **Asset** | **Caption** |
| --- | --- |
| <https://drive.google.com/file/u/1/d/1bys62x0zE4uGLfrYFTZeZ4yZT0V72A0l/view?usp=drive_open> | Drink-drivers are 17 times more likely to die than non-drinkers. Choose to #ArriveAlive. Do not drink and drive. Find out more ➡️https://www.afro.who.int/ArriveAlive |
| <https://drive.google.com/file/d/1-lsEMM2_Opt60UR8qd42rSCY21dOWOYf/view> | Did you know that road crashes are a leading cause of death and disability in Africa?There is never an excuse to drink and drive. Make the right choice. Drive Sober, #ArriveAliveFind out more ➡️https://www.afro.who.int/ArriveAlive |
| <https://drive.google.com/open?id=1EgXxMYuXD6dpclDbeB2mEpJv7psTg9W7&authuser=1> | There are no second chances with drink driving, and the damage cannot be undone. You have the power to prevent drink driving accidents by always driving sober. Make the right choice, spread the message.#ArriveAliveFind out more ➡️https://www.afro.who.int/ArriveAlive |
| <https://drive.google.com/file/d/1lvoq4enF0GbvmiotGAHvWRQS-MYkrP00/view> | Drink driving doesn’t only put you in danger. It puts other people such as pedestrians, cyclists and other drivers at risk in danger too. Make the right choice. Do not drink and drive. #ArriveAliveFind out more ➡️https://www.afro.who.int/ArriveAlive |
| <https://drive.google.com/file/d/1Lh-syHh5GI7AnE9lJ4pXkpxLuFcMckgE/view>  | Did you know that the African region has the highest road fatality rate in the world?Be a part of the solution, not the problem.Always drive sober.#ArriveAliveFind out more ➡️https://www.afro.who.int/ArriveAlive |
| <https://drive.google.com/file/d/1nXtfz_jaPoRkAhu5GhoRGoUQa0jtdYiI/view>  | You have the power to prevent drink driving accidents by always driving sober. Make the right choice, spread the message.#ArriveAliveFind out more ➡️https://www.afro.who.int/ArriveAlive |
| **GIF 1**<https://drive.google.com/drive/u/1/folders/1GedMK4ztPitS4Dileoqg19NvQ2WwOKzg> | Here are three facts about drink driving 👇Do not drink and drive. Choose to #ArriveAlive.  |
| **Video**<https://drive.google.com/file/d/1j8W_49MrvI0m-usG9TPSn9mqZI5npayl/view> | Even one alcoholic drink impairs your judgement.Make the right choice. Do not drink and drive. #ArriveAlive |