



LOUISIANA HIGHWAY SAFETY COMMISSION NEWS RELEASE

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LHSC announces impaired driving awareness campaign:

“If you feel different, you drive different”

NEW ORLEANS — The Louisiana Highway Safety Commission held a press conference today in conjunction with Le Sanctuary Book Club and ESSENCE Festival organizers to promote this year’s *“If you feel different, you drive different”* message campaign.

“If you feel different, you drive different” is an impaired driving message designed to get drivers to focus on sober driving. LHSC aims to reduce the number of motor vehicle crashes that result in serious injuries and fatalities due to the involvement of drugs and alcohol. Impaired driving is a deadly epidemic that took the lives of more than 13,000 Americans in 2021.

Every year, despite widespread messaging about the risks involved with impaired driving, hundreds of Louisianans continue to lose their lives. The physical, emotional and financial consequences of driving under the influence are catastrophic.

LHSC remains dedicated to combating drunk and drugged driving by funding law enforcement measures and educating the public on how to prevent impaired driving. LHSC Executive Director Lisa Freeman said, “Sometimes the most obvious things need to be reiterated. So, when it comes to driving, here’s the obvious choice: If you drink, don’t drive, and if you’re going to drive, don’t drink. Another obvious thing that we may need reminding about is this: Drugs and driving don’t mix.”

“What we all know is that illegal drugs are first and foremost, illegal — but they’re also impairing. What we may not know is that even prescription and over-the-counter medications can have impairing effects. Making sure medications don’t impair your ability to drive is the smart — and obvious — thing to do before you get in the driver’s seat. *If you feel different, you drive different*, and that’s not a smart or safe place to be. Obviously.”

Director Freeman, alongside other public safety officials, encourages drivers to be mentally and physically sober before operating a vehicle and suggests having an efficient plan of action in place, such as appointing a designated driver or utilizing a taxi or ride-sharing service.

The following highway safety spokespersons participated in this morning's press conference held at the Caesar Superdome Club XLIV Champion Square on LaSalle Street in New Orleans, LA: LHSC Executive Director Lisa Freeman, National Highway Traffic Safety Administration Regional Administrator Dr. Maggi Gunnels, Secretary for the Louisiana Department of Transportation and Development Dr. Eric Kalivoda, Louisiana State Police Assistant Superintendent / Chief of Staff Lt. Col. Chavez Cammon, New Orleans Police Department Interim Superintendent Chief Michelle M. Woodfork, ESSENCE Festival of Culture Vice President Hakeem Holmes, LHSC Occupant Protection and Diversity Outreach Program Coordinator Chanita Vazquez, Le Sanctuary Book Club President Angela Young, and Le Sanctuary Book Club Vice President Daphney Young.

For more information on the Louisiana Highway Safety commission, please visit Lahighwaysafety.org/. To find out more about Le Sanctuary, visit [their Facebook page here](#). Visit ESSENCE.com for the latest about the ESSENCE Festival of Culture.

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