

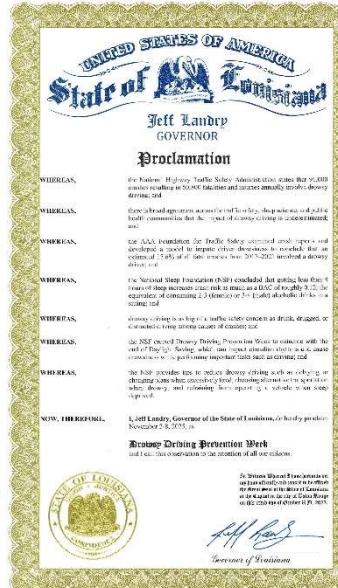
LHSC's 2025 Drowsy Driving Prevention Week (DDPW) Social Media Campaign

SOCIAL MEDIA SCHEDULE

Platforms: Facebook, Instagram, and X

Tags: #SleepFirst #DDPW

Monday, November 3

AM	<p>Post: JPG of Drowsy Driving Prevention Week Proclamation + link to the press release located in the LHSC Newsfeed Archive.</p> <p>Text: Governor Jeff Landry has proclaimed the week of November 2–8, 2025 as Drowsy Driving Prevention Week® in Louisiana. Drowsy driving occurs when a driver is behind the wheel while they are too tired or fatigued to remain alert. #SleepFirst #DDPW</p>	
PM	<p>Post: NSF-DDPW-2025_Support</p> <p>Text: It's Drowsy Driving Prevention Week®! We applaud the National Sleep Foundation's work in sleep health and safety to prevent drowsy driving for every family. Learn how drowsy driving can be prevented. #SleepFirst #DDPW</p>	

Tuesday, November 4

Mid-day	<p>Post: NSF-DDPW-2025_Stat</p> <p>Text: Help keep our roads safe. Get the sleep you need before you drive. Do it for your family and theirs. #SleepFirst #DDPW</p>	
---------	---	--

Wednesday, November 5

AM	<p>Post: NSF-DDPW-2025_Family</p> <p>Text: Falling asleep at the wheel is dangerous. Keep your family and others safe on the road by getting the sleep you need before you drive. #SleepFirst #DDPW</p>	
PM	<p>Post: DDPW-2026_Webinar</p> <p>Text: Drowsy driving contributes to 1 to 2% of fatal traffic crashes each year. LHSC, in collaboration with the National Sleep Foundation, is hosting a 60-minute webinar on the heels of Drowsy Driving Prevention Week®. Register now to learn more about this “sleeper” cause of fatalities on Louisiana’s roadways. Registration Link: https://zoom.us/meeting/register/NIHcqFCSTLyiZEb8Oduhng</p>	

Thursday, November 5

Mid-day	<p>Post: NSF-DDPW-2025_General</p> <p>Text: Falling asleep at the wheel is dangerous and drowsy driving is preventable. Keep your family and others safe on the road by putting sleep first and driving only when alert and refreshed. #SleepFirst #DDPW</p>	
---------	--	--

Friday, November 6

AM	<p>Post: NSF-DDPW-2025_Tips</p> <p>Text: Don't count on common myths like drinking caffeine, opening a window, or turning up the radio to prevent drowsy driving. They only work for brief periods, if at all. Keep your fellow motorists safe on the road by putting sleep first and driving only when alert and refreshed. #SleepFirst #DDPW</p>	
PM	<p>Post: DDPW-2026_Webinar</p> <p>Text: Drowsy driving contributes to 1 to 2% of fatal traffic crashes each year. LHSC, in collaboration with the National Sleep Foundation, is hosting a 60-minute webinar on the heels of Drowsy Driving Prevention Week®. Register now to learn more about this "sleeper" cause of fatalities on Louisiana's roadways. Registration Link: https://zoom.us/meeting/register/NIHcqFCSTLyiZEb8Oduhng</p>	