



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

SOCIAL MEDIA SCHEDULE


Platforms: Facebook, Instagram, and X

Tags: #SleepFirst #DDPW

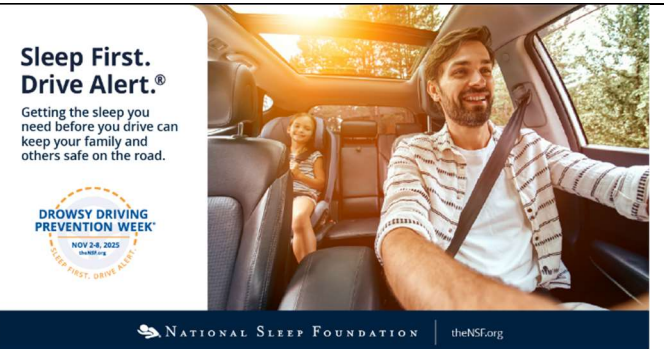

Monday, November 3

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/NIHcqFCSTLyZeb8Oduhng</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>	 <p>DROWSY DRIVING PREVENTION WEEK® NOV 2-8, 2025 theNSF.org</p> <p>Sleep First. Drive Alert.® Falling asleep at the wheel is dangerous and drowsy driving is preventable. #SleepFirst for every family.</p> <p>NATIONAL SLEEP FOUNDATION theNSF.org</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>	 <p>Tips to Prevent Drowsy Driving</p> <ul style="list-style-type: none"> Avoid peak drowsy driving times, between 1-4 p.m. and 2-6 a.m. Change plans or delay driving when sleep deprived. Pull over to take a 20-minute nap once or stop every 2 hours to stretch and breathe fresh air. Choose alternate transportation options when too fatigued. Don't count on common myths like drinking caffeine, opening a window, or turning up the radio. They only work for brief periods, if at all. <p>Sleep First. Drive Alert.®</p> <p>NATIONAL SLEEP FOUNDATION theNSF.org</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>	 <p>REGISTER NOW!!</p> <p>Join us for a Drowsy Driving Prevention Week® Training Webinar with sleep science experts.</p> <p>Wake Up Before You Go-Gol Practical Solutions to Reduce Drowsy Driving</p> <ul style="list-style-type: none"> Monday, November 10, 2025 1 PM (CT)/2 PM (ET) Virtual through Zoom (registration link below) <p>Hosted by: LHSC Louisiana Highway Safety Commission</p> <p>In collaboration with: NATIONAL SLEEP FOUNDATION</p>