

Wisconsin DOJ: DOJ and WisDOT receive national award for “Drugged Driving” PSA

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MADISON, Wis. – Wisconsin continues to lead the nation in fighting prescription drug and heroin abuse. The Wisconsin Department of Justice (DOJ) and Wisconsin Department of Transportation (WisDOT) were recently awarded a National [Telly Award](#) for the “[One and the Same: Drugged Driving](#)” television commercial, launched in December 2016.

“Those protecting Wisconsin roadways have seen the opioid epidemic’s effect on our roads, so we teamed up with WisDOT to share the important message that drugged driving is just as dangerous as driving drunk,” said Attorney General Schimel. “I’m proud the Dose of Reality campaign is receiving national attention and is being adopted in other states, like Maine, Minnesota, and Nebraska. But I’m even more proud that the Dose of Reality message is reaching and resonating with Wisconsinites.”

DOJ and WisDOT teamed up in 2016 to produce the “One and the Same” public service announcement to warn of the dangers of drugged driving. Winning a Bronze Telly Award, the TV and radio messages are part of DOJ’s “Dose of Reality” campaign to combat prescription drug abuse and WisDOT’s “Zero In Wisconsin” effort to prevent traffic crashes. The ad, titled, “Drugged Driving,” compares the dangers of driving under the influence of prescription drugs to the dangers of driving under the influence of alcohol. In 2015, 149 people were killed in drug-related traffic crashes in Wisconsin. This is a nearly 200 percent increase over the previous decade, according to WisDOT statistics.

“Drugged driving is an increasingly serious problem that requires a comprehensive

response from law enforcement and the general public,” said WisDOT Secretary Dave Ross. “We are proud to partner with DOJ on these broader efforts to address the opioid epidemic and help make our highways safer for everyone.”

The Telly Awards was founded in 1979 and is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and online commercials, video and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.

Media organizations interested in airing the “One and the Same: Drugged Driving” commercial or other Dose of Reality public service announcements (PSAs), can access these PSAs at www.DoseofRealityWI.gov/program-materials.