



Cannabis Consumers and Safe Driving: Responsible Use Messaging

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RESPONSIBILITY.ORG



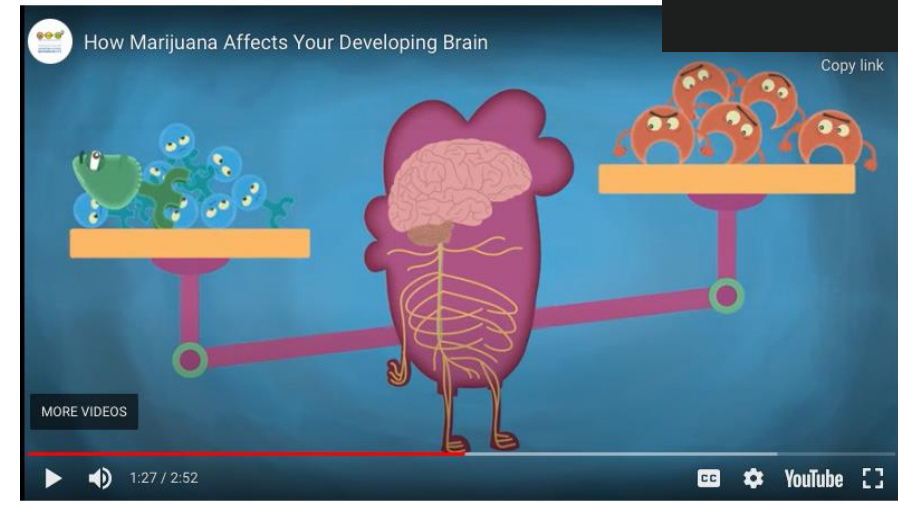
www.ghsa.org

Why is this resource needed?



- More states are **legalizing** cannabis
- More people are **consuming** cannabis
- More cannabis-involved **fatal crashes** during the pandemic
- **Disconnect** between cannabis use and driving
- **Misperceptions** about effects of cannabis on driving

Cannabis responsibility messages

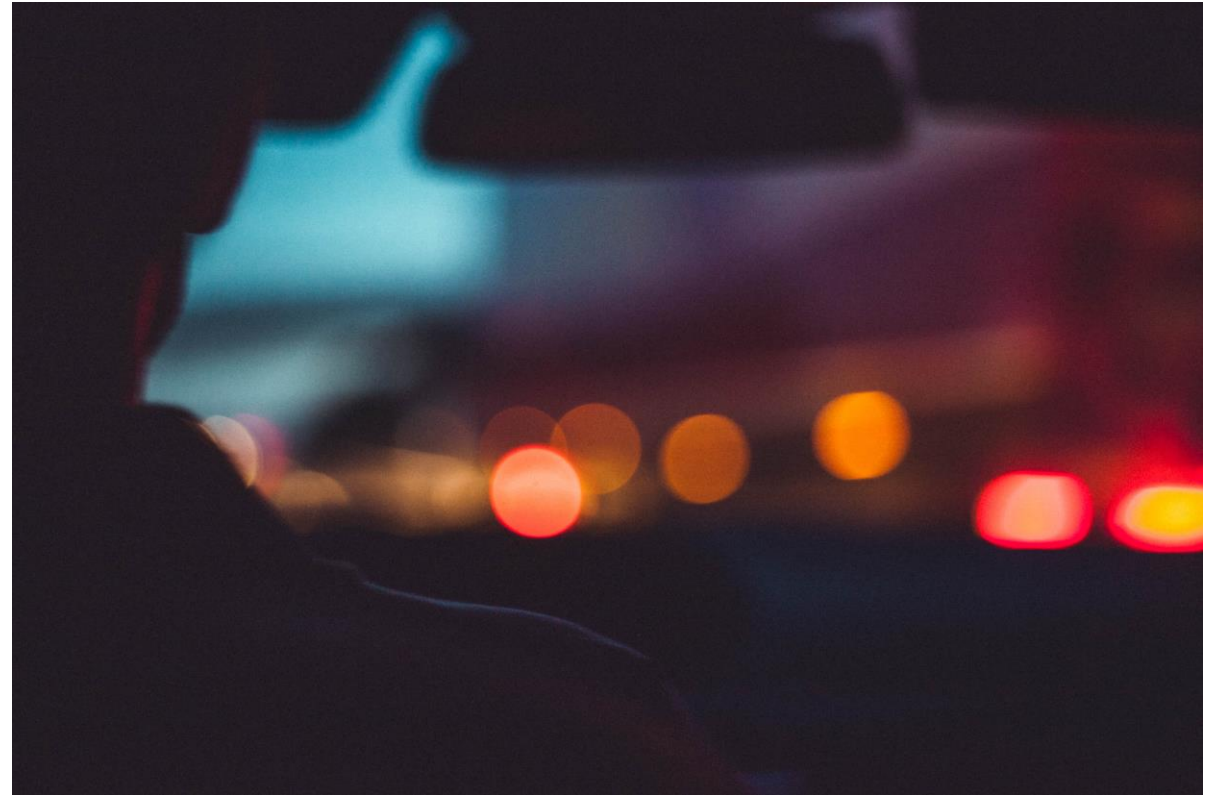


Campaign basics

- Campaigns should be **factual** and **focus group** tested
- Community-based, **trusted messengers** – not government*
- **Do not** stereotype or ridicule cannabis consumers
- **Myths** about cannabis and driving must be dispelled
- Enforcement messages focus on LE's **skills to detect impairment**, not legality/illegality of cannabis use
- **Cannabis-impaired driving is illegal** in all 50 states and territories, regardless of legal status of cannabis

Campaign recommendations

- Dedicated funding, indexed to sales
- Partner with industry
- Enlist trusted advisors as messengers
- Use the right language
- Consider content, know your audience



Thanks!

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