Cannabis Consumers and Safe Driving: Responsible Use Messaging

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Cannabis Consumers and Safe Driving: Responsible Use Messaging
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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