Legalized Recreational Marijuana
A view from the Colorado Highway Safety Office

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How did we get here?

• **2000-2008: Early Medical Marijuana**
  – Amendment 20
  – 6,000 patients with mj card
  – No dispensaries
  – CDPHE regulated 5 patients per caregiver

• **2009: Medical Marijuana Expansion**
  – CDPHE violated Colorado open meeting rules to set caregiver restrictions
  – 250 dispensaries with no caregiver restrictions
  – 38,000 patients with mj card

• **2012-2014: Recreational Marijuana**
  – Amendment 64 (not a law, state constitutional amendment)
  – 675 dispensaries
  – 21+ Colorado residents can possess, purchase and gift 1 ounce
  – No use in public places
Amendment 64

Be it Enacted by the People of the State of Colorado
Article XVIII of the constitution of the state of Colorado is amended BY THE ADDITION OF A NEW SECTION to read:

Section 16. Personal use and regulation of marijuana
(1) Purpose and findings.

(a) IN THE INTEREST OF THE EFFICIENT USE OF LAW ENFORCEMENT RESOURCES, ENHANCING REVENUE FOR PUBLIC PURPOSES, AND INDIVIDUAL FREEDOM, THE PEOPLE OF THE STATE OF COLORADO FIND AND DECLARE THAT THE USE OF MARIJUANA SHOULD BE LEGAL FOR PERSONS TWENTY-ONE YEARS OF AGE OR OLDER AND TAXED IN A MANNER SIMILAR TO ALCOHOL.

(b) IN THE INTEREST OF THE HEALTH AND PUBLIC SAFETY OF OUR CITIZENRY, THE PEOPLE OF THE STATE OF COLORADO FURTHER FIND AND DECLARE THAT MARIJUANA SHOULD BE REGULATED IN A MANNER SIMILAR TO ALCOHOL SO THAT:

(I) INDIVIDUALS WILL HAVE TO SHOW PROOF OF AGE BEFORE PURCHASING MARIJUANA;

(II) SELLING, DISTRIBUTING, OR TRANSFERRING MARIJUANA TO MINORS AND OTHER INDIVIDUALS UNDER THE AGE OF TWENTY-ONE SHALL REMAIN ILLEGAL;

(III) DRIVING UNDER THE INFLUENCE OF MARIJUANA SHALL REMAIN ILLEGAL;

(IV) LEGITIMATE, TAXPAYING BUSINESS PEOPLE, AND NOT CRIMINAL ACTORS, WILL CONDUCT SALES OF MARIJUANA;

(V) MARIJUANA SOLD IN THIS STATE WILL BE LABELED AND SUBJECT TO ADDITIONAL REGULATIONS TO ENSURE THAT CONSUMERS ARE INFORMED AND PROTECTED.
Recreational Marijuana Implementation

- Amendment 64 Report
  - 2 recommendations specific to Traffic Safety
Funding

• First allocation
  – $20,250,000 for state agencies

• Marijuana Implementation State Priorities
  – Keep marijuana product in state
  – Marijuana impaired driving prevention
  – Keep marijuana out of hands of youth

• CDOT HSO Public Education Funding Request:
  – $1.8 million to supplement $300k in NHTSA funds

• CDOT HSO Public Education Allocation
  – $0
Marijuana Impaired Driving Public Education Campaign

DRIVE HIGH
GET A DUI

In some cases, one hit puts you over the limit. Stay safe and DON'T drive. Call the police at 911. www.DontDriveHigh.org
Information Gathering & Sharing

- Met with:
  - Governor’s Office
  - Colorado Departments of
    - Heath & Environment
    - Revenue
    - Justice
    - Human Services
    - Tourism
    - Public Safety
  - Washington State Traffic Safety
  - Marijuana Industry Representatives
  - Toxicologists at State Lab

- Learned:
  - Have an expert ready and prepared
You can’t hide driving under the influence of cannabis.

Drug Recognition Experts are trained to spot the signs.

DRUGGED DRIVING IS IMPAIRED DRIVING.

A medical marijuana card isn’t a license to drive under the influence.


THE HEAT IS ON!
Cuando usas marihuana...

NO MANEJES.
2014 Drive High, Get a DUI Campaign

- Research told us that our target audience would not respond well to finger-pointing or scare tactics, so we decided to use humor to educate. The approach took a neutral stance; not condoning or judging.

- The hyper-focus exhibited by the characters in our spots is a metaphor for impairment when driving high.

- In a 30-second TV spot you can only have one message and need to keep it simple: Drive High, Get a DUI.
Partnerships

- Identified marijuana industry leaders
- Communicated with leaders on mutual concerns
- Utilized partners for focus groups
- Marijuana Industry representative on State DUI Task Force
- Presented at marijuana industry events
- Mutual press opportunities
- CDPHE/NHTSA Region partnerships