If You Feel Different - Communicating the Dangers of Drug-Impaired Driving

Lifesavers Conference - Drug-Impaired Driving Communications

April 2, 2019
2013-2018 Data Snapshot

- National Conference of State Legislatures
- Pew Research Center
- Gallup Survey
- NHTSA’s 2013-2014 Roadside Survey
- From 2007 to 2015, Marijuana usage doubled among drivers killed in crashes
How We Got Here
Market Research Insights
Drug-Impaired Driving Market Research

- Charlotte * Houston * Pittsburgh *......

- Rounds 1 & 2
  - Round 3
  - Round 4
  - Round 5
Quotes Heard Across Focus Groups About Driving High

“It relaxes me more. I’m more calm. I don’t speed when I smoke weed.”

“Driving with cell phones is worse than driving high.”

“Honestly, I drive better when I’m high.”

“If I’m high and just smoking weed, I’m going to be a much better driver.”

“I drive slower when I’m stoned, and I’m hyper-alert.”

“Weed is way different than alcohol. Driving with alcohol is dangerous. Weed’s not.”
Marijuana Is Increasingly Acceptable

- So Many Mixed Signals; Absence of Real Science
  - Medical to Recreational
  - Lack of science and data
  - Target market doesn’t think it’s wrong

“I’m reminded of the early 2000s marijuana ads where the girl is going home and completely sinking into the couch after smoking. Please don’t do that.”
Marijuana Is Increasingly Acceptable

‘Marijuana makes you feel different.
And if you feel different, you drive different.’
Focus Group Learning

- Humor
- Data
- Messaging
- Settings
- Groups
Message Considerations – Do’s

• Be frank and realistic
• Avoid humor
• Highlight realistic consequences
• Present other alternatives
Messages Considerations – Don’ts

• Use scare tactics – accidents or death
• Show someone dramatically impaired, driving recklessly
• Misrepresent the tribe; rely on stereotypes
• Don’t be judgmental
IF YOU FEEL DIFFERENT
YOU DRIVE DIFFERENT
DRIVE HIGH GET A DUI
Drug-Impaired Driving Campaign Assets

- Drug-Impaired Driving campaign materials for use:
  - Banner Ads
  - Infographics
Drug-Impaired Driving Campaign Assets

- Drug-Impaired Driving campaign materials for use:
  - Infographics
Social Norming Campaign with Ad Council

• Focus Groups conducted in January 2019
  • DON’T show marijuana users as lazy
• Creative Concept – “Nope, I’m High”
  • Celebrates good decision NOT to smoke and drive
• Campaign Launch in late April 2019
• Assets Coming Soon on trafficsafetymarketing.gov
Thank you!

For more information about NHTSA’s Drug-Impaired Driving Campaign
Visit:
www.trafficsafetymarketing.gov
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