Cannabis Communications

From Criminals to Customers
What’s the Goal?

Reducing Cannabis Impaired Driving
It's not just demographics

Communicating About Cannabis Impairment
DRIVING ATTITUDES

Considered safe and common

- “I use when I am sitting in traffic.”

- “My sister gets out of work and drives home high.”

- “I used to make sure I always had a joint rolled in my car.”

- “If I am smoking, I know I am driving safer.”

- “I drive better. I follow all the rules and speed limits.”

A clear minority said they would not use marijuana while driving. These people tended to be older and female.
MOTIVATIONS

- Anxiety, ADHD, and insomnia.
- Social
- Relax from stress
CIRCUMSTANCES OF USE

- Most prefer the comfort of their own home
- At a friend’s house
- **In their car**
- At family events
- In a dorm room
WHEN DO THEY AVOID?

• Drug testing
• Job interview
• At work
• Using power tools
• Interacting with parents or work people
• Studying “I can’t smoke and study.”
• Before work “My interactions with my staff would not be as focused.”
• Not around children/grandchildren “You need to react quickly”
• Driving motorcycle (admitted to driving his car while using marijuana)

*** No one mentioned driving.
What’s the best word?

- High
- Baked
- Lit
- Clapped
- Plastered
- Buzzed
- Stoned
- ...

SEMANTICS
WICKED HIGH?

GETTING TOO VERY HIGH IS NOT THE GOAL

• Getting stoned is not the goal
• Few get regularly stoned
• Not planned and not enjoyable
• Edibles and mixed use was most common scenario
• Descriptions of being stoned or so high were not positive.
  • “It is scary.”
  • “It’s not pleasant.”
Not a deterrent
Not enforceable

• “More people drive high because they are afraid of the alcohol breathalyzer.”

• “The benchmark is .08 for alcohol, but none for weed.

• “They can’t test you. There is no breathalyzer for marijuana.”
• Most do not believe it is not dangerous
• Many drive high - little stigma
• Most see alcohol as more dangerous
• Not afraid of police
• Audience has been criminalized
Guidelines

• Peer to peer messaging
• Educate on dangers and the law.
• Personalize the message
  • “Make it relatable.”
• Focus on personal responsibility
• Don’t overdramatize or scare
Massachusetts Highway Safety Division

https://www.youtube.com/user/HSDMA