

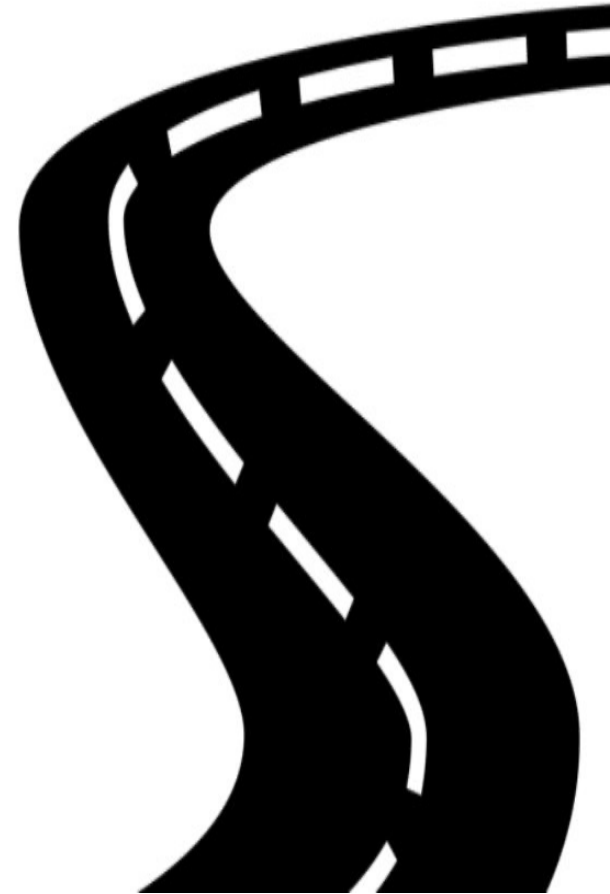
Cannabis Communications



From Criminals to Customers

What's the Goal?

*Reducing Cannabis
Impaired Driving*



UNDERSTANDING THE AUDIENCE

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



MASSACHUSETTS AUDIENCE

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
- ...

GETTING TOO VERY HIGH IS NOT THE GOAL

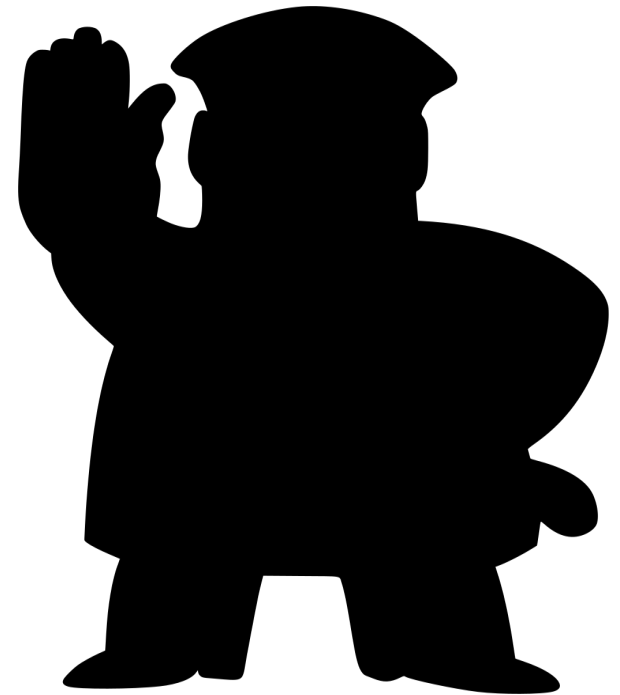
- Getting stoned is not the goal
- Few get regularly stoned
- Not planned and not enjoyable
- Edibles and mixed use was most common scenario
- Descriptions of being stoned or so high were not positive.
 - “It is scary.”
 - “It’s not pleasant.”



PERCEPTION OF ENFORCEMENT

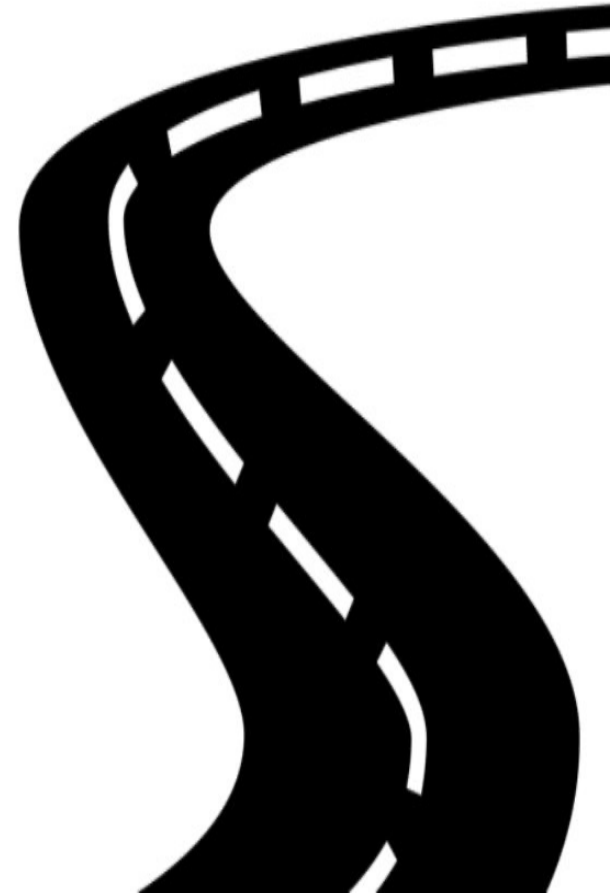
Not a deterrent Not enforceable

- *“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.”*



CHALLENGES

- 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>



MAHighwaySafety

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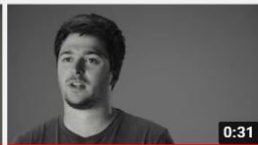
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