HOW EDUCATION CAN SHAPE COMMUNICATIONS

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AAA Northeast
“Social Norming”

Social norms are the unwritten rules of beliefs, attitudes, and behaviors that are considered acceptable in a particular social group or culture. Norms provide us with an expected idea of how to behave, and function to provide order and predictability in society.
Program Goals:

1. Prevent marijuana-impaired driving.
2. Educate teens on the risks of marijuana regarding impaired driving and cognitive development.
3. Reinforce the concept of "designated drivers" for all forms of impairment.
4. Change and measure teen’s behaviors and attitudes regarding marijuana & driving.
5. Encourage peer to peer education.

Since 2016, there has been a sharp decline in the perceived risks of marijuana use.
1. Theory of Planned Behavior guides program design, encouraging students to perceive control and specify safe alternatives to impaired driving.
2. Timely issue within the context of marijuana legalization and school’s concern regarding students vaping THC
3. Health education standards are identified (by state) for educators
4. Supplemental packet for teachers provides interdisciplinary curriculum options
5. Pre and post program surveys measure behavior and attitudinal change
“Educating teens on the risks of marijuana will help them to understand the drug’s impact on driver performance.”

VS.

“After participating in the Shifting Gears program, 98 percent of teens surveyed agreed that marijuana impairs driver performance.”

“After participating in the Shifting Gears program, 95 percent of teens surveyed agreed that marijuana affects a driver’s reaction time.”
We asked 3,500 high school students what their first plan of action would be if they realized the person who was supposed to be driving was impaired.

The overwhelming majority responded that they’d call for a (sober) ride.

Let them know they can call YOU.

Day or night, rain or shine.
Opportunities for Communication

- NHTSA “weeks”
- Look to state/local crash data (problems) to generate interest
- Don’t underestimate positive social norming
- Response to local issues/crashes/legislation
- Elevate reporter’s stories by sharing/commenting
- Stakeholders’ work can be shared and included in stories/media releases
Researchers in the Brown School of Public Health examining the effects of acute and chronic cannabis use have proven that marijuana impacts the brain in ways that range from an altered sense of time, to difficulty with thinking and problem solving, to hallucinations. We are proud to collaborate to raise awareness and advance the public’s understanding of the dangers of driving while under the influence of marijuana.

Bess H. Marcus, Ph.D.
Dean, Brown University School of Public Health
High School Video PSA contest on marijuana-impaired driving
Education provides opportunity for strategic communication!

- Better understand beliefs and attitudes (focus groups)
- Transform “anecdotal” information into data
- Engage partners/stakeholder for shared voice
- Media opportunities- call to action
- “Teach a participant to fish”- peer to peer education
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1. **Select Sessions Icon**
2. **Select Applicable Track**
   - Child Passenger Safety
3. **Select Applicable Workshop**
   - CPSTs on the Front Line: Product Updates (1.5 CEUs)
   - Time: 1:00 PM
4. **Click Session Evaluation Button (or) Clipboard Icon**

- Child safety seats are constantly changing and CPSTs are on the front line working every day to ensure that parents and caregivers know how to select the newest restraint technology to protect their precious cargo. Get the latest child restraint updates directly from the manufacturers as they showcase the latest products and technology.

- **First Responder Child Passenger Safety**
  - Technician Tools to Manage Cumulative Critical Incident Stress
  - 10:30 AM - 12:00 PM
- **Occupant Protection**
  - 1:00 PM
- **Pedestrian & Bicyclist Safety**
  - 3:00 PM
- **Safe Systems**
  - 4:00 PM