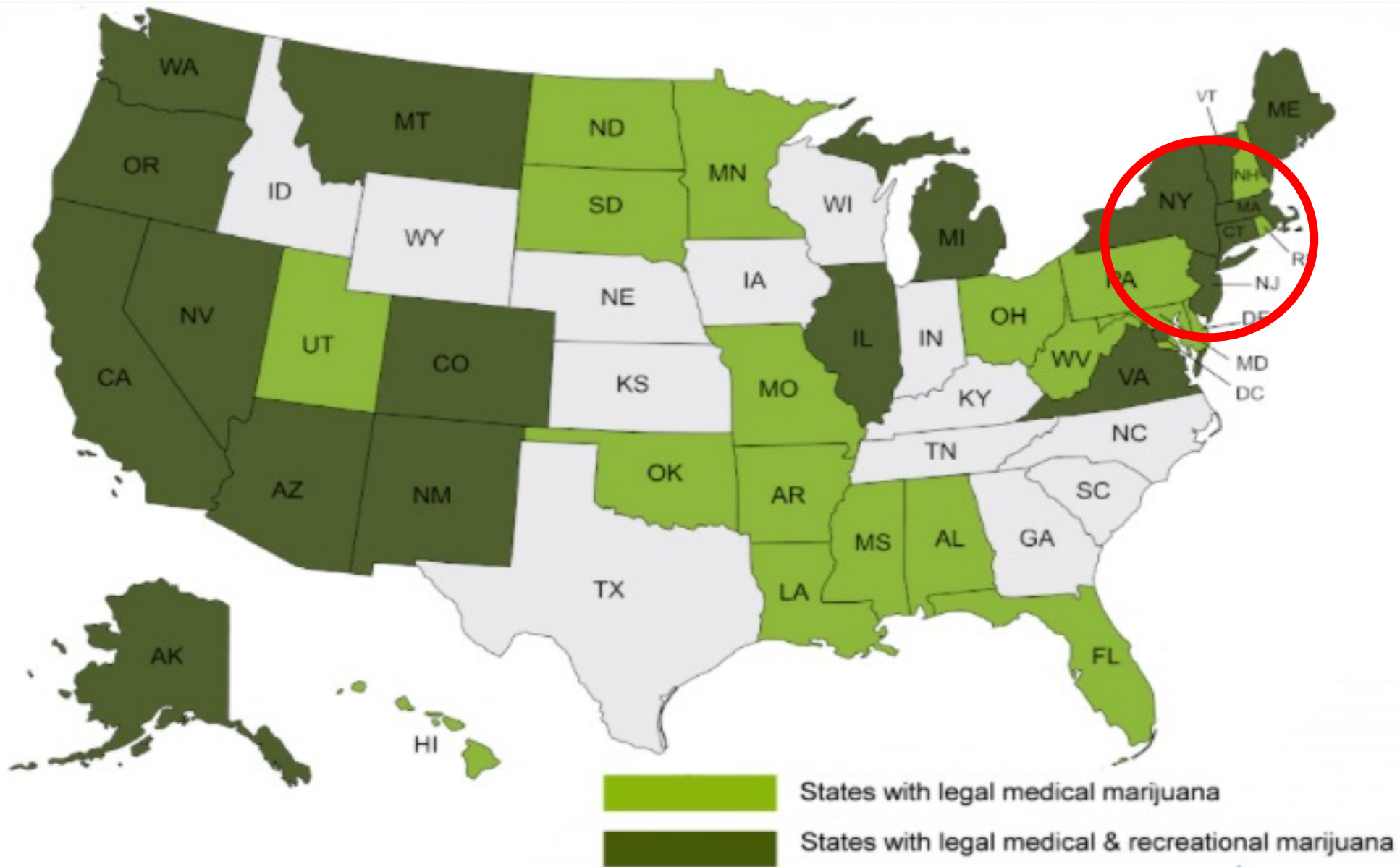


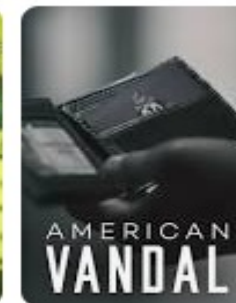
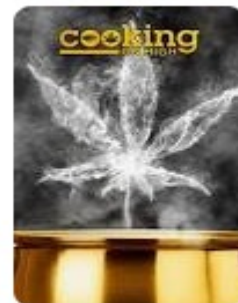
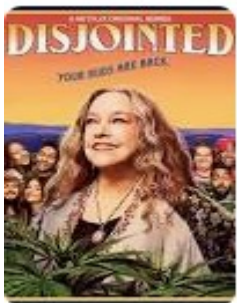
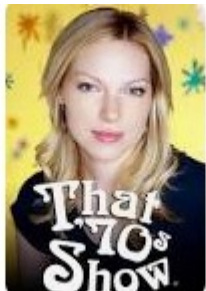
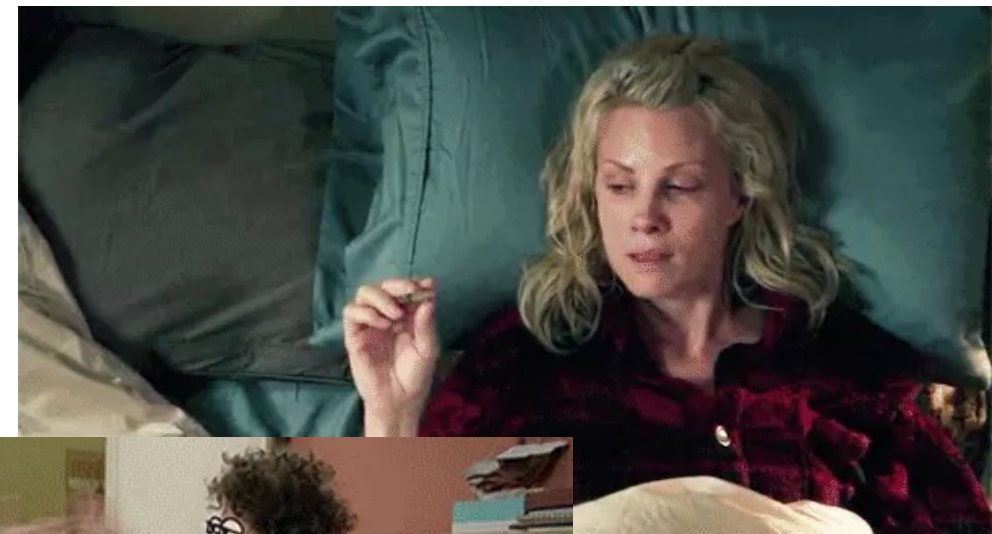
# HOW EDUCATION CAN SHAPE COMMUNICATIONS

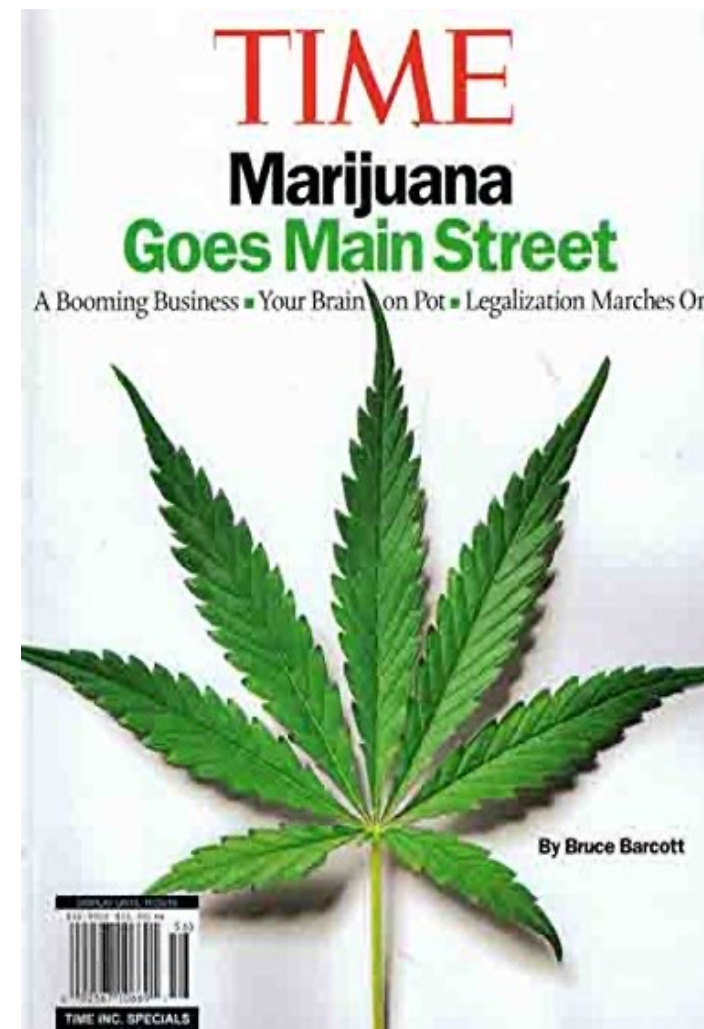
Diana Gugliotta  
AAA Northeast



# “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.







# *shifting* **GEARS**

The **blunt truth** about marijuana and driving

## 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.



*shifting* **GEARS**



# Program Design & Development

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





# BROWN

School of Public Health

*“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



# MARIJUANA MATTERS



0:00 / 3:30





0:00 / 0:30



# 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

# Questions?

**Diana Gugliotta**

**Senior Manager of Public Affairs**

**AAA Northeast**

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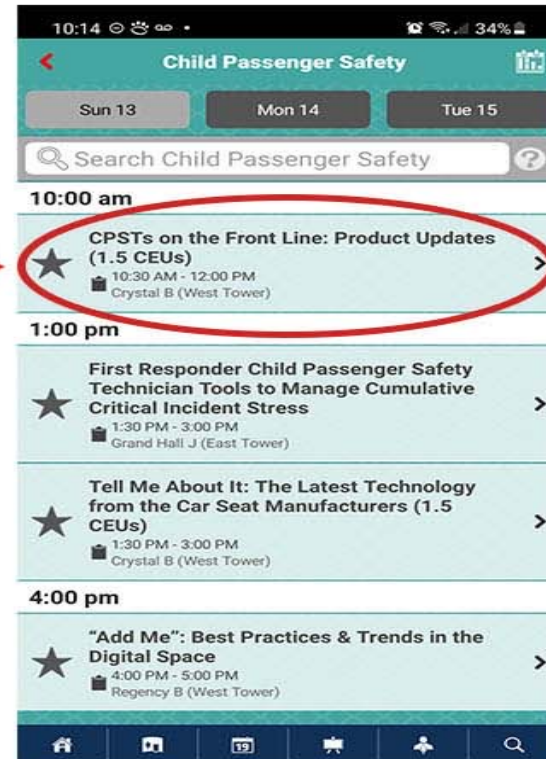
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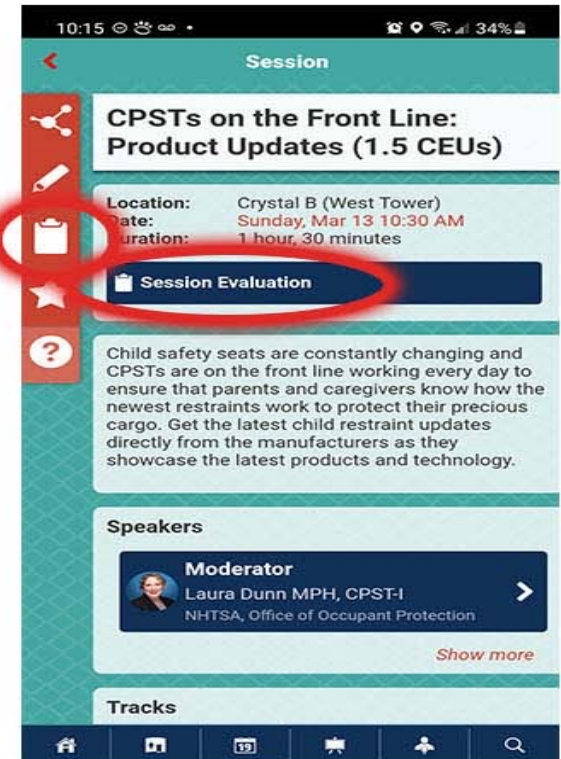
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