



**The Times Are Changing,
But The Messaging Is Timeless.**

**Dave Boxum, Public Information Officer
Minnesota Department of Public Safety**

1. All About The Alcohol

2. A Changing Landscape

3. We Knew This Day Was Coming



All About The Alcohol



All About The Alcohol

Key Messages

1) Alcohol is a leading contributing factor in crashes on Minnesota roads.

- Nearly one out of every four deaths on Minnesota roads is drunk driving-related.
- In the last five years (2010 – 2014), there were 479 drunk driving-related traffic deaths in Minnesota and 88 people were killed in 2014 alone.
- The average Blood Alcohol Content (BAC) for an impaired driver who died in a drunk-driving-related crash in 2014 was 0.19.



All About The Alcohol

Booze. Buzzed. Busted.
Extra Holiday DWI Enforcement



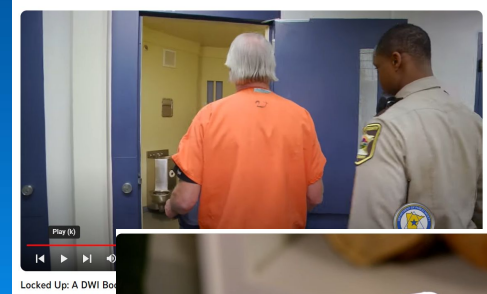
DPS TV Spot: What's Your Sober Game Plan? (30)

**PLAN
FOR A
SOBER
RIDE**

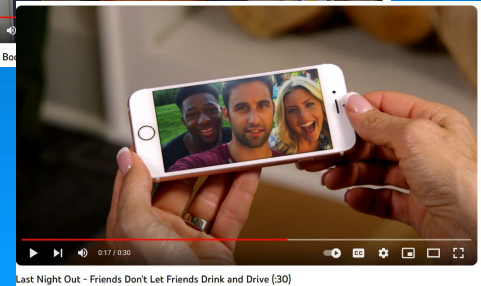
**SPEAK
UP**



DWI Confession: Janet's Plea to Plan a Sober Ride



Locked Up: A DWI Bo



Last Night Out - Friends Don't Let Friends Drink and Drive (30)



A Changing Landscape



A Changing Landscape

- Alcohol is always a concern with impaired driving.
- Drug-related DWIs are a growing problem.
- Cannabis legalization is increasing across the U.S.
- Drivers need to know that any number of substances can impair their driving and to make safe choices.
- We need to use messaging that familiarizes Minnesotans impaired driving dangers overall.



A Changing Landscape

**IF YOU FEEL DIFFERENT
YOU DRIVE DIFFERENT**



A Changing Landscape

September 2018

Impairment is Impairment Whether Drugs or Alcohol *Poor Choices Highlight Extra DWI Enforcement*

Drunk Driving Arrests

- St. Paul police report about 20 percent of their DWI arrests during the campaign were people who were under the influence of a controlled substance.
- In the city of Baxter, police made six DWI arrests. Four of those arrests were due to being impaired by drugs.



A Changing Landscape

Holiday Nov. 2018

Drugged Driving is Dangerous Driving

If you feel different, you drive different, whether it's from alcohol, cold medicine, a prescription or any other drug. In the last 10 years, Minnesota has seen a significant increase in DWIs involving a controlled substance while alcohol offenses have declined over this same period.

Comparison of DWI Incidents in Minnesota During 2008-2012 and 2013-2017			
Years	Controlled Substance Only	Alcohol Only	DWI Incidents
Minnesota Total, 2008-2012	4,477	152,593	157,070
Minnesota Total, 2013-2017	7,949	117,752	125,701
Percent Change	+78 percent	-23 percent	-20 percent



A Changing Landscape



DRIVING SOBER.
THE PERFECT HOLIDAY GIFT.

EXTRA ENFORCEMENT NOW

DRIVE SOBER!
DRIVE SMART!

This banner features a black background with scattered white snowflakes. The text is arranged in a clear, bold hierarchy. The phrase "DRIVING SOBER." is highlighted in a red box, and "THE PERFECT HOLIDAY GIFT." is in white. A white box contains the text "EXTRA ENFORCEMENT NOW". The slogan "DRIVE SOBER! DRIVE SMART!" is in yellow and white, with a small circular logo to the right.




IMPAIRED DRIVING KILLS
THE HOLIDAY SPIRIT

EXTRA ENFORCEMENT NOW

DRIVE SOBER!
DRIVE SMART!

This banner features a black background with scattered white snowflakes. The text is arranged in a clear, bold hierarchy. The phrase "IMPAIRED DRIVING KILLS" is highlighted in a red box, and "THE HOLIDAY SPIRIT" is in white. A white box contains the text "EXTRA ENFORCEMENT NOW". The slogan "DRIVE SOBER! DRIVE SMART!" is in yellow and white, with a small circular logo to the right.

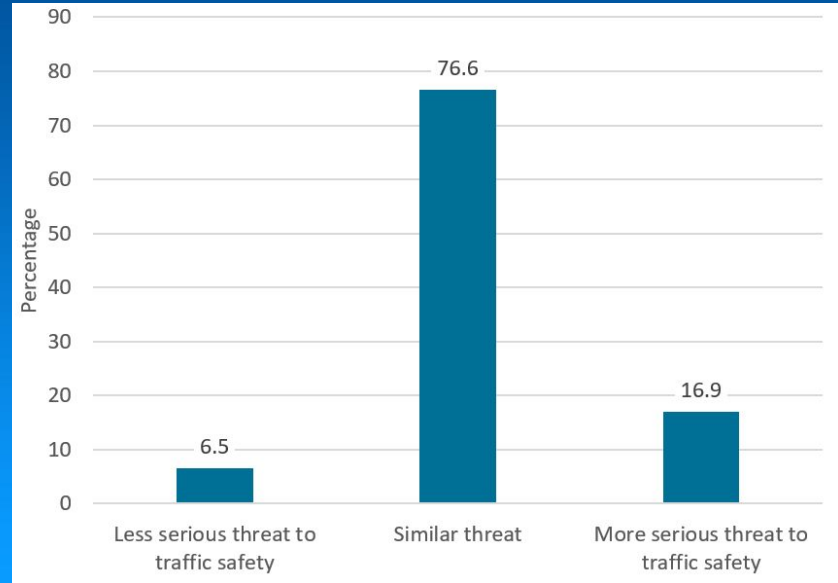


A close-up photograph of several vibrant green cannabis leaves. The leaves are characterized by their serrated, palmate shape and prominent vein structure. The lighting is soft, highlighting the texture of the leaf surfaces. The background is dark and out of focus, making the leaves the central focus of the image.

We Knew This Day Was Coming – Legalization

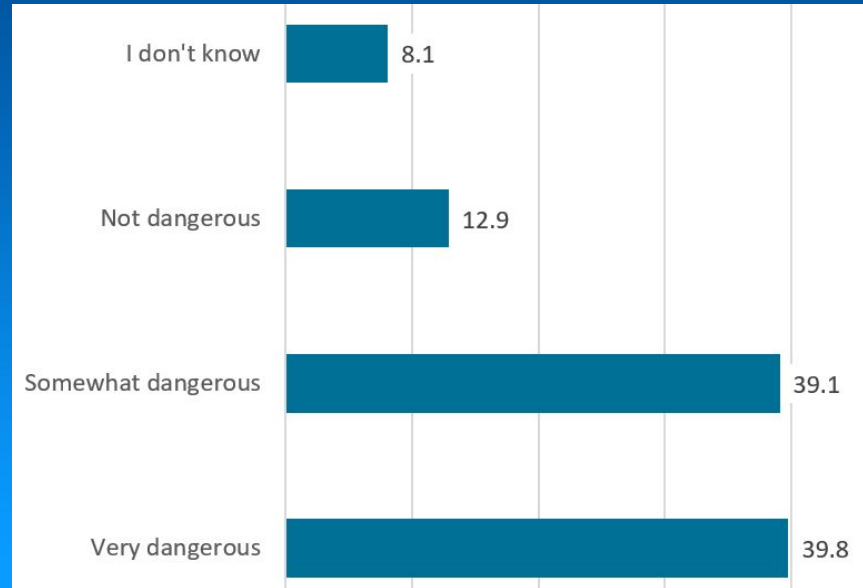
We Knew This Day Was Coming – Legalization

Compared to drunk driving,
would you say drugged driving is a...



We Knew This Day Was Coming – Legalization

How dangerous do you think it is for someone to drive within 2 hours after consuming marijuana?



We Knew This Day Was Coming – Legalization

To the best of your knowledge, can drivers who are impaired by medications or drugs be arrested for DWI?

Yes	No	I don't know
69.0%	7.0%	24.0%



We Knew This Day Was Coming – Legalization

Educating Minnesotans leading up to August 1 and moving forward.



We Knew This Day Was Coming – Legalization

Impaired is Impaired

Law enforcement will be looking for drivers who appear impaired, whether by alcohol or other substances. Driving while impaired by any substance is illegal. Drugged driving incidents are on the rise and it's a growing concern for Minnesota law enforcement.

“We’ve seen a spike in DWI arrests this year and a pretty significant increase in recent years with the number of drivers who are being arrested for drug-impaired driving,” said DPS-OTS Director Mike Hanson. “Drivers need to be aware that cold medicine, prescription medication, recently legalized THC edible products or any other drug can contribute to impairment and a DWI. Driving while impaired can lead to an arrest, or even worse, serious injury or death. Don’t take the chance. Always plan for a sober ride.”



We Knew This Day Was Coming – Legalization

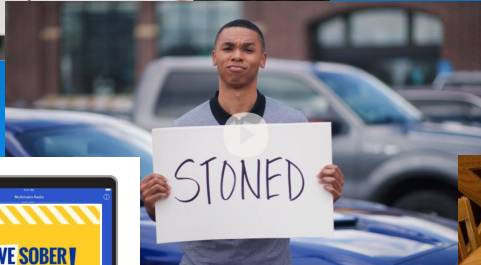
Driving high is a DWI



EXTRA ENFORCEMENT NOW



We Knew This Day Was Coming – Legalization



We Knew This Day Was Coming – Legalization

State Agencies Committed to Keeping People Safe on the Road, Trails and Water as Cannabis Becomes Legal Aug. 1

Departments of Public Safety and Natural Resources Remind Minnesotans that Impaired is Impaired, Regardless of Substance

ST. PAUL — Starting Aug. 1, Minnesotans can legally possess and use cannabis and cannabis products. What isn't changing? It's still illegal to operate a motor vehicle, boat, off-highway vehicle or snowmobile while impaired by cannabis. The Minnesota departments of Public Safety (DPS) and Natural Resources (DNR) want Minnesotans to learn the new law and plan a safe and sober ride if they're cannabis consumers.

"Impaired is impaired on the road, regardless of the substance, and the effects can be tragic for everyone else on the road," said Col. Matt Langer, chief of the Minnesota State Patrol. "Our focus is on impaired driving, regardless of substance, and keeping Minnesotans safe by enforcing the law. Just like with alcohol, anyone opting to consume cannabis needs to make the right choice by planning a safe and sober ride."



We Knew This Day Was Coming – Legalization



We Knew This Day Was Coming – Legalization



Minnesota Office of Traffic Safety
Published by Hootsuite · July 31 ·

If you feel different, you drive different. While there's not a preliminary breath test for cannabis, law enforcement officers can look for signs of impairment from any substance. Body tremors, failure to control speech, change in pupil size: All can indicate someone who shouldn't be behind the wheel. Always plan ahead for a safe and sober ride and never drive while impaired on any substance.

**Think you can
drive high?
Think again.**

Driving high is a DWI



DriveSmartMN.org



Minnesota Office of Traffic Safety
Published by Hootsuite · July 25 ·

People may think that they are safer drivers while high; they aren't. Research shows that driving high may increase your risk of a crash since your reaction time is slower, and your understanding of distance and speed is different.



Minnesota Office of Traffic Safety
Published by Hootsuite · July 17 ·

Think of cannabis like alcohol when in your vehicle: Just like it's illegal to have an open container of booze in the car, it will be illegal to have an open container or packaging of any cannabis next month after the products are legalized in Minnesota. The only place to legally store opened cannabis or alcohol is in the trunk of a car or an area not accessible by the driver or passengers.



We Knew This Day Was Coming – Legalization

Driving high is a DWI



DRUGGED DRIVING

Traffic Safety and Cannabis in Minnesota

Personal possession and use of certain amounts of cannabis and cannabis products are no longer a crime state law allows people age 21 and older to possess or transport legalized amounts.

What kinds of cannabis products does the legislation legalize?

The legalized products include edibles, topicals, concentrates and marijuana flower.

The 2023 legislation expands the legalization of THC-related products. In 2022, it became legal to consume lower-potency THC edible products.

How much cannabis or products like THC edibles can I legally have in my vehicle?

If you're age 21 and older, you can have up to 2 ounces of cannabis flower, 8 grams of concentrated THC and 8 product (including lower-potency THC hemp-derived product).

Can I use cannabis or products like THC edibles while driving?

Minnesota Office of Cannabis Management

Minnesota is the 23rd state in the nation to legalize cannabis use for people 21 and older. Learn more.



For Adult Consumers

Find out about limits on possession and how much cannabis can be grown at a person's home.

[Adult Consumers](#)

With cannabis legalization coming, remember: Driving high is a DWI

July 27, 2023



For People Interested in Business

Get details about the business opportunities available. Bob Jacobson reminds Minnesotans during a media event to consume cannabis responsibly.

[Starting a Business](#)



We Knew This Day Was Coming – Legalization

NEARLY 25% OF DEATHS ON MINNESOTA ROADS ARE DRUNK DRIVING-RELATED.

It is illegal to drive with a Blood Alcohol Content (BAC) of 0.08% or higher. Yet, impaired driving leads to an unacceptable number of injuries or deaths each year. Driving after drinking any amount of alcohol is dangerous, as numerous factors can lead to your driving being impaired. Mixing alcohol with driving is deadly. That's the sobering truth.



SOBERING TRUTH: DRIVING HIGH IS A DWI.

Personal use of cannabis is legal in Minnesota, but it's illegal to drive while impaired by cannabis. Cannabis can impair driving abilities. Reaction time is slower and understanding of distance and speed is different.

It's also illegal for drivers or passengers to open and consume cannabis products while driving. Just like with alcohol, any opened cannabis products must be kept in an area not accessible by the driver or passengers.



IMPAIRED IS IMPAIRED, REGARDLESS OF THE SUBSTANCE.

Always plan ahead for a **safe and sober ride** and never drive impaired by alcohol, cannabis or any substance.

If someone you know has been drinking, consuming cannabis or other drugs, **don't let them drive.**

If you drink, do not drive for any reason. **Get a ride.**

Hosting a party where alcohol or cannabis products will be offered? **Make sure all guests leave with a safe and sober driver.**

Wear your seat belt. It's your best defense against impaired drivers you may encounter on the road.

What if you see an impaired driver? **Call 911.**

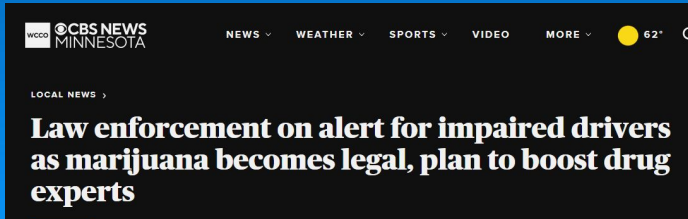


We Knew This Day Was Coming – Legalization

Law enforcement prepares to enforce rules that ban Minnesota motorists from using pot

Operating cars, boats, ATVs and snowmobiles while using or under the influence of cannabis is illegal.

By Tim Harlow Star Tribune | JULY 25, 2023 – 2:51PM

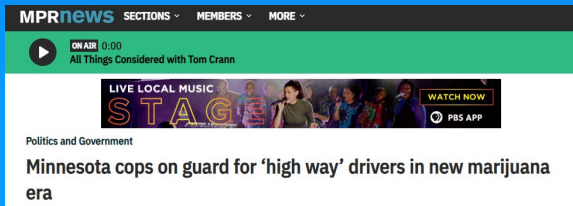


WCCO CBS NEWS MINNESOTA

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Law enforcement on alert for impaired drivers as marijuana becomes legal, plan to boost drug experts



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ON AIR 0:00
All Things Considered with Tom Crann

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Politics and Government

Minnesota cops on guard for 'high way' drivers in new marijuana era



Austin Daily Herald

Home News Sports Opinion Obits Austin Living Magazine Progress 2023 Contes

State agencies committed to keeping people safe as cannabis becomes legal Aug. 1

Published 6:16 pm Tuesday, July 25, 2023



the TIMBERJAY

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Enforcement effort to focus on impaired driving

Posted Wednesday, July 26, 2023 7:54 pm



We Knew This Day Was Coming – Legalization

Moving Forward

- Media relations
- Online resources
- Collateral
- General outreach
- Continued learning from other states and national resources
- Working with the cannabis industry



Thank You!

