

Cannabis Consumers and Safe Driving: Responsible Use Messaging

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www.ghsa.org



DAVANNI'S
PIZZA & HOT HOAGIES

LEGALIZE
MARINARA!



Why is this resource needed?

- More states are **legalizing** cannabis
- More people are **consuming** cannabis
- More cannabis-involved **fatal crashes** during the pandemic
- **Disconnect** between cannabis use and driving
- **Misperceptions** about effects of cannabis on driving

Cannabis responsibility messages



To put it bluntly: Don't drive high. 🌿



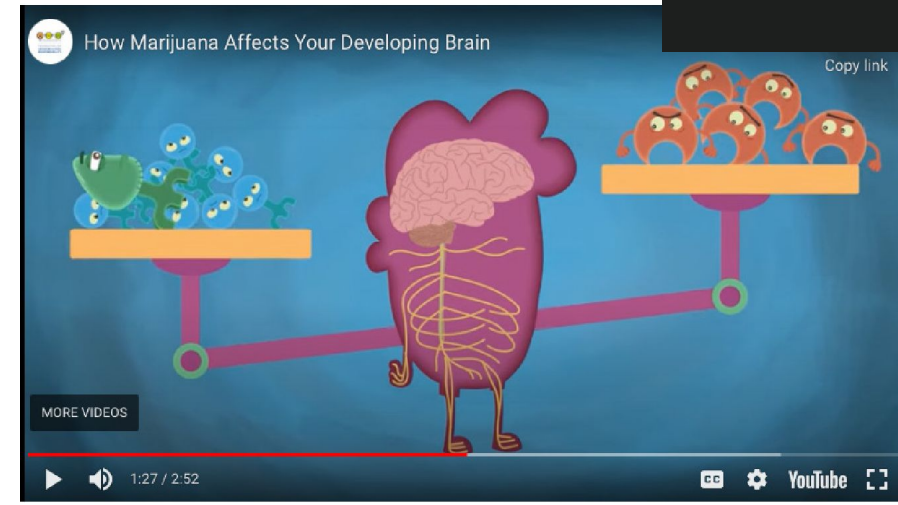
DON'T GO
DOWN
THAT
ROAD

The text is styled in a bold, blocky font with a yellow and black color scheme, set against a white background.

PRETTY SIMPLE:
IF YOU'RE
HIGH, JUST
DON'T DRIVE.

ad 8000 NHTSA

This advertisement has a bright red background with white and yellow text. It includes logos for an advertising agency and NHTSA.

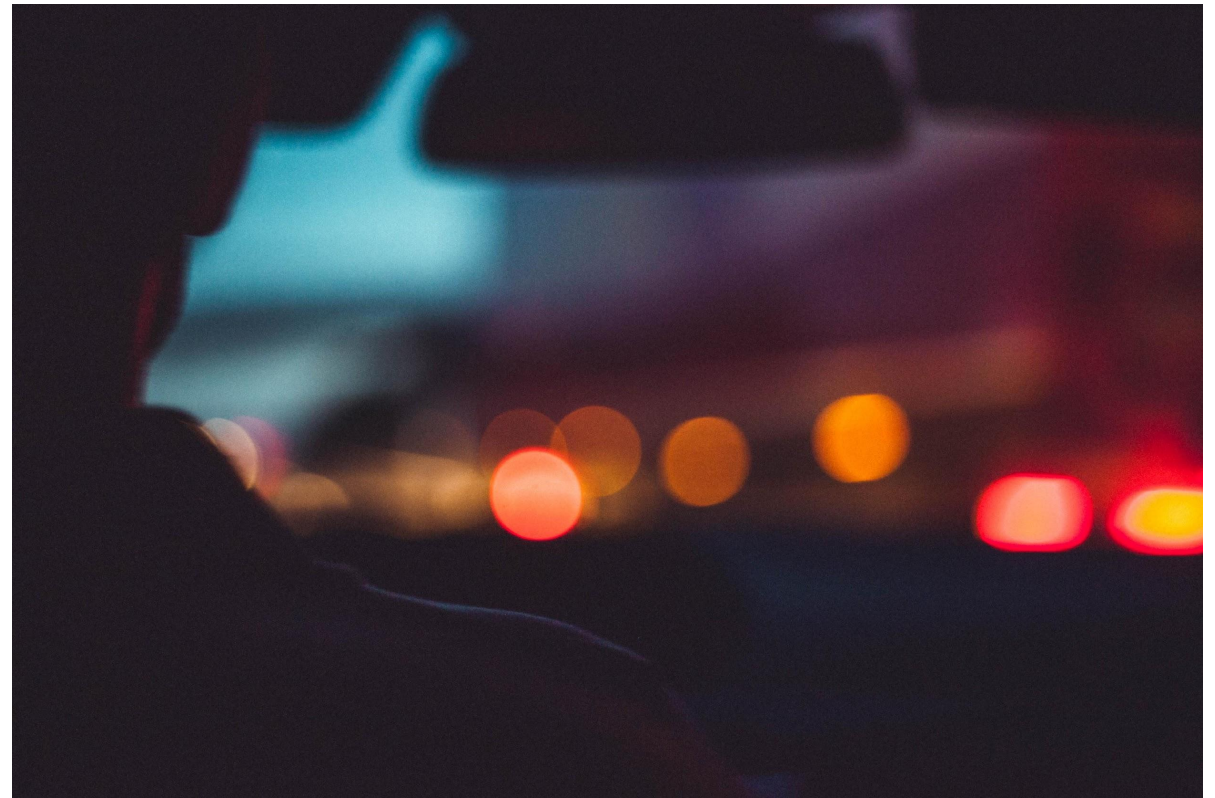


Campaign basics

- Campaigns should be **factual** and **focus group** tested
- Community-based, **trusted messengers** – not government*
- **Do not** stereotype or ridicule cannabis consumers
- **Myths** about cannabis and driving must be dispelled
- Enforcement messages focus on LE's **skills to detect impairment**, not legality/illegality of cannabis use
- **Cannabis-impaired driving is illegal** in all 50 states and territories, regardless of legal status of cannabis

Campaign recommendations

- Dedicated funding, indexed to sales
- Partner with industry
- Enlist trusted advisors as messengers
- Use the right language
- Consider content, know your audience



Thanks!

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