



**Save a Life™**  
Texas Department of Transportation

**Center for Transportation Safety**  
Safety Research and Outreach

**CADES**  
Center for Alcohol and Drug Education Studies

# Evolution of Cannabis Education Campaigns in the US

Historically, cannabis public information campaigns were generally phased. First, campaigns focused on awareness of laws and dangers. Then, campaigns focused on behavior change, such as planning ahead.

## Inform About Laws

All states recognized the need to inform cannabis consumers of the laws in their state, including impaired driving laws.

- Initial focus group and survey findings in several states found that many cannabis consumers were not aware that you could get a DUI for driving after consuming marijuana.
- States created educational fact sheets and/or websites to educate the public.
- Some states also shared this information via television, radio, and social media ads.

### CALIFORNIA: “DUI doesn’t just mean booze” campaign



### COLORADO: “Grilling” ad



### ALASKA: “Marijuana Edibles Safety” campaign



### OREGON: “Cannabis Regretiva”



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### Dangers of Driving High

While ads and campaigns focusing on laws and public health helped to educate the public on these topics, many cannabis consumers still did not think driving high was dangerous.

*According to research conducted in several states, many cannabis consumers believed smoking cannabis and driving was not dangerous and they were better drivers high. State cannabis education campaigns shifted to attack those notions.*

#### MASSACHUSETTS: “Wisdom” ads



#### COLORADO: “Dangerous Combinations” campaign



#### OREGON: “Make the Right Choice” ads

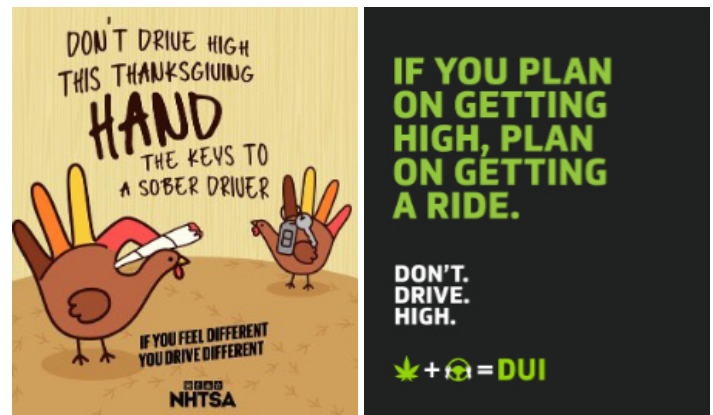


### Behavior Change

Once public information campaigns tackled communicating the dangers of driving high, states wanted to drive behavior change with their messaging. Specifically, planning ahead and appointing a designated sober driver.



- Colorado used plan ahead messaging and gave Lyft vouchers to the public.



**IF YOU PLAN ON GETTING HIGH, PLAN ON GETTING A RIDE.**

**DON'T. DRIVE. HIGH.**

**🍷 + 🚗 = DUI**

- Massachusetts used the messaging – “If you plan on getting high, plan on getting a ride.”



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