

**DON'T
DRIVE
HIGH**

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BACKGROUND

Why focus on cannabis and why target youth?





CCMTA Drug Driving Framework

- Drug-impaired driving is dangerous
- Canadians believe cannabis use and driving is
 - on the rise, and
 - safer than drinking and driving.
- Young drivers less concerned
- Education & awareness is a priority action





Drug Impaired Driving in Ontario

From undetected killer to leading cause of death

- 1 in 5 drivers killed had drugs in their system
- 1 in 10 young drivers have driven after using cannabis
- 1.34 -1.84 times more likely to be involved in a collision DUIC





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RESEARCH

Youth know it's a risk and feel they can control it

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Youth Perceptions of DUIC

Known risk,
don't care

Believe they
can control
the risks:

*"I think drugging
and driving is
alright if I'm doing
it. I'd rather be in
control of my own
fate"*



[Deuce Clutch](#) I love driving high.

16-Dec-2012 00:03 AM



[LauraBlain](#) "so I was just driving high and I stopped to let a pinecone cross the road because I thought it was a hedgehog." [#textsfromlastnight](#) [@TFLN](#)

18-Oct-2012 13:59 PM



[JustinAsmar](#) Driving high is so weird, half the time I didn't even know where I was or where I was going

16-Nov-2012 21:54 PM



[RidinThaDYL](#) RT [@StonerNation](#) Drunk driving is harder and more dangerous than driving high [#Fact](#)

07-Nov-2012 12:52 PM



[korede94](#) He's driving high and I'm in the passenger's seat , but we've built the kinda trust that I'm confident to put my life in his high driving

11-Nov-2012 18:47 PM





Messaging for Youth

- 16-17 most open to shifting perceptions
- Initial focus: cannabis

Misperceptions:

- cannabis is not a “drug”
- there are no legal repercussions

Challenges:

- Don't preach





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COLLATERAL

A digital campaign with a place in the real world

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Videos

“Hit Things”



“Tunnel Vision”



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Website

EGGS ON WEED

HOME MEET THE EGGS PROOF FIND ANOTHER RIDE CONTEST

Win a 7" Tablet!

About Eggs on Weed

Eggs on weed just like to chill out and crack jokes. See what happens when they take their party on the road.

© 2014
D&W and arrive alive (2002-2009) do not condone illegal drug use.
All eggs used in the production of this film were used to prepare a reusable substrate for the real medicine.

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Caption Contest



"NOT EGGS-ACTLY MAKING THE BEST CHOICES!
SOBER-LIVING WOULD EGGS-TEND THIS EGGS
SHELF-LIFE."

"I'M SO EGG-CITED, I SHOULD HAVE FRIED IT..."

"RUB A DUB DUB A FRIED EGG IN
A TUB. #CAUTION"

"ELECTRI-FRIED EGG!"

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Social Media Ambassadors

Tues, May 27, 2014

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Driving High, Driving Stupid



We've been sifting through some of the Canadian stats on driving while high on weed.

And some people actually believe you drive better on weed.

The logic goes something like this...

"When I'm high, I think I can play video games better, I even get better scores sometimes. I'm like so focused. So I bet I'll be really focused if I drive a car too."

Well, as it turns out, it doesn't really work like that.

While one may be at times intensely focused (in a stoned kind of way) on the road, often that focus

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- Anne-Sophie: Teen Actress, Writer, Director
- The Wonder of Argentina's Iguazu Falls
- Designing Clothes for a Living!
- Teen Cosmetic Surgery On The Rise
- 5 Rules for Keeping Your Best Friend

Tweets

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Check out the Eggs on Weed videos. faze.ca/categories/goi...

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Shimmy's 2nd YouTube Channel

PAUL HUNTER IS ... NEXTGEN PLAYER
Video Games·Movies·TV·Music >>> Canada's Entertainment Guy

THURSDAY, MAY 29, 2014

Eggs on Weed Caption Contest On Now



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NextGen Player Preview (15)

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1,277 Followers on Twitter.com for @NextGenPlayer

Jeydon Wale
July 13

Waliens, please stay safe and don't drive high 😊 it's so dangerous and you could probably end up like these #eggsonweed <http://bit.ly/1moxpRe> for real, be cautious about who you get into a car with. make sure they're sober ❤️

Like · Comment · Share

21 Shares

2,408 people like this.

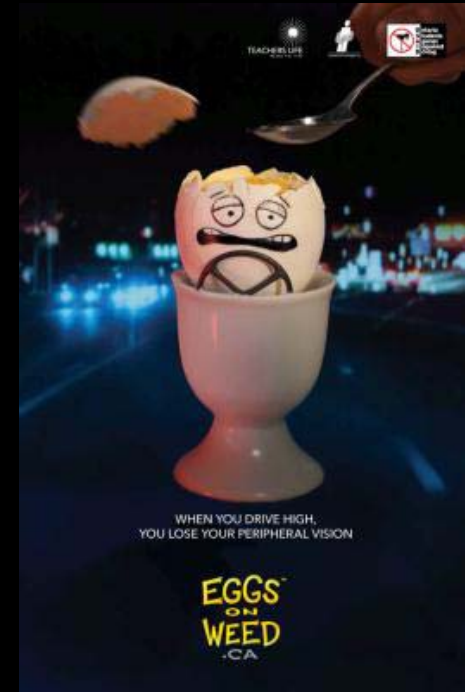
Top Comments -

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Promotional Materials



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Display Materials

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WHEN YOU DRIVE HIGH,
YOUR PERIPHERAL VISION SUCKS

CANNABIS CREATES A FALSE SENSE
OF FOCUS, WHILE IN REALITY IT
COMPROMISES YOUR ABILITY TO
NOTICE - AND RESPOND TO -
HAZARDS



WHEN YOU DRIVE HIGH,
YOU'RE 5X MORE
LIKELY TO HIT THINGS

CANNABIS DELAYS REACTION
TIME, WHICH IS REQUIRED FOR
SAFE DRIVING

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RESULTS

Some feedback and metrics from the last year





Some Early Metrics



1M+ views



252 entries



87,000+ page views

35,000+ users

2:56mins on site ave.



Social Media Reactions

 **billie_lanois** 2d



♥ noelledanchili, bibibaby11, hayley_vienneau, kehanna_stevenson, hi_im_dilby, devan_racine, aidanmartel18
 ● billie_lanois #eggsonweed #catchingosaid2014

 **hayley_vienneau** 18h



♥ 16 likes
 ● hayley_vienneau 🐣 #eggsonweed #catchingosaid2014 #conference
 ● angelaperdue 2 pretty gals! What's the conference for?

 **aislinn_barlow** 7h



♥ lctdesigns, jaimebg_bluehaaron, k.e.e.l.i.n, clairecarson98, mahfuzc, phexid, melbs32, blancher65, firefighterflage1
 ● aislinn_barlow #catchingosaid2014 #osaid #eggsonweed



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What's Next?

- Youth-focused events – summer
 - Music festivals
 - Community events
- In-school events – fall
 - Orientations
 - Sweet Life Roadshow
 - P.A.R.T.Y. Programs





**Thank you
Questions?**

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Ministry of Transportation
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