

Harm Reduction as a Strategy to Prevent Cannabis Impaired Driving

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Weed Out the Risk-Springboard

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How are we currently preventing cannabis impaired driving?



Where are the gaps?

1. Reach
2. Content
3. Frequency



Harm Reduction

What does it mean in the context of road safety education?



What are the risks of not using harm reduction?

You can become:

- Not relatable
- Not credible
- Blindsided to the real issues
- Miss educating a huge sector of youth

Effective ways of reaching youth

- Humor
- Honest
- Use “may” over “will”
- A variety of strategies
- DEI

You can't get arrested for drunk driving if you don't drive drunk.



Questions?



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