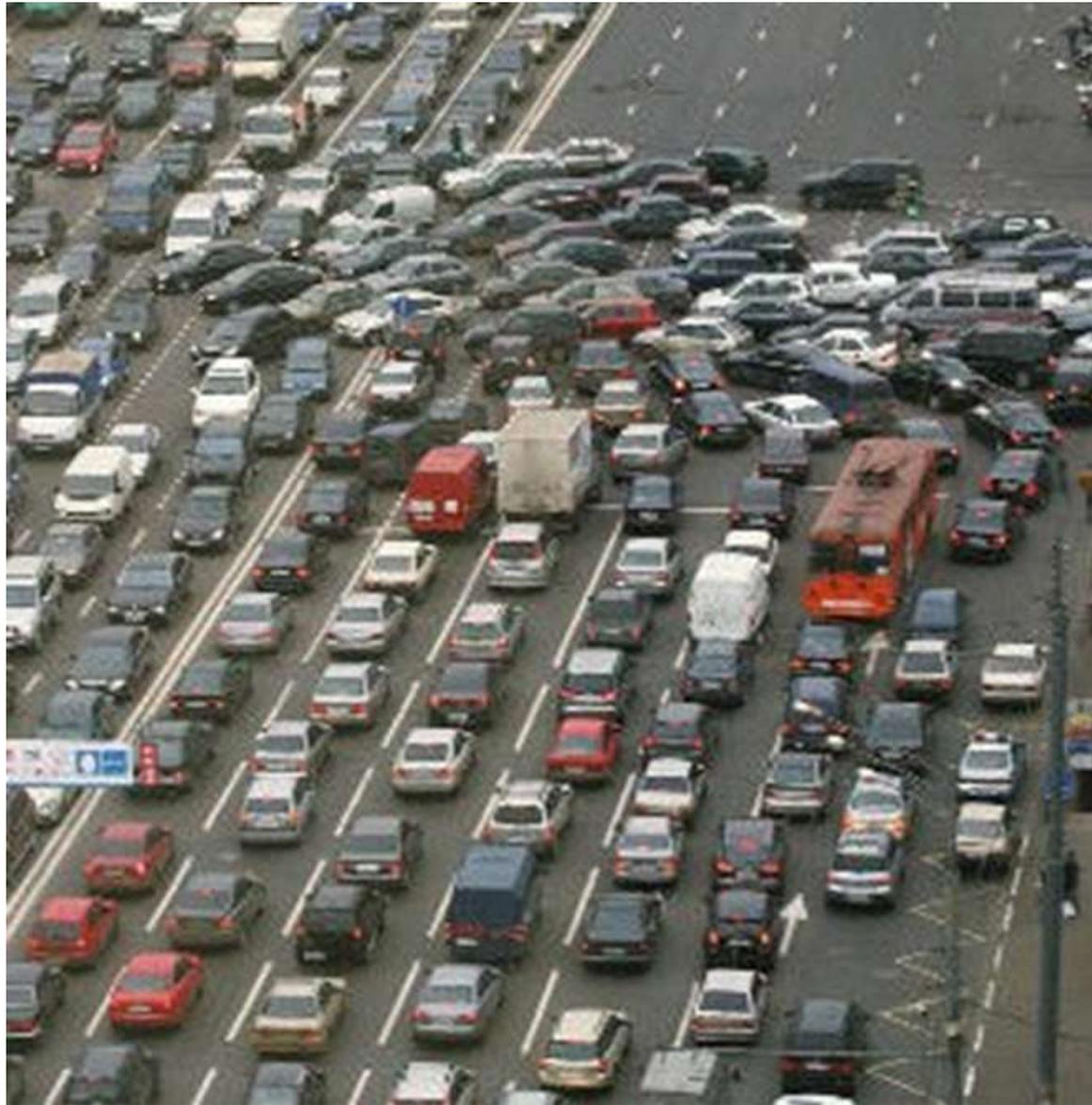




# The Culture of Driving Impaired: A Partnership Project

Nic Ward

Center for Health and Safety Culture



# Traffic Safety Culture is defined as:

*“The values and beliefs shared among groups of road users **and stakeholders** that influence their decisions to behave or act in ways that affect traffic safety.”*

*(NCHRP 17-79)*

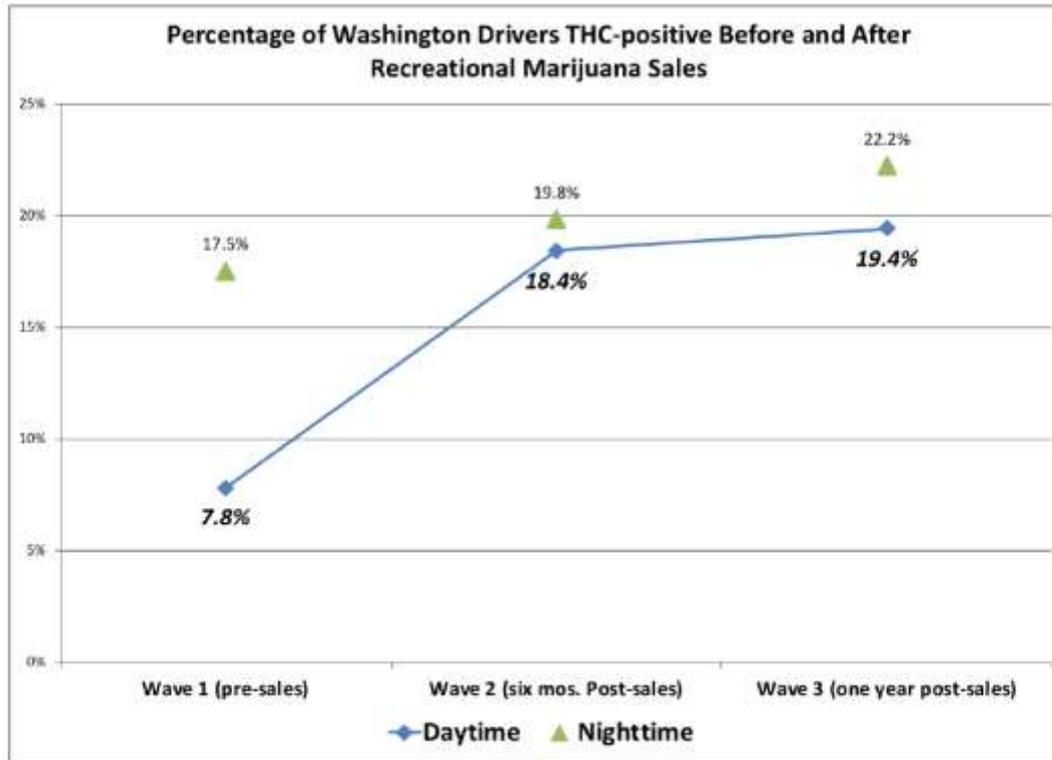
# Sounds like ...



“It is difficult to expect that people will change their behavior easily when many forces in their **social environment** conspire against such change.”

[Source: Syme & Belfour, 1998]

# Laws



*Figure 1. Percentage of Washington drivers testing positive for THC before and after recreational marijuana sales were made legal in November, 2013.<sup>6</sup>*

# Crashes

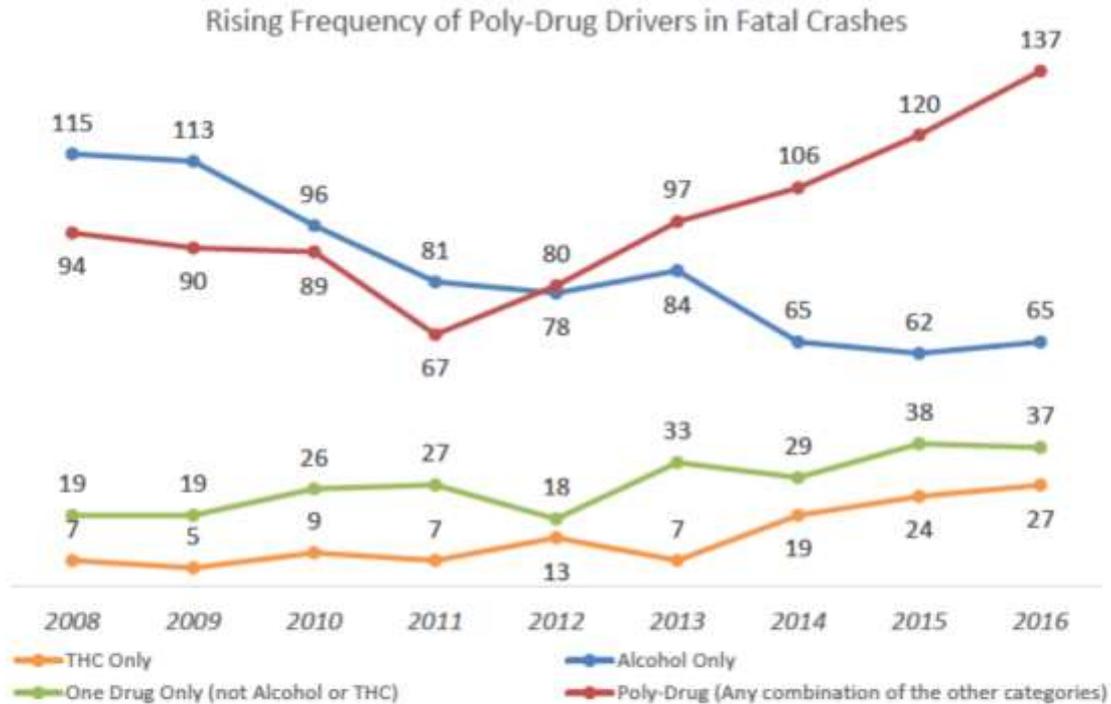


Figure 2. Number of Washington drivers involved in fatal crashes before and after recreational marijuana sales were made legal in November, 2013.<sup>6</sup>

# Partnership

## CHSC

- Framework
- Skills
- Advance Knowledge

## WTSC

- Public Health Issue
- Resources
- Target Zero

# Sample

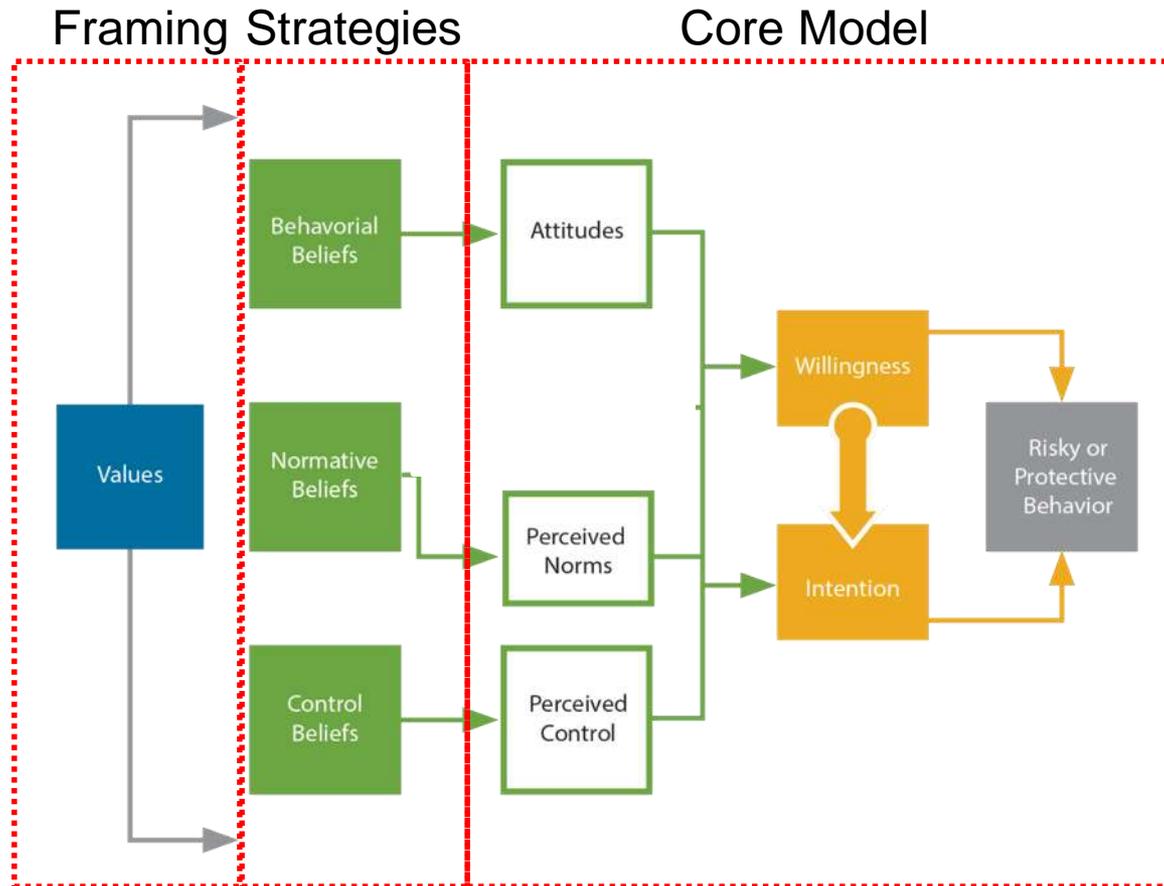
- Qualtrics panel
- N = 180
- WA residents
- Drive at least monthly
- Use cannabis at least monthly
- Use alcohol at least monthly
- Age 18 to 70 years
- 66% female
- 39% “chronic” users
- Medical (14%), Recreational (28%), Both (58%)

# Behavior

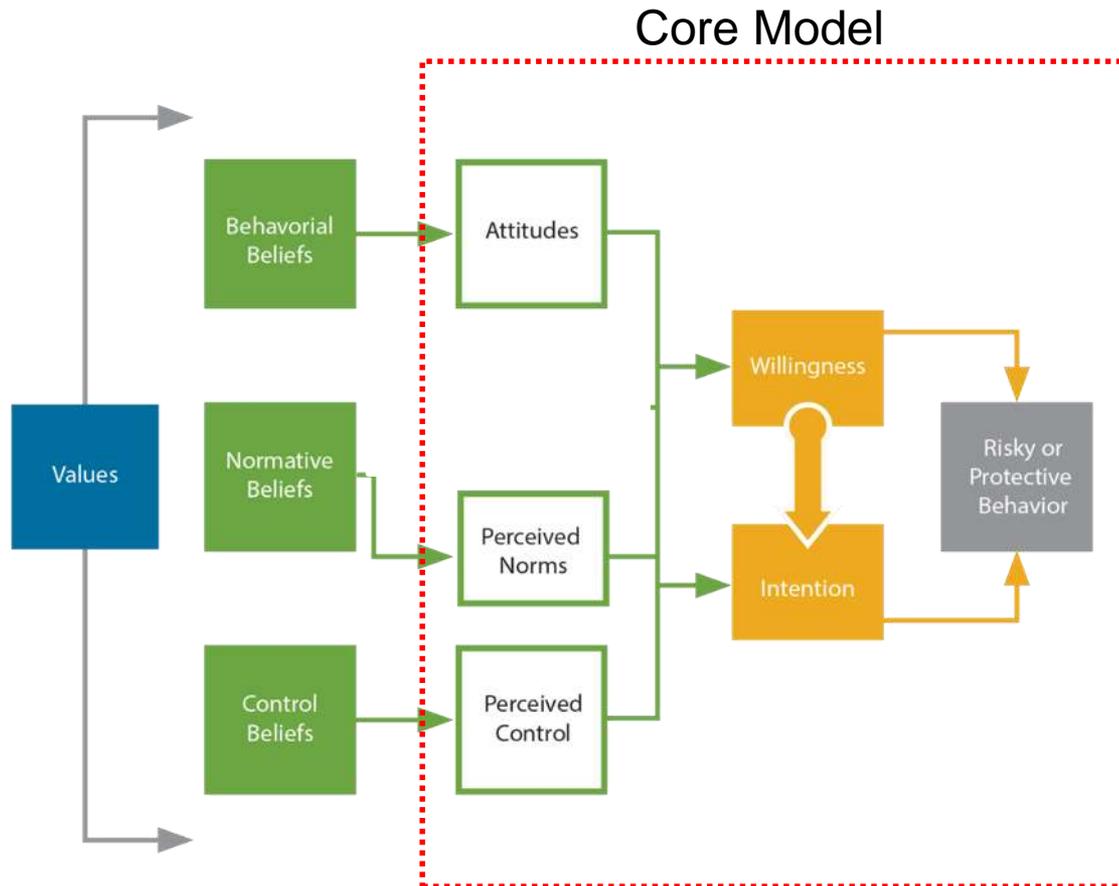
**In the past 12 months, how often have YOU driven within two hours of consuming alcohol and marijuana?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	98	54.4	54.4	54.4
	Once or twice	36	20.0	20.0	74.4
	3 to 6 times	11	6.1	6.1	80.6
	7 to 11 times	3	1.7	1.7	82.2
	Monthly	9	5.0	5.0	87.2
	Weekly	13	7.2	7.2	94.4
	Daily	10	5.6	5.6	100.0
	Total	180	100.0	100.0	

# Analysis

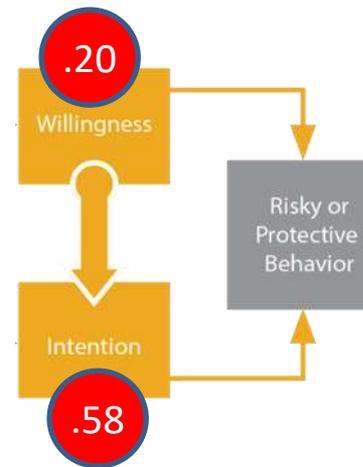


# Analysis



# Core Model

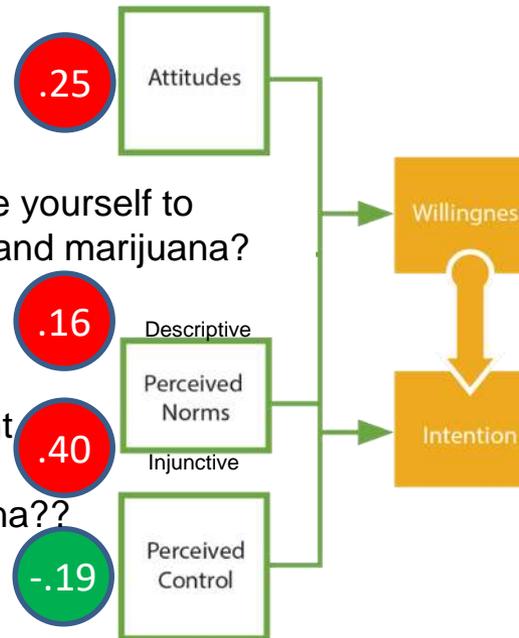
How willing would you be to drive within two hours of consuming alcohol and marijuana if you still felt buzzed or high?



How likely is it you will drive within two hours of consuming alcohol and marijuana at least once in the next 12 months?

# Core Model

How do you feel about driving within two hours of consuming alcohol and marijuana: dangerous ... safe?

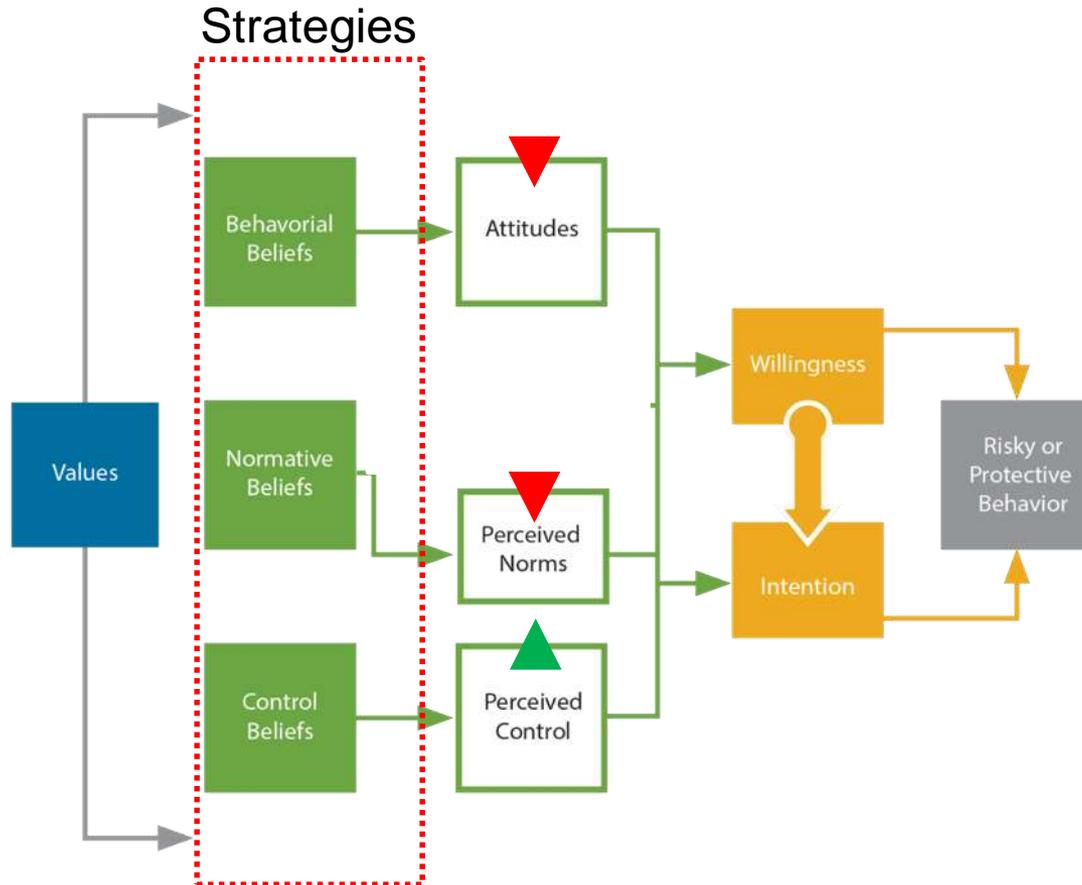


How common do you think it is for people like yourself to drive within two hours of consuming alcohol and marijuana?

How acceptable would most people important to you feel it is for you to drive within two hours of consuming alcohol and marijuana??

How easy would it be for you to refrain from driving within 2 hours of consuming alcohol and marijuana?

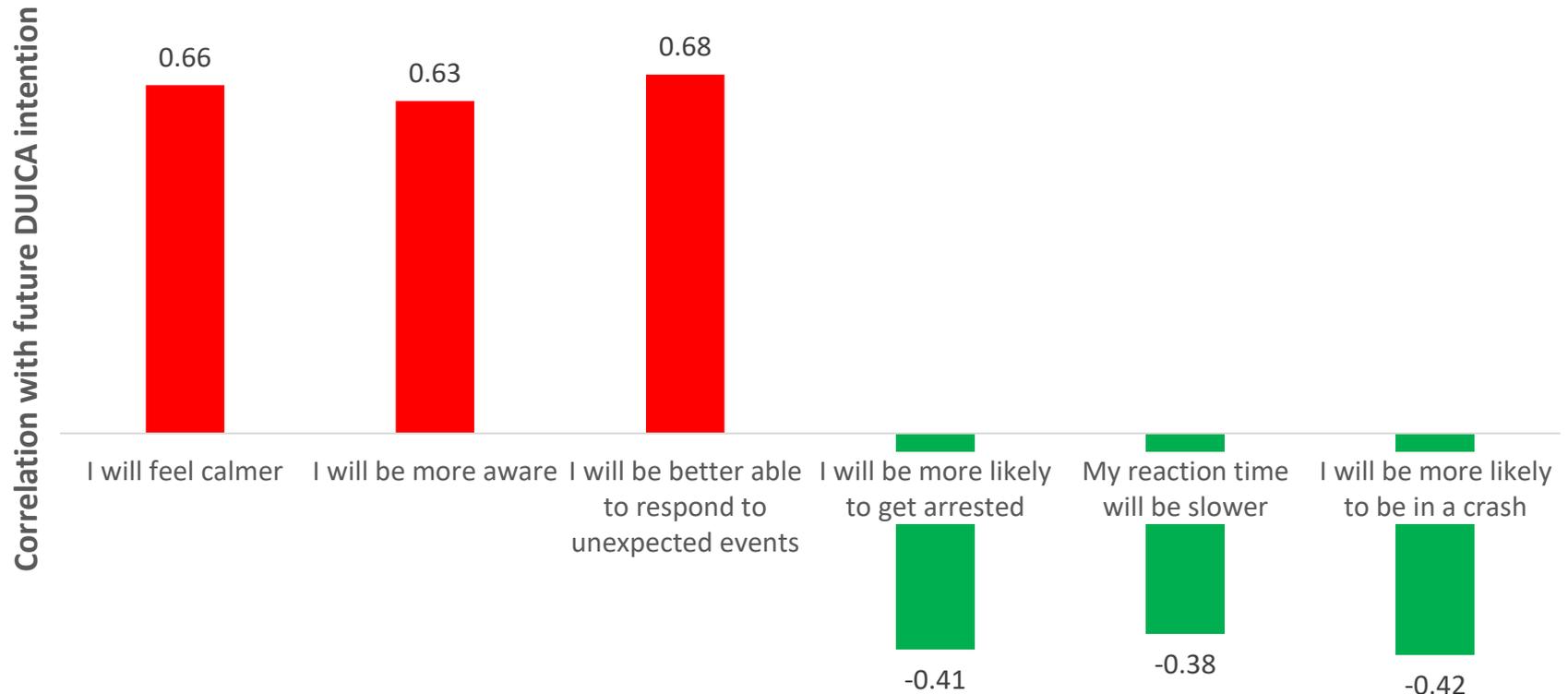
# Analysis



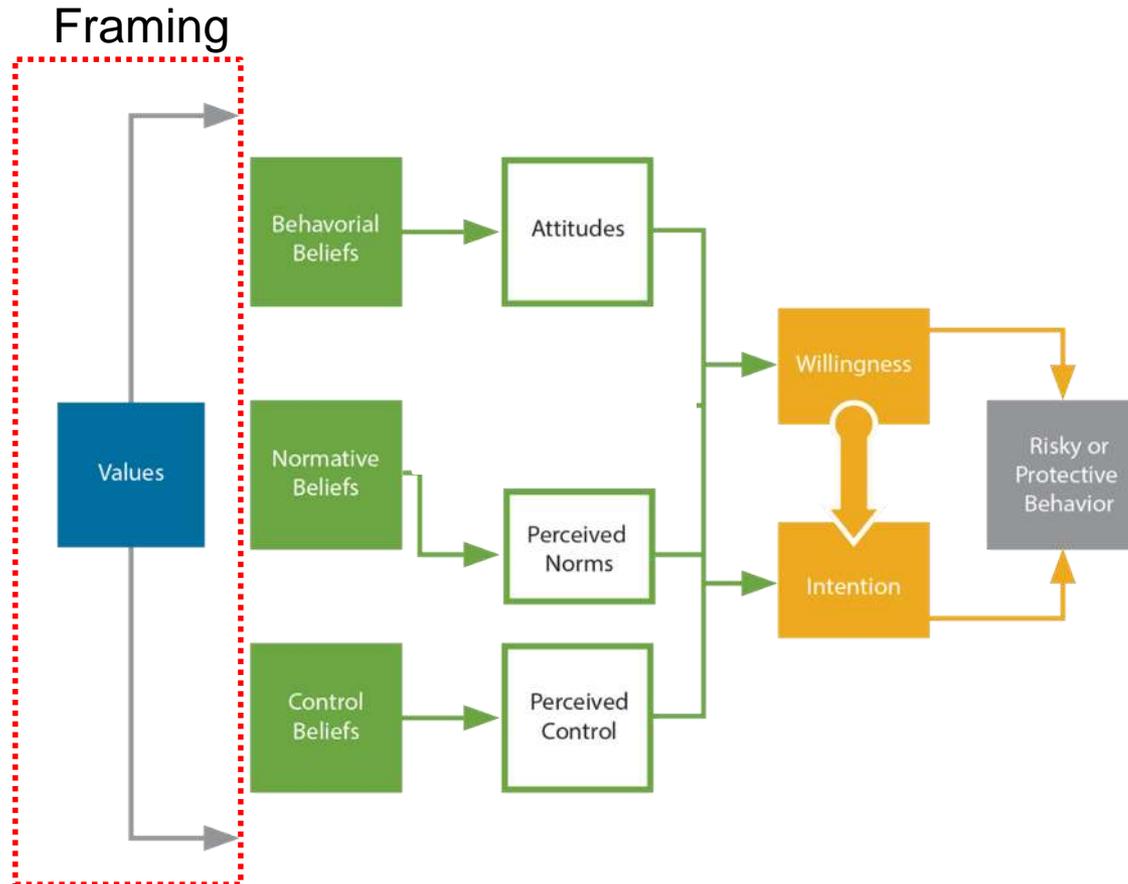
# Strategies

(Behavioral beliefs -> Attitudes)

“How much do you agree with the following statements?”

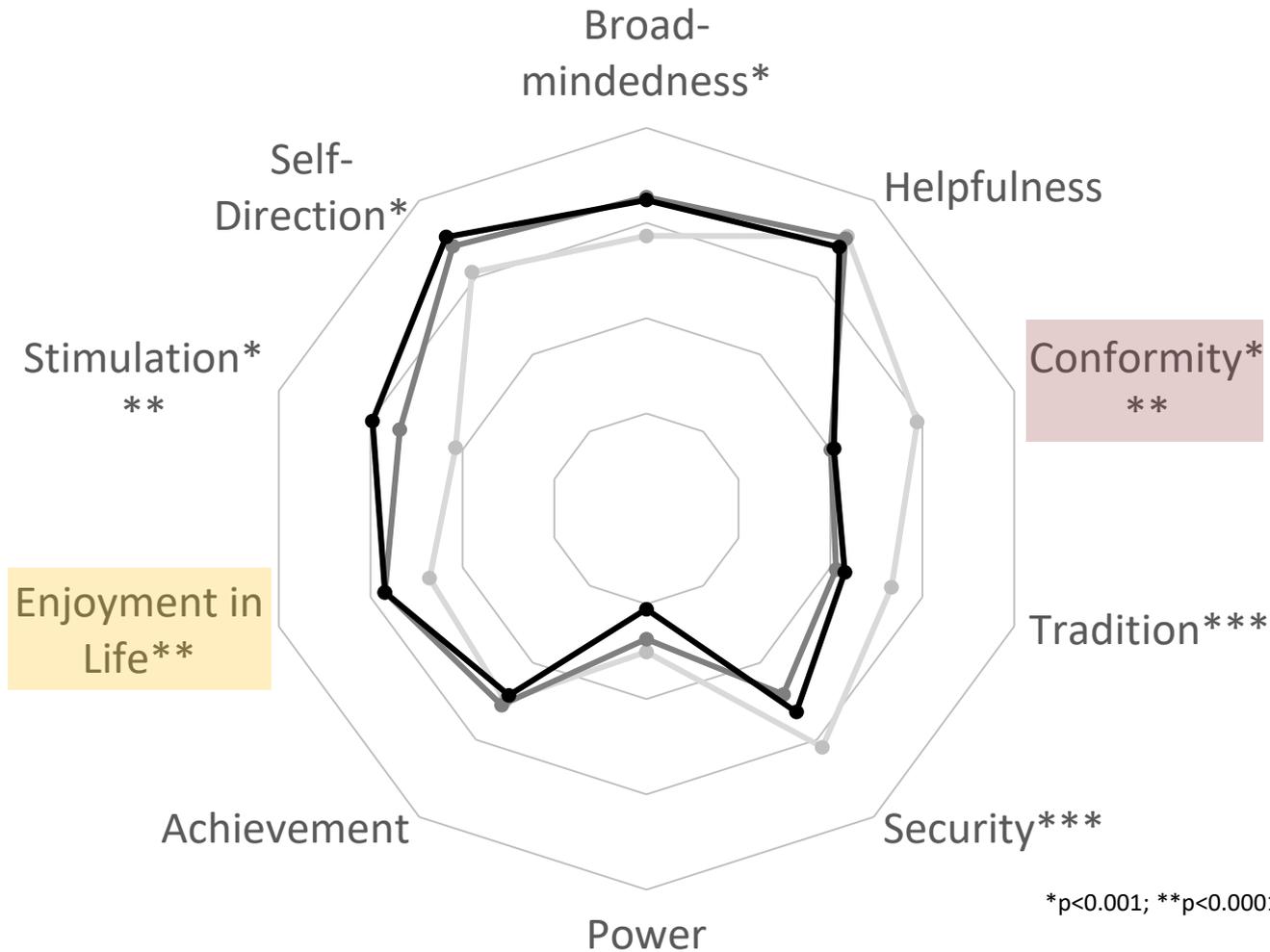


# Analysis



# Framing

- No past-year use
- Past-year use, no DUIC
- DUIC



\*p<0.001; \*\*p<0.0001; \*\*\*p<0.00001

# Questions?

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