



**TARGET
ZERO**

Washington's Traffic Safety Culture

Driving Under The Influence of Cannabis and Alcohol

Concerns About Impaired Driving

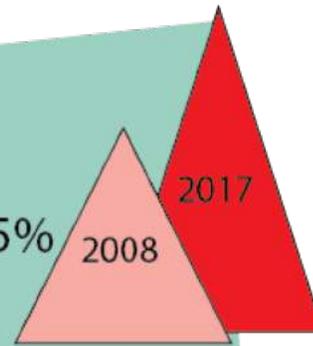
Alcohol and drug impaired driving is the leading contributing factor in Washington fatal crashes.



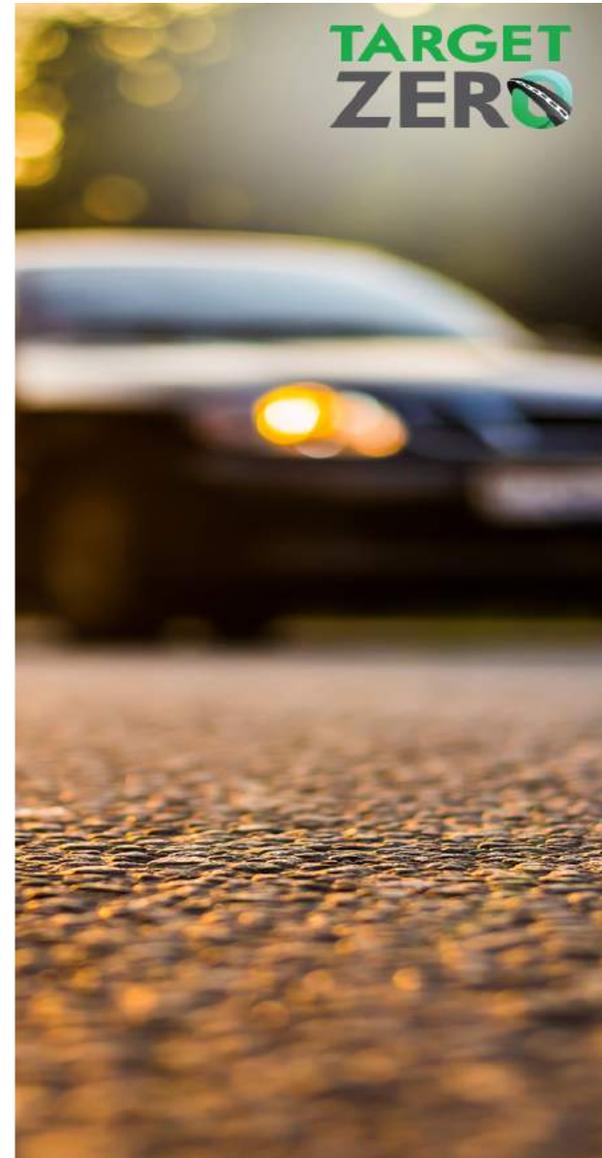
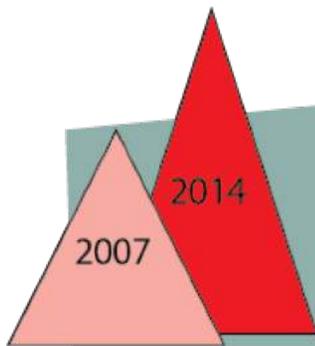
Concerns About Impaired Driving

Cannabis use is increasing:

Past year cannabis use by adults (age 18+) in Washington has increased by 85% in the past 9 years (2008 to 2017).



Weekend, nighttime drivers testing positive for THC increased by 50% from 2007 to 2014.



Concerns About Impaired Driving

People in Washington are driving after using cannabis:

- In June 2014, 11% of weekend, night-time drivers reported they had driven within two hours of using cannabis at least once in the past 12 months.
- By 2016, poly-drug drivers (including alcohol) involved in fatal crashes were
 - **More than twice** the number of alcohol-only drivers and
 - **More than five** times the number of cannabis-only drivers.



Concerns About Impaired Driving

Driving under the influence of cannabis increases crash risk:

- National Academies of Sciences, Engineering, and Medicine: “There is a substantial evidence of a statistical association between cannabis use and increased risk of motor vehicle crashes.”
- A meta-analysis of 66 studies shows that the risk of being involved in a crash increases when using cannabis.
- Drivers under the influence of cannabis are more likely responsible for a fatal crash than non-intoxicated drivers.



The logo features the words "TARGET" and "ZERO" in a bold, sans-serif font. The letter "O" in "ZERO" is replaced by a stylized graphic of a road winding through a landscape, with a green and blue color scheme.

Traffic Safety Culture Assessment

Washington Traffic Safety Commission engaged the Center for Health and Safety Culture to assess Washington's shared values, attitudes, beliefs and behaviors about driving under the influence of cannabis and alcohol (DUICA).

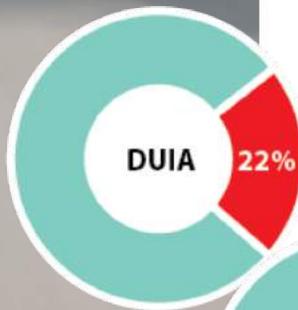
- DUICA was defined as driving within 2 hours of consuming cannabis and alcohol.
- 870 adults age 18 to 65 living in Washington completed the survey in the spring of 2018.

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Traffic Safety Culture Assessment

Self-reported 12 month driving behaviors:

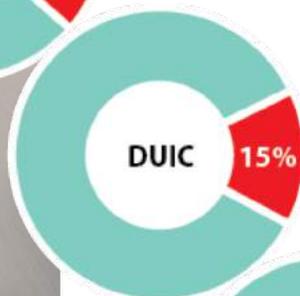
Most adults in Washington don't drive under the influence.



DUIA

22%

78% don't drive within 2 hours of consuming alcohol



DUIC

15%

85% don't drive within 2 hours of consuming cannabis



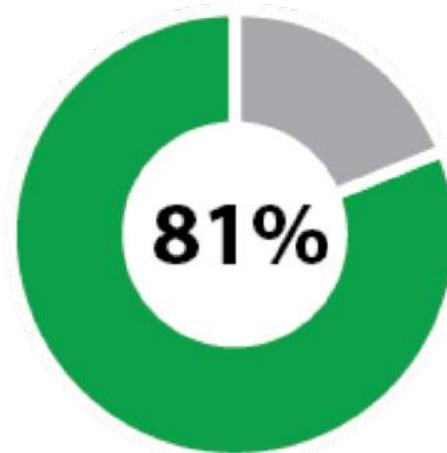
DUICA

9%

91% don't drive within 2 hours of consuming cannabis and alcohol

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Traffic Safety Culture Assessment



Most adults in Washington (81%) have a **NEGATIVE** attitude about DUICA.

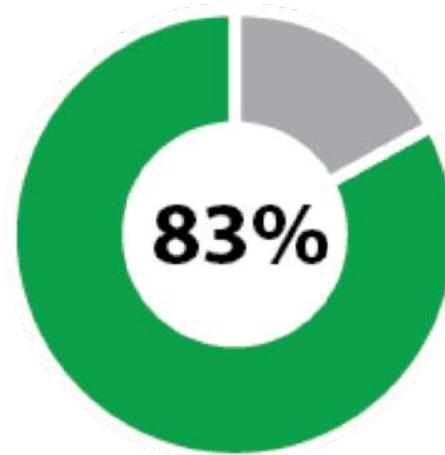
Those with a *positive* attitude are **TWICE** as likely to DUICA.

Those who do DUICA are:

- More likely to believe that driving under the influence of alcohol and cannabis improves their driving; and
- Less likely to believe that they are at risk to be arrested or be in a crash.

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Traffic Safety Culture Assessment

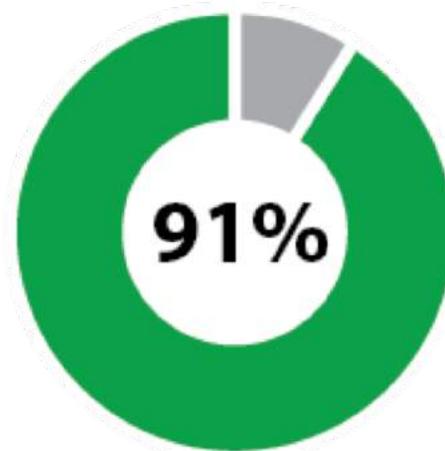


Most adults (83%) believe it is **UNACCEPTABLE** to drive within two hours of consuming alcohol and cannabis.

Those who perceive DUICA as acceptable are more than **4.5 TIMES** more likely to DUICA themselves.

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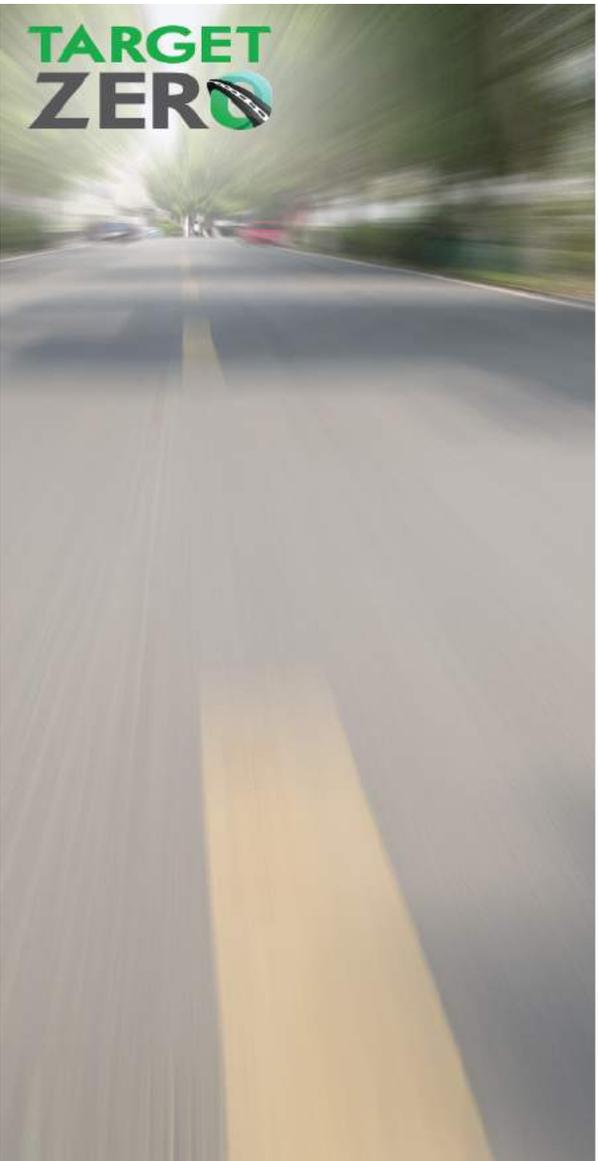
Traffic Safety Culture Assessment



Most adults (91%) DON'T drive within two hours of consuming alcohol and cannabis.

Those who perceive that most people DUICA frequently are **TWICE** as likely to DUICA themselves.

Those who do DUICA perceive most adults in Washington do as well (when in fact, most do NOT).



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Traffic Safety Culture Assessment

People who DUICA may be using cannabis because they believe it “calms them down” and “sobers them up” when they have had too much to drink.

- 77% of those who DUICA are likely to feel anxious after drinking and use cannabis to calm down
- 52% of those who DUICA are likely to feel too impaired after drinking and then use cannabis to sober up

Using cannabis after drinking does NOT make it safer to drive.

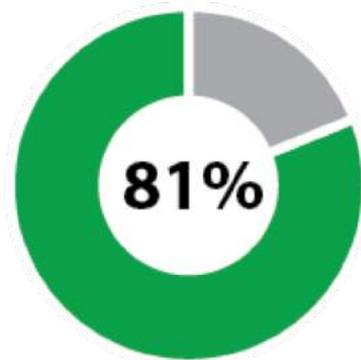
What We Can Do

- Share and discuss these results
- Integrate accurate information into existing programs, strategies, and communications
- Leverage the existing positive shared values, attitudes and beliefs
- Correct misperceptions
 - DUICA is NOT safe
 - Most people believe DUICA is unacceptable
 - Most people do not DUICA
 - Using cannabis after drinking does not make it safer to drive



What We Can Do

- Grow bystander engagement to prevent impaired driving



Among adults in Washington in a situation to intervene, most (81%) take steps to prevent someone from driving impaired.

- Promote safe strategies like:
 - Arranging or providing a ride for the person;
 - Having the person stay where they are; or
 - Engaging others to help (including 911 if the person drives)





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