Exploring Washington State’s Traffic Safety Culture About Driving Under the Influence of Cannabis and Alcohol

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10:30-11:30
We are an interdisciplinary center serving communities and organizations through research, training and guidance to cultivate healthy and safe cultures.
Center for Health & Safety Culture

Core Issues

• Traffic Safety
• Substance Abuse
• Violence
• Child Wellbeing
Projects
Agenda

• The Concern About Impaired Driving

• How We Got Here and What We Need to Know About Washington State’s Current Culture

• Guidance on What We Can Do
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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.

Concerns About Impaired Driving

People in Washington are driving after using cannabis.

• 44% of drivers reported they had driven within two hours of using cannabis at least once in the past 12 months.
Concerns About Impaired Driving

Driving under the influence of cannabis increases crash risk.

- “There is substantial evidence of a statistical association between cannabis use and increased risk of motor vehicle crashes.”

Concerns About Impaired Driving

• Meta-analysis of 66 studies: “The summary odds ratio indicates that the risk of becoming involved in an accident at any level of severity increases moderately (by about 25-50%) when using cannabis.” ¹

• Drivers under the influence of cannabis are more likely responsible for a fatal crash than non-intoxicated drivers (OR= 1.89 [1.43-2.51]). ²

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“Is the universe a friendly place?”

- Albert Einstein
Shared values, beliefs and attitudes that influence the behaviors of a group of people.
Our Core Assumption

The positive exists and is worth growing.
The solutions are in the community.
2018 Driving Under the Influence of Cannabis and Alcohol Survey
Simplified Behavioral Model

Values

Attitudes & Beliefs

Willingness & Intention

Behavior

Cultural Factors – shared values, attitudes and beliefs that impact health and safety.
Behavior Model

Values
- Behavioral Beliefs
- Normative Beliefs
- Control Beliefs

Willingness / Intention
- Attitudes
- Prototypical Image
- Perceived Norms
- Perceived Control

Risky or Protective Behavior
Survey of Washington State Adults

• Informed by
  – literature review
  – 2 pilot tests

• Sample
  – AmeriSpeaks Panel: 133 (99%)
  – Online Opt-in Panel Toluna: 737
Who Completed the Survey

- 870 adults age 18 to 65 living in WA
  - completed survey in the spring of 2018.
- 51% female / 49% male
- 29% live in Eastern WA/
- 71% live in Western WA
- Variety of ages
- Variety of education attainment
Who Completed the Survey

• 30-day use of alcohol

  – 60% of Washington State adults respondents indicated “yes”

  Compared to 60% of Washington State adults who indicated “yes” on the 2015-2016 National Survey on Drug Use and Health and 59% of Washington State adults who indicated “yes” on the 2016 Behavioral Risk Factor Surveillance Survey
Who Completed the Survey

• Consumed cannabis in the past 12 months
  – 42% of Washington State adults respondents reported consuming cannabis in the past 12 months

  Compared to 20% in the 2015-2016 National Survey on Drug Use and Health
Traffic Safety Culture Assessment

Most adults in Washington are concerned about traffic safety and have strong protective beliefs.

- 81% are moderately or more concerned about safety on roads and highways
- 74% agree the only acceptable number of deaths and serious injuries on our roadways should be zero.
- 91% agree that it is the responsibility of the driver to comply with the laws of our roads.
- 64% agree that impairment begins with the first sip of alcohol.
- 76% agree that impairment begins as soon as you start consuming cannabis.
Traffic Safety Culture Assessment

Self-Reported 12-month Driving Behaviors

- 78% never drive within 2 hours of consuming alcohol.
Traffic Safety Culture Assessment

Self-Reported 12-month Driving Behaviors

- 85% never drive within 2 hours of consuming cannabis
Traffic Safety Culture Assessment

Self-Reported 12-month Driving Behaviors

– 91% never drive within 2 hours of consuming cannabis and alcohol

However, too many do thus creating significant risk to themselves and the general public.
Frequency of Behavior in Past 12 Months Among Those who DUICA
DUICA Behavior and Demographics

- Males are **three times** more likely to DUICA than females.
- DUICA decreases with age.
- Education attainment has no statistically significant association with DUICA.
- Those living in the eastern portion of the state are slightly more likely to DUICA than those living in the western.
DUICA Behavior and Demographics

• Chronic users of cannabis are no more likely to DUICA than non-chronic users.

• Whether a respondent indicated using cannabis for medical use, recreational use, or both has no effect on DUICA.

• Whether a respondent uses cannabis for physical, mind, emotional, or spiritual benefit has no effect on DUICA.
Traffic Safety Culture Assessment

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

However, those who do DUICA are:

• More likely to believe that DUICA improves their driving
• Less likely to believe that they are at risk.
Traffic Safety Culture Assessment

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

However, those who perceive DUICA is acceptable are more than 4.5 times more likely to DUICA themselves.
Traffic Safety Culture Assessment

Most adults in Washington (91%) NEVER drive within two hours of consuming alcohol and cannabis.

- Those who do DUICA perceive most adults in Washington do!
Traffic Safety Culture Assessment

People’s sense of control about avoiding DUICA behavior matters!

- People who have low levels of perceived control are more than 3.5 times as likely to DUICA compared to those with high levels of perceived control.
Traffic Safety Culture Assessment

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

Using cannabis after drinking alcohol does NOT make it safer to drive 1,2,3

• What stood out for you?
• What surprised you?
• What challenged you?
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Guidance on What We Can Do

1. Share and discuss these results.
   - 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.
Share and discuss these results

– EXPECT Resistance (listen for “Yes, but...”)
  • Acknowledge concern about impaired driving
  • Roll with resistance
  • Use OARS
    – Open questions
    – Affirmations
    – Reflective listening
    – Summary statements
Guidance on What We Can Do

2. Integrate accurate information into existing programs, strategies, and communications.
   - Frame communications about impaired driving in the context of safety.
   - Review materials, media, and strategies and revise or augment language.
Revise or augment language to establish that...

- Driving after consuming alcohol or cannabis increases the risk of a crash.
- Most people in Washington State never drive after consuming alcohol or cannabis.
Revise or augment language to establish that...

- Most people in Washington State believe driving after consuming alcohol and cannabis is unacceptable.

- Using cannabis after consuming alcohol does not reduce crash risk; in general, it increases crash risk.
People should plan ahead to:
- Avoid driving after consuming alcohol or cannabis,
- Use alternative transportation,
- Or to stay where they are.

Communication about the legalization of cannabis should include reiteration of laws prohibiting impaired driving and emphasizing that driving under the influence of cannabis increases crash risk.
Guidance on What We Can Do

3. 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.
Center for Health & Safety Culture

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