

# WEED OUT IMPAIRED DRIVING

## #DRIVINGSKILLS101 PSA CHALLENGE



**Calling all teen drivers: this opportunity is for YOU! SADD, in partnership with The National Road Safety Foundation (NRSF), wants to hear how you Weed Out Impaired Driving. You may be wondering, what can I do? The answer is easy. Read the directions below, create your video, and send in your entry!**

**More states have passed laws to legalize marijuana and you may be unsure of the safety of marijuana use and driving. No level of marijuana use is acceptable for young drivers, even in states where it is legal. It is illegal and unsafe for teens to drive high, just like it is illegal and unsafe to drink and drive. Driving under the influence of marijuana is impaired driving. Driving under the influence of marijuana is impaired driving.**

**What do you think teens and their parents need to know about marijuana and driving? How can we prevent teens from using marijuana and driving, especially in states where marijuana is legal. We want to hear from you on how we navigate this challenge.**

**To participate in #DrivingSkills101, submit a video telling us your idea for a PSA on marijuana-impaired driving. This is a simple video illustrating your ideas and or the key facts we should highlight to prevent teens from using marijuana and driving.**

**ENTRY DEADLINE: JANUARY 31, 2022**

## HOW TO ENTER

Create a two-minute or less video telling us your ideas for a PSA on the dangers of marijuana-impaired driving. NOTE: Your video is NOT the actual PSA, just your ideas. Upload your video to YouTube and complete the online application [found here](#). Applications received without the video will be disqualified.

## ELIGIBILITY

- High School students ages 14-19 are eligible to participate.
- You and/or everyone on your team must be registered SADD members in the SADD Portal.
- All submissions must be videos.
- More than one team or individual may apply from a school, but a student may only be on one team or submit one individual entry.
- All entries must be original, youth-created, and content-appropriate.
- SADD and NRSF do not permit distracted driving.

You must submit the online entry form along with the YouTube link to your video to be entered to win. All winners' submissions will be recognized at the 2022 SADD National Conference in New Orleans.

**NOTE: NRSF and SADD will not be responsible for any technical, computer, network, typographical, human, or other error, malfunction, or problem in connection with the contest.**

**SADD does not permit distracted driving. Please do not record your video submission in a moving vehicle.**

## JUDGING

A panel of SADD and NRSF representatives will judge the entries. Videos will be judged solely on your idea and enthusiasm, not the video quality. The winner will be chosen from the top ten submissions.

## VIDEO SUBMISSION TIPS

- Have a quiet place to tape the video without distractions.
- Speak slowly and clearly on the video.
- Record your video with your camera horizontal, not upright.
- Review your video before submitting it to make sure it works.

Here are some additional questions to answer when thinking about your idea.

- Who is your target audience?
- How do you plan to get your school and community involved in your PSA?
- How do you plan on sharing this PSA with your school and community?
- Why is this contest important to you?
- How do you plan on getting your message across?

## PRIZES!

- One lucky chapter will win an additional \$2,500 and the opportunity to have your PSA idea professionally produced by an Emmy-winning producer and broadcast on over 150 TV stations nationwide.
- The top ten chapter finalists will each win \$250.



## QUESTIONS?

Contact Elizabeth Vermette at [evermette@sadd.org](mailto:evermette@sadd.org)



**Many thanks to the National Road Safety Foundation  
for sponsoring this contest for SADD members!**

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# FACTS ABOUT MARIJUANA-IMPAIRED DRIVING

While laboratory studies of people with THC in their bloodstream do not support significant impairment on single tasks, such as memory, addition, or subtraction, there may be more significant impact on multitasking and handling unexpected events (which are critical components of safe driving):

- Marijuana use impairs cognitive abilities necessary for safe driving, including reaction time, road lane-tracking ability, and attention maintenance.
- Marijuana can slow reaction time and the ability to make decisions.
- Marijuana can impair coordination, distort perception, and lead to memory loss and difficulty with problem-solving.
- Marijuana use can have long-term effects for teens and young adults on brain development. Neurodevelopment continues until at least the early or mid-20s, and marijuana use impacts how connections are formed within the brain.
- In 2017, 49% of drivers ages 14-18 who currently use marijuana engaged in driving after using marijuana.
- Too many teens and their parents don't know the facts about marijuana and driving.
  - In a 2017 SADD/Liberty Mutual Survey, 33% of teens and 27% of their parents surveyed thought it was legal to drive under the influence of marijuana in states where marijuana is legal to use.
  - While the SADD/Liberty Mutual survey found that 93 percent of parents think driving under the influence of alcohol is dangerous, only 76 percent feel that driving under the influence of marijuana is dangerous.
- In a 2020 article in the Journal of American Medical Association, researchers found that almost half (48.8%) of teen drivers who currently use marijuana reported driving after using marijuana (DAUM). They also found that the prevalence of DAUM (12.7%) was more than double the prevalence of drinking and driving (5.0%), perhaps reflecting teens' perception that DAUM is less dangerous and more acceptable than driving after using alcohol.

## SOURCES:

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- WEED OUT THE CONFUSION: ONE-THIRD OF TEENS THINK DRIVING UNDER THE INFLUENCE OF MARIJUANA IS LEGAL IN STATES WHERE RECREATIONAL USE BY ADULTS IS PERMITTED. LMG. (N.D.). [HTTPS://WWW.LIBERTYMUTUALGROUP.COM/ABOUT-LM/NEWS/ARTICLES/WEED-OUT-CONFUSION-ONE-THIRD-TEENS-THINK-DRIVING-UNDER-INFLUENCE-MARIJUANA-LEGAL-STATES-WHERE-RECREATIONAL-USE-ADULTS-PERMITTED](https://www.libertymutualgroup.com/about-lm/news/articles/weed-out-confusion-one-third-teens-think-driving-under-influence-marijuana-legal-states-where-recreational-use-adults-permitted).
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