

Marijuana and other drugged driving prevention challenges: College prevention opportunity

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Basic Elements Understanding Impaired Driving Prevention

- Understanding of Risks
- Regulation of two behaviors:
 - Driving
 - Substance Access and Use
- Driver options, decisions, behaviors

Very Early Images



Circa 1910



WPA Funded Art 1936 or 1937



Kansas United Dry Forces, 1939

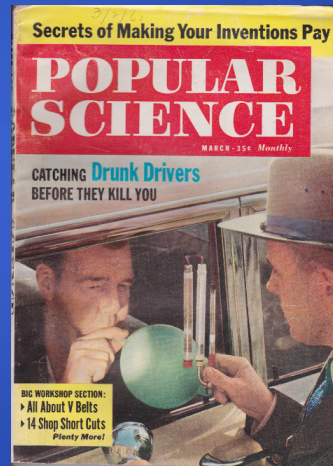
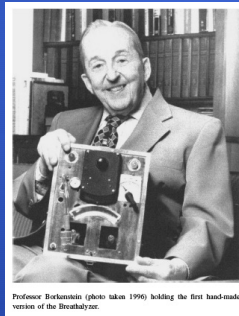


Using Alcohol as a Model: Understanding the Risks

- In a sense, we've always known alcohol posed driving risk
 - The Horseless Age (1907) published that the "drunken driver" is the sort that would scare horses as he passed.
 - AAA banned alcohol at its races prior to 1917.
 - Hearings on Responsibility Legislation in 1930 identified drunk driving (even during prohibition) as a source of injury.

Technology made alcohol detection and research easier

- The Drunkometer (1930's); Breathalyzer (1954)
- Grand Rapids Study Risk (1960's)



Is Drugged Driving a "Silent Epidemic"

- Without good measures, we're incapable of quantifying the frequency or relative risk of drugged driving.
 - FARS data codes for drugs started at 1991 with changes in 1993 and 2010
 - Active/impairing levels not known based on FARS methods
 - Often urine tests or DRT are used to gather driver drug use
 - Roadside surveys only recently being conducted.
 - Saliva being validated, but may be limited with respect to manner of use.
 - Extremely large menu of possible drugs, with combinations potentially complicating risk estimates.

Driver Decisions

- “The most common strategies for reducing DUIC-related [DUI Cannabis] risk involved compensating for perceived impairments, whereas strategies involving forward planning were more frequently implemented for DUICA [DUI Cannabis and Alcohol]” (Swift, Jones & Donnelly, 2010).

Prevention Elements

- Understanding the risks
 - Crash/Injury
 - Enforcement action
- Socially defined, and acceptance of, problem (note that this is complex for this topic: Medicines, illicit vs prescribed)
- Channel for healthier behavior
- Cues for action

Behavioral Engineering

- "Put hot triggers in front of motivated people" – BJ Fogg
 - Motivation elements may include both avoidance and promotion
 - Triggers should be proximal and understood (trigger can include any motivational element. So high visibility enforcement can work)
- Balance motivation and effort
 - Understand competing motivations and availability of alternatives
- Begin with easily obtained results and build from there

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