

Using the PSA in your community

This PSA was developed for use on community radio to raise awareness about the effects of marijuana on driving and the risks of driving high. In addition to radio, the PSA may also be used in schools as an announcement over the P.A. system. The PSA may also be used with youth as a discussion starter in the classroom or youth centre. Please visit the Pot and Driving Campaign website www.potanddriving.cpha.ca for Pot and Driving resources, including

- Discussion guide (for adults who want to engage teenagers in a discussion about pot and driving)

- Frequently Asked Questions (to inform the discussion)

- 10 Questions (a handout for teenagers to start the discussion)

- Responses to the 10 questions (handouts for teenagers to encourage talking and listening)

These resources are also available in Inuktitut syllabics and French on the same website.

Pot and Driving PSA Text (166 words)

(for use on community and regional radio or as a Discussion Starter)

"Some drugs affect your ability to drive. Marijuana (or Pot) is one of them. Marijuana can make a driver focus too much on some things and ignore others, like a person walking across the road or a snowmobile appearing fast out of nowhere. If you smoke grass and take control of a snowmobile, a Honda, or maybe a car or a truck, you have a greater chance of being injured or injuring someone in your community."

"Getting high and using a snowmobile or a Honda outside of town or out on the land is also risky. When you're driving high, you might not notice thin ice under your snowmobile or a rock or mound of snow that could flip your Honda. When you're in your community or out on the land, it doesn't make sense to drink alcohol and drive. Driving when you're high doesn't make sense either. To find out more about driving high visit www.potanddriving.cpha.ca."

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