

## Allyson D'Ovidio

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**Subject:** RE: Do Anything But Drive\_Cannabis Edibles Campaign\_CAA National

**From:** Michael Stewart <[ms28@caasco.ca](mailto:ms28@caasco.ca)>

**Sent:** Thursday, September 17, 2020 8:07 AM

**To:** Allyson D'Ovidio <[allyson.dovidio@mississauga.ca](mailto:allyson.dovidio@mississauga.ca)>

**Subject:** Do Anything But Drive\_Cannabis Edibles Campaign\_CAA National

Letting you know that today CAA is launching a new national campaign *Do Anything But Drive*, with a simple message for Gen Z: if you're going to do edibles, do anything but drive.

The campaign is running on SnapChat, YouTube, Twitch and Instagram throughout September and early October. While the campaign is led by our national office, we will be leveraging assets created and promoting them via our own member-facing communication channels, social media and targeted paid media throughout October.

If you have any questions about the campaign, please reach out.

If you see the videos on social, please support and share them if you can with the hashtag #DoAnythingButDrive.

To view videos developed, go to <https://www.caa.ca/cannabisimpaireddriving/> or at [www.caasco.com/cannabis](http://www.caasco.com/cannabis)



### **Background:**

- Road safety is a key pillar for CAA public affairs
- Awarded Health Canada grant to run cannabis edibles campaign targeting young Canadians 18 to 24 years old
- Originally scheduled for Spring 2020, but moved to Fall 2020 due to COVID-19
- [Research](#) shows that scare tactics don't work with this generation. There are no judgements here, cannabis is legal, and some people use it. CAA just wants to make sure people don't get behind the wheel. CAA encourages people to plan ahead by making arrangements for a safe way home, be it a designated driver, a taxi or rideshare, or staying over.

### **Campaign Audience:**

- Gen Z is a very socially conscious generation that understands the dangers of driving drunk, but CAA research shows a significant number of this generation don't associate the same risk with smoking cannabis or doing edibles.

- The campaign takes a light-hearted approach but asks Gen Z, if they're going to do edibles, to plan ahead and make arrangements to stay safe, just like they already do after drinking.
- CAA believes Gen Z has the potential to be a leader on this issue and set an example for others.
- Edibles can pose an even bigger problem than smoking cannabis since the high can take longer to manifest, and last longer.

**Other info:**

- One-fifth of younger Canadians (20 per cent), aged 18-24, say they have driven high or been in a vehicle with a high driver. That is two percentage points higher than the general public.
- A third of young Canadians believe it is safe to drive within 5 hours of consuming edibles. And we know that is risky behaviour. Research shows that the effects of edibles can last longer, some studies indicate [up to 12 hours](#).
- Ingesting cannabis can delay your reaction time making you a worse driver.
  - Eating an edible can affect you longer than inhaling cannabis. And while research varies, edibles may remain in your system for [up to 12 hours](#).
  - If consuming edibles, the initial effects can be delayed, depending on the amount of edibles you have ingested and their level of THC. Ingesting edibles on a [full or empty stomach](#) can also determine the amount of time it takes to feel the effects.

Thank you and have a good day.

**Michael Stewart** | Community Relations Specialist | Government & Community Relations

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