



Cannabis, Knowledge Transfer & Campaigns in Canada

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PRI/ETSC Road Safety Event

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Overview

- > TIRF's knowledge transfer model and cannabis- impaired driving
 - » practitioners
 - » public
- > Campaign effectiveness
- > Campaign examples
- > Research needs





TIRF's model

- > **TIRF's model has developed over a decade based on working with practitioners.**
- > **It draws upon several theories:**
 - » planned behaviour/planned action
 - » social interaction
 - » knowledge utilization
 - » networks
 - » knowledge brokers
- > **The model is based upon four distinct and independent yet inter-connected streams of activity.**

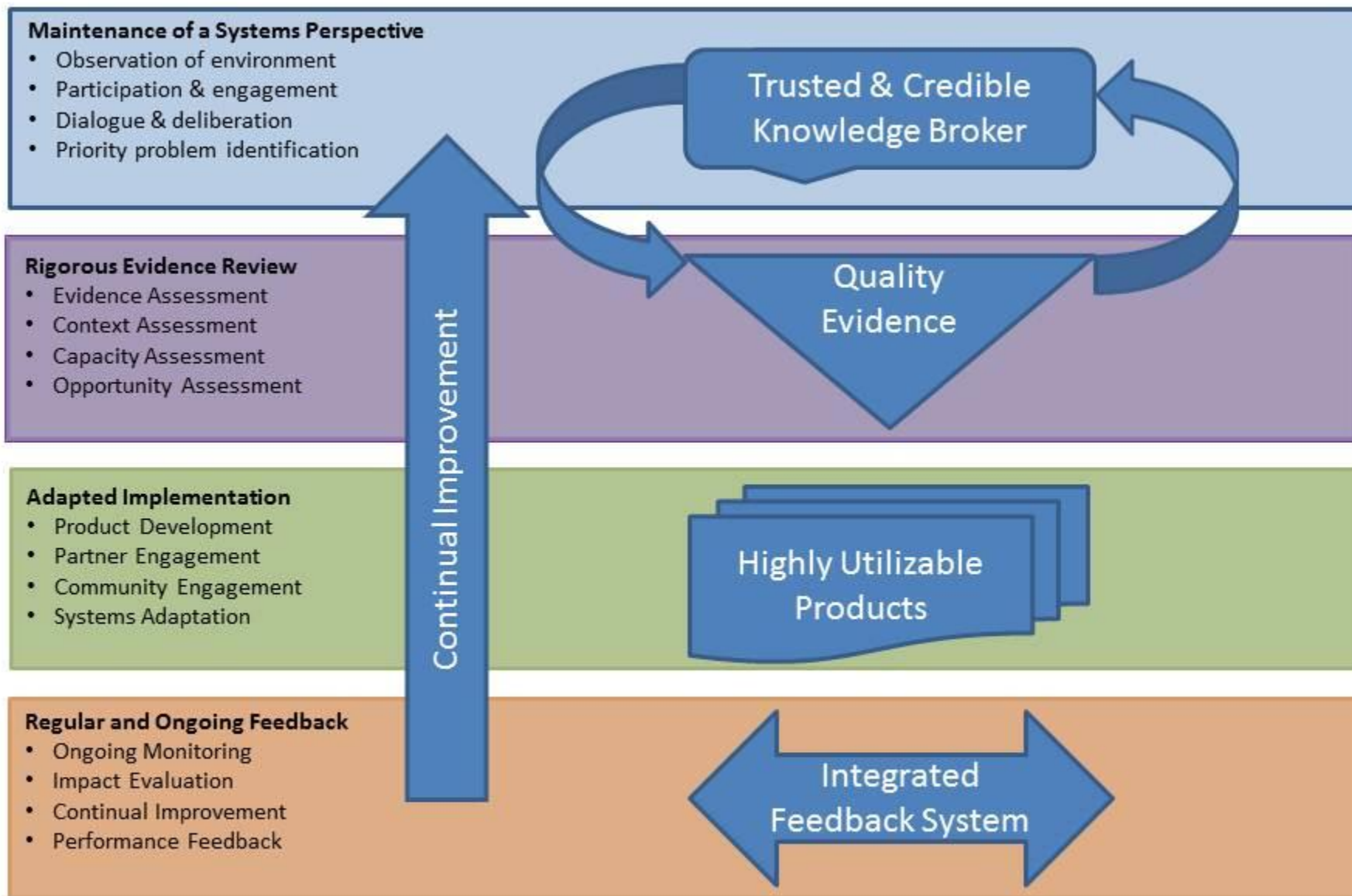


Figure 1: Traffic Injury Research Foundation Knowledge Transfer Model



Unique features

> **Selection of topics and activities:**

- » Driven by and determined in consultation with practitioners.
- » Ability to understand issue from multiple perspectives to more precisely focus strategy and activities.

> **Consideration of context, environment, systems:**

- » Complex adaptive view of road safety; neither linear nor cyclical.



Unique features

> **Multi-disciplinary approach:**

- » Careful attention to diverse terminologies/practices, competing priorities, delivery mechanisms.
- » More challenging but more rewarding.

> **Does not assume pre-determined outcome:**

- » Emphasis on providing options and alternatives.
- » Decision-making is not purview of researchers and the application of findings is complex.
- » Credibility of researchers is based on their understanding of context/environment and also their ability to separate their opinions from their knowledge.



Lessons learned

- > Show up often, participate, and listen to understand practitioner concerns, perspectives, experiences before drawing conclusions.
- > Do not impose own experiences and frame of reference on issues.
- > Identify specific goals and retain flexibility to adapt to changing conditions across systems; emphasis on inclusive leadership.
- > Engage in continuous dialogue with thought leaders and practitioners.
- > Do not underestimate value of good branding.




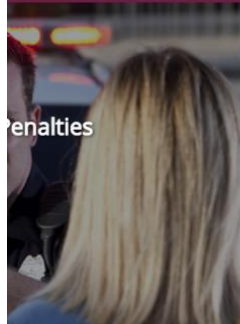
Key features of materials

- > Core component of project development.
- > Critical review of relevant research drawing upon key disciplines.
- > Place findings in context of systems and practice.
- > Peer review by researchers/practitioners.
- > Tailor to audience.
- > Emphasis on commonalities and consensus to encourage progress.
- > Use of positive messaging and social norming.



DRUG-IMPAIRED DRIVING
LEARNING CENTRE

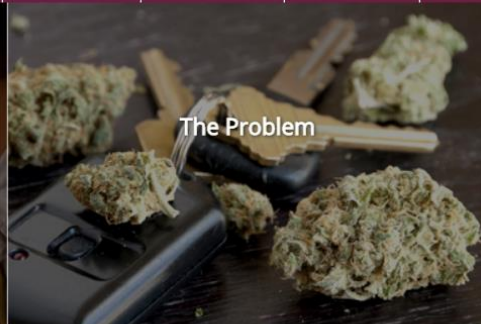
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Penalties



Tools & Technologies



The Problem



The Effects of Drugs on Driving



Laws & Enforcement

Welcome to the Drug-Impaired Driving Learning Centre (DIDLC)

This web-based resource summarizes the latest research about drug-impaired driving in several key areas. It was developed in partnership with Desjardins Insurance.

Drug-impaired driving has become a leading road safety priority for governments, law enforcement

New Resources





Campaigns

- > Campaigns are one of the mostly widely used road safety tools.
- > Campaigns are flexible and can be adapted.
- > Effective campaigns are often based on psycho-social and educational theories that guide program development to achieve desired behaviour change.
- > Theories are not mutually exclusive.



Campaign research

- > **Delhomme et al. (2009) identified five main goals of campaigns:**
 - » provide information about laws;
 - » improve knowledge and/or awareness of new in-vehicle systems, risk, and appropriate preventative behaviours;
 - » decrease frequency and severity of crashes.
 - » change underlying factors that influence road-user behavior;
 - » modify bad / reinforce good behaviors;



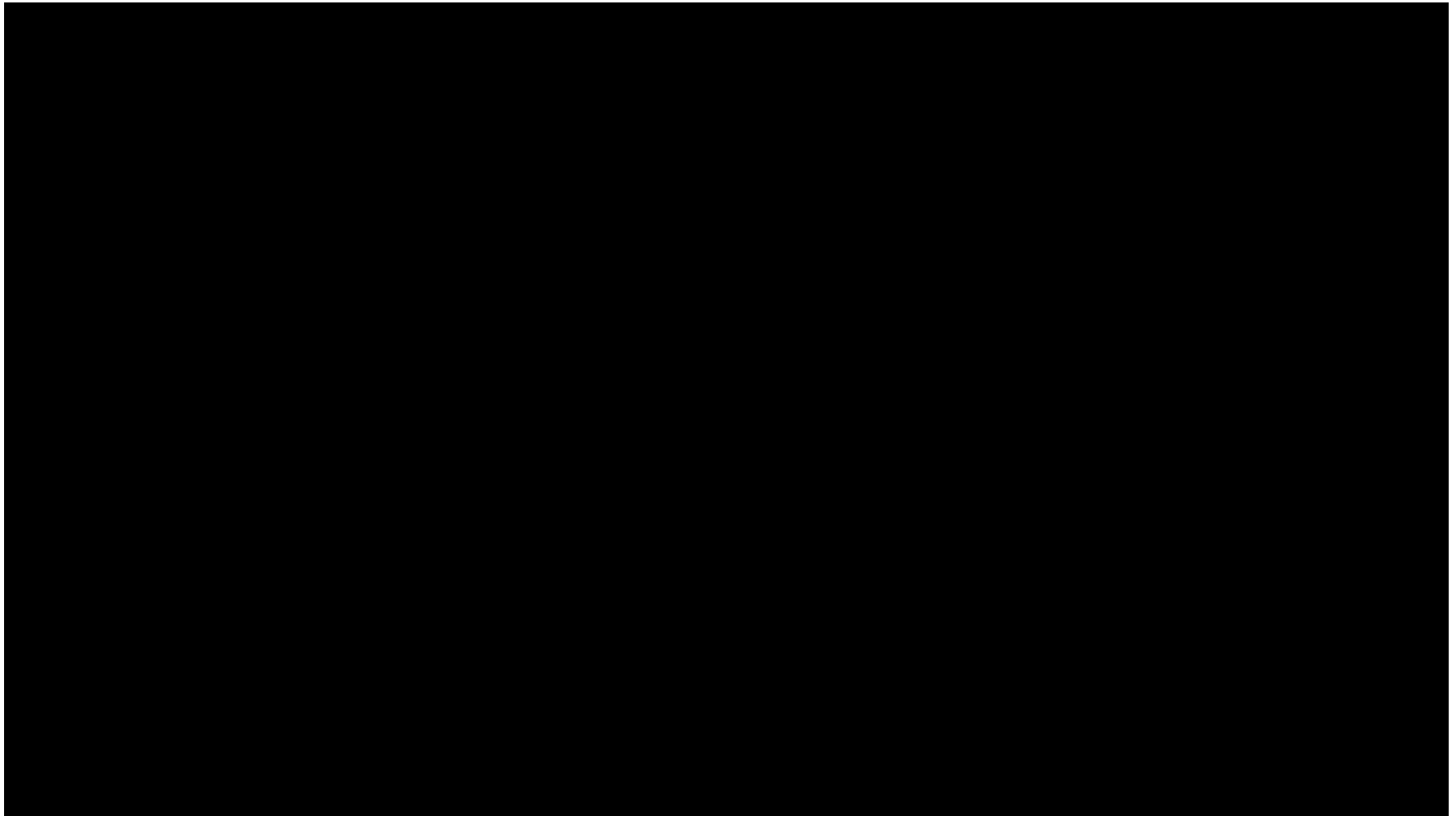
Campaign research

- > **A European meta-analysis examined features of most effective campaigns:**
 - » drinking and driving campaigns
 - » shorter duration (less than 1 month)
 - » personal communication
 - » roadside delivery or close proximity
 - » combined with mass media (Phillips et al. 2011).
- > **Reduced road incidents (9%) and increased risk comprehension (16%).**



Lessons learned from theories

- > Important to understand source of behavior before adopting an approach.
- > Characteristics of audience influences approach.
- > Those less likely to engage in behavior, who are sensitive to social norms are easier to change.
- > Fear-based campaigns should be used cautiously with those who are most invested in behavior.
- > Self-efficacy, motivational factors important.
- > Do not underestimate importance of branding and execution of campaign.







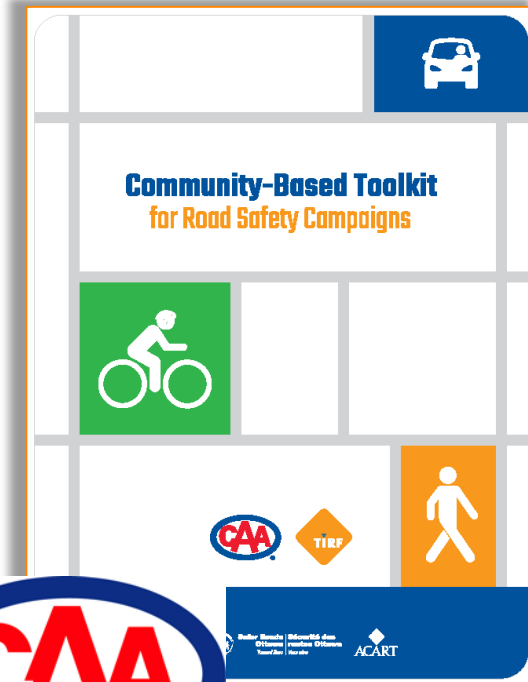
TIRF project



Safer Roads Ottawa | **Sécurité des routes Ottawa**
Toward Zero | Vers zéro

> Create community-based toolkit:

- » helps communities use data to identify local road safety issues and targets;
- » helps them understand problems and perceptions in their own community;
- » provides direction to reach target audience; and,
- » guides messages as well as design/branding.





TRB Research Needs

> Policy questions:

- » What are the social policy considerations of decriminalizing marijuana without legalization?
- » What is the effect of decriminalizing or legalizing marijuana on drug-impaired driving?
- » Does legalizing marijuana reduce black market for this drug or increase the market for other drugs? Does legalization of marijuana affect usage rates of other drugs?
- » Does legalization of marijuana affect the rates of crimes and homelessness near dispensaries?



TRB Research Needs

> **Public education questions:**

- » How does public education affect rates of marijuana consumption among youth and adults?
- » What types of messages are most effective to prevent people from driving when they are impaired by marijuana?
- » What types of messaging are most recognized by the public and most effective in changing behavior?



Conclusions

- > The science of drug-impaired driving is complex and it is incumbent upon researchers to ensure science is clearly and accurately communicated.
- > Behaviour change is difficult and people may be influenced by a variety of individual, social and environmental factors.
- > Persuasion, positive emotion, social norms, self-efficacy and attitudes/perceptions hold much promise; fear-based should be used with caution.
- > Combining campaigns with other approaches can increase effectiveness.





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