

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

A multiagency research project on drug driving: using the research process to increase knowledge and change attitudes.


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Content

- Background
- Methodology and methods
- Participant demographics
- Findings knowledge
- Findings attitudes
- Other key findings
- Outcomes
- Further research.



Background

- Why
 - What
 - How progressed.
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LITERATURE REVIEW

- Cannabis use and driving behaviour for young people has been an important public health issue (Lenne *et al.* 2001)
- Cannabis use most prevalent amongst young adults (Swift *et al.* 2010)
- Acute cannabis consumption almost doubles the risk of a driver being involved in a collision resulting in serious injury or death (Asbridge *et al.* 2012)
- Cannabis consumption significantly increases the odds of motor vehicle road traffic incidents, including increased culpability on fatal incidents (Fischer *et al.* 2014)
- Young people's perceptions of the impact of cannabis use when driving does not match the reality (Capler *et al.* 2017)
- Policy approaches that use education need to carefully consider motivations and attitudes for enacting change (Swift *et al.* 2010)

WORKING GROUP

- University of Worcester Security
- Academics
- Student Services
- Student Union
- West Mercia Police
- Safer Roads Partnership West Mercia Police
- Public Health – Worcestershire County Council
- Safer Worcester.

METHODOLOGY & METHODS

- On-line survey
- Designed to not only gather relevant data, but also to enable participants to increase their knowledge of driving under the influence of drugs.
- Participants self-rated their knowledge and attitudes to drug driving at the start and again at the end of the questionnaire.
- Each group of questions were followed by drug driving facts and further information to raise awareness.
- All students and staff
- Two road shows.

DEMOGRAPHICS

- 374 UNDERTOOK THE SURVEY
 - 122 STAFF (32.6%)
 - 252 STUDENTS (67.4%)
- GENDER
 - 248 FEMALE (66.3%)
 - 123 MALE (32.9%)
 - 3 NON DISCLOSURE
- AGE
 - UNDER 30 – 238 (63.6%)
 - OVER 30 – 136 (36.4%)
- DRIVING LICENCE
 - FULL DRIVING LICENCE 286 (76.5%)

100 people moved from having
little knowledge to good
knowledge

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Majority thought unsafe to drive under the influence of substances, however 69 people changed their minds following participation in the survey

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FINDINGS

(CANNABIS)

There was a shift (78 people) in attitude following participation the survey towards viewing driving under the influence of alcohol and cannabis as equally unsafe

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– 31 (8.3%)

DISAGREED –

DISAGREE – 87 (23.3%)

OTHER KEY FINDINGS SUPPORTING DRUG DRIVING CAMPAIGN

- 67/374 People did not know the police could test for drugs at the roadside
- 106/374 Did not know that the police could test for cannabis at the roadside
- People underestimated how long cannabis can stay in the system
 - Over three questions 87.2 %, 81.3% and 72.7% got the answer wrong
- 266/374 (71.1%) People self assessed as not as knowledgeable as they thought they were.

OUTCOMES

DRUG DRIVING PROMOTIONAL CAMPAIGN

- Students will be invited to produce x1 piece of promotional campaign material to highlight the dangers of drug driving, focusing on one of the following;
 - the length of time cannabis remains in the body
 - the summer festival season and the risks associated with illegal drugs
 - that many drivers believe they are ok to drive because they 'feel fine' despite drug use.

FUTURE RESEARCH AND OUTCOMES

- Use a modified survey with 6th form students across Worcestershire
- Evaluation of both surveys to develop an online information resource for people to test their own knowledge
- Situated on a number of websites
- Continue to gather data.

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