



For Immediate Release

## CAA launches cannabis education campaign, #DontDriveHigh

The campaign reinforces that smoking cannabis can impair motor skills, reaction time, perception and judgment.

### Media Contact:

Nadia Matos

P: 905-771-3058

M: 416 523 0663

[nm12@caasco.ca](mailto:nm12@caasco.ca)

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**Thornhill, ON, December 17, 2018** – [CAA South Central Ontario](#) (CAA SCO) has launched their cannabis education campaign today called #DontDriveHigh.

The campaign is geared towards young drivers to remind them that even though cannabis is legal, it's not harmless, especially in situations where reaction time, motor skills and judgment are critical. Driving high is driving impaired.

"Just because you think you may be able to drive while high, doesn't mean you should," said Teresa Di Felice, assistant vice president, government relations, CAA SCO. "It's important to remember that if you are going to consume alcohol or cannabis, find an alternative to driving so you can arrive where you're going safely."

CAA and [The Turn Lab](#) agency, have created a series of videos demonstrating the impact cannabis has on concentration, coordination, reaction time and decision making.

CAA's research shows that there is a gap in awareness of the effects of using cannabis, specifically, in young men. Men aged 25 to 34 are the most likely to drive under the influence of cannabis. Many are novice drivers who live in busy, urban areas.

"Our research shows that many Ontario drivers believe that there is a strong need for public education around cannabis legislation", says Teresa Di Felice. Our campaign aims to educate young drivers with fun yet thought-provoking videos."

The campaign kickoff took place at SPiN Toronto. Participants got to test their reaction time playing ping pong while using cannabis goggles.

As long-standing advocates for road safety, CAA is monitoring the impact of cannabis legalization across the province. To learn more about cannabis-impaired driving, visit the [CAA Advocacy cannabis education hub](#).

### About CAA South Central

As a leader and advocate for road safety and mobility, CAA South Central Ontario is a not-for-profit auto club which represents the interests of over 2 million members. For over a century, CAA has collaborated with communities, police services and governments to help keep drivers and their families safe while travelling on our roads.

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For further information contact:

Kaitlynn Furse  
PR Manager  
P: (905) 771-3194  
C: (647) 227-7559  
E: [kfur@caasco.ca](mailto:kfur@caasco.ca)

Nadia Matos  
PR Specialist  
P: (905) 771-3058  
C: (416) 523-0663  
E: [nm12@caasco.ca](mailto:nm12@caasco.ca)