



Nevada Department of
Public Safety
Office of Traffic Safety

Committee to Conduct an Interim Study of Issues Relating to Driving Under the Influence of Marijuana

Andrew Bennett, Public Information Officer



Steve Sisolak
Governor

George Togliatti
Director

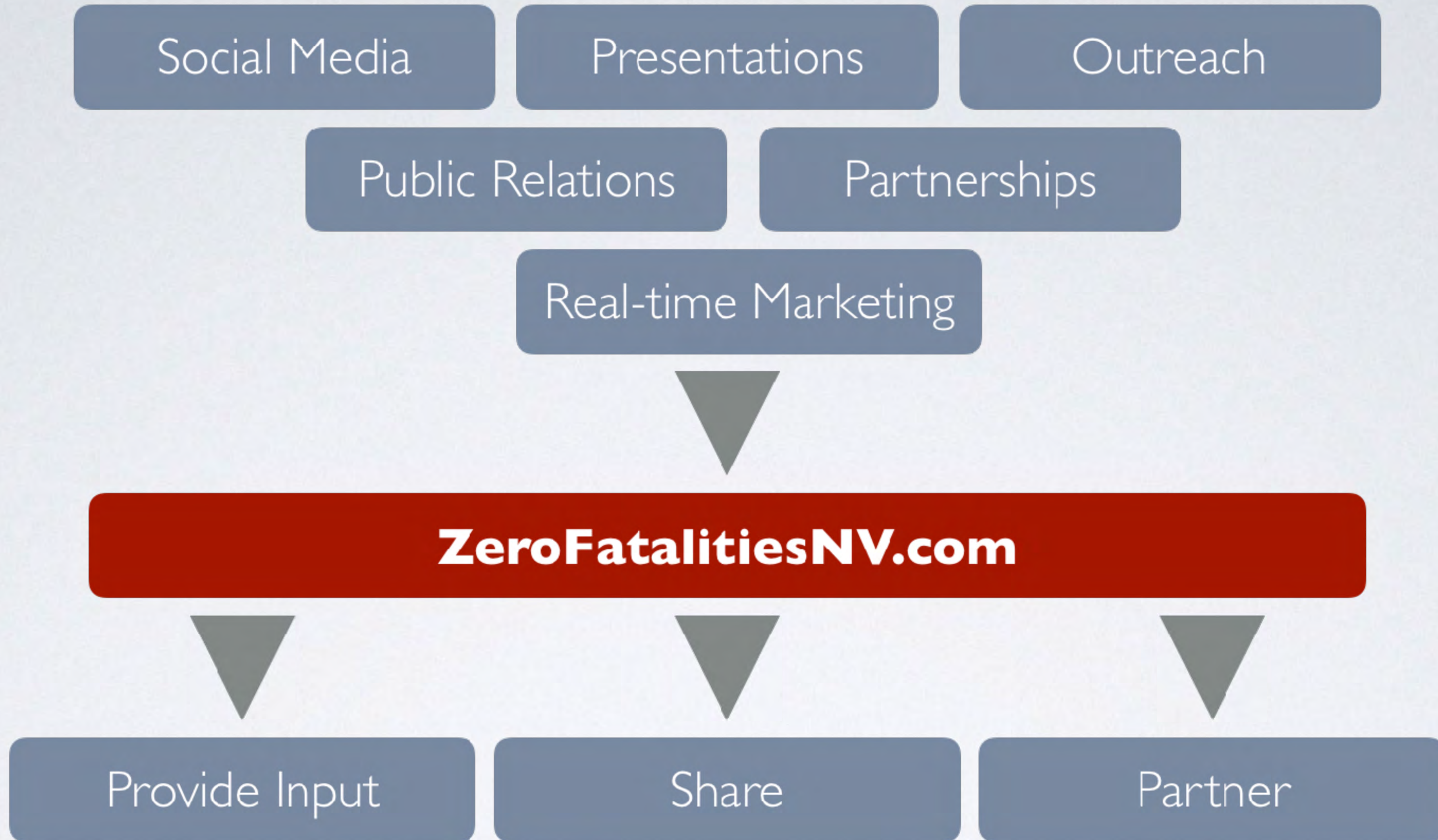
Sheri Brueggemann
Deputy Director

Amy Davey
Administrator

Zero Fatalities Program

Zero Fatalities is a united effort from various agencies, organizations and concerned citizens to reduce fatalities and serious crashes on Nevada's roadways.

- Founded in 2010
- Collaborative effort between the Departments of Public Safety, Transportation, Motor Vehicles
- Focuses on the SHSP behaviors
- In 2019 56% of Nevadans had heard of the Zero Fatalities campaign



PARTNERS



Education

Impaired Driving PSA Campaigns

Zero Fatalities first public drug impaired driving PSA was
in March 2017

March 2017

Your Choice, Your Responsibility Drive High, Get a DUI

October 2018

Don't Drive Impaired, Don't Kill a Dream

November 2020

TBD

Lessons Learned

- Critically important to get public education communication right the first time
- Evolve with changing dynamics in cannabis environment
- Inform the public about the risky behaviors of cannabis
- Work with the industry to collaborate on messages

PERCEPTIONS OF RISK- BY AGE

How dangerous do you feel it is to... (Top Score only – “Very Dangerous”)*

Activity	18-24 (n=88)	25-34 (n=255)	35-44 (n=254)	45-54 (n=255)	55-65 (n=174)
Not wear your seatbelt?	65%	69%	72%	78%	77%
Drive under the influence of alcohol?	90%	85%	91%	95%	95%
Drive under the influence of marijuana?	55%	56%	71%	74%	80%
Drive under the influence of prescription drugs?	53%	59%	62%	68%	67%
Not focus on the road? (phone, text, eat, read, apply make-up, etc.)	68%	72%	74%	82%	85%
Not stop for red lights and stop signs?	78%	78%	83%	90%	95%
Not yield to pedestrians?	74%	77%	81%	86%	93%
Not cross at a crosswalk as a pedestrian?	57%	58%	63%	59%	66%
Talk on your handheld cell phone while driving?	64%	60%	65%	71%	72%
Speed	50%	48%	51%	53%	58%
Not wear your seatbelt?	65%	69%	72%	78%	77%

Contact

Andrew Bennett
Public Information Officer
Nevada Office of Traffic Safety
Andrew.Bennett@dps.state.nv.us
702.432.5126