Impaired Road Use Prevention
Lessons Learned Three Years In

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for Alcohol and Drug Misuse Prevention and Recovery

Powered by: The Ohio State University

Today's Roadmap

- Understanding the Problem
- About HEC's Involvement in this Work
- What's Next? Strategies for Addressing the Issue

Defining Impaired Road Use

Impairment, mobility, and legal frameworks

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Impairment

Impairment

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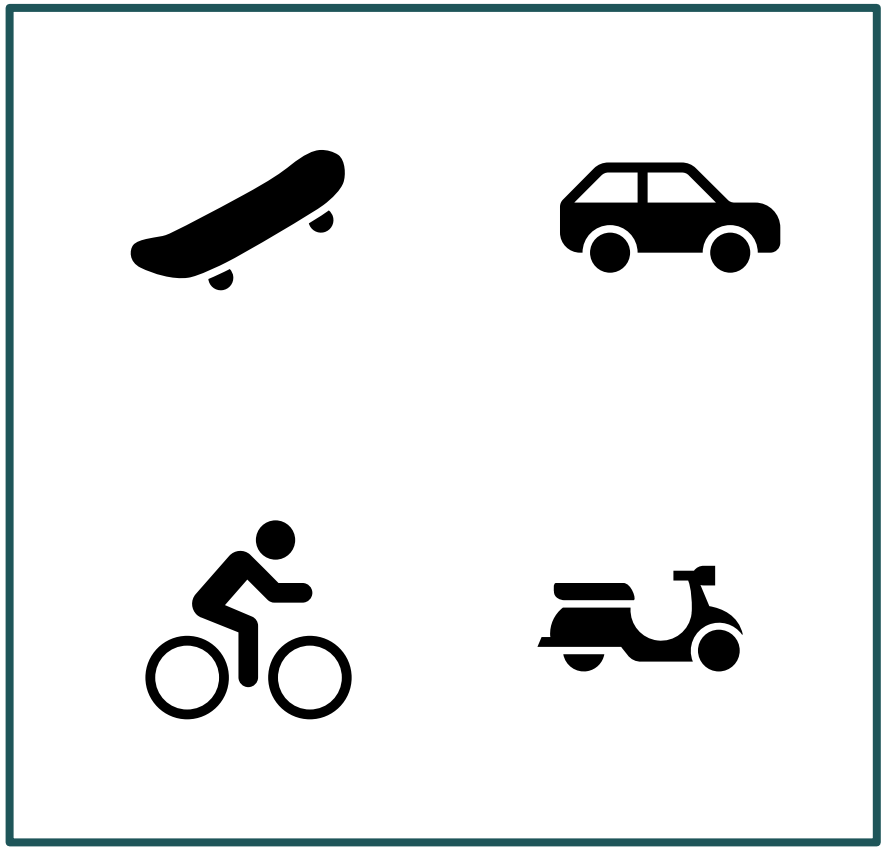
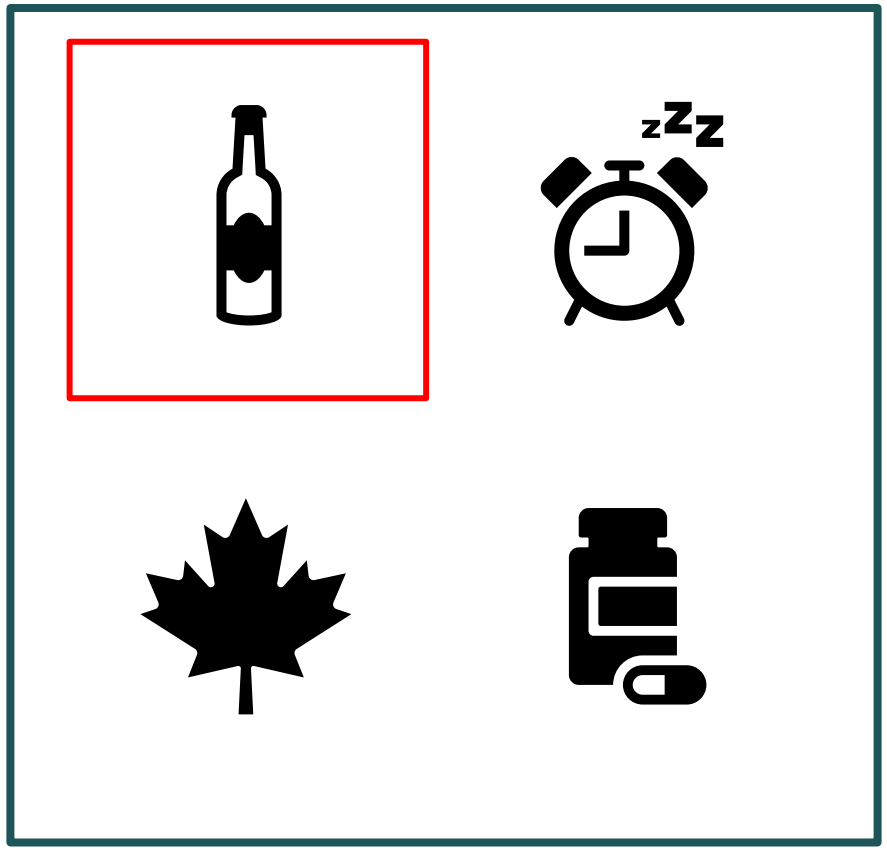


Mobility



Impairment

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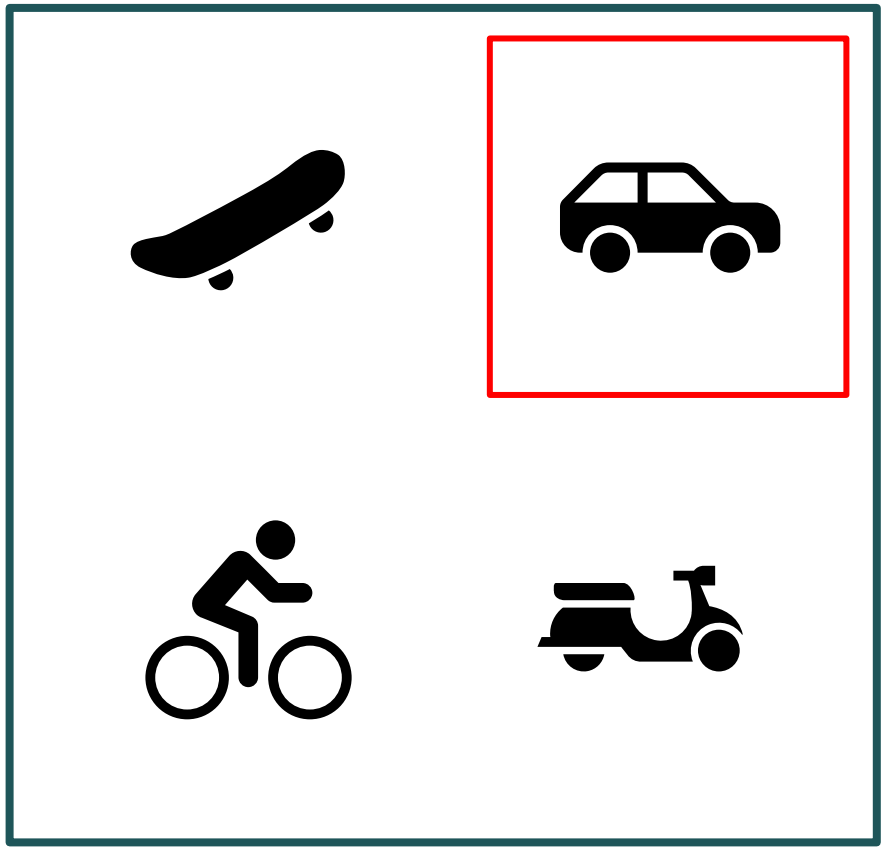
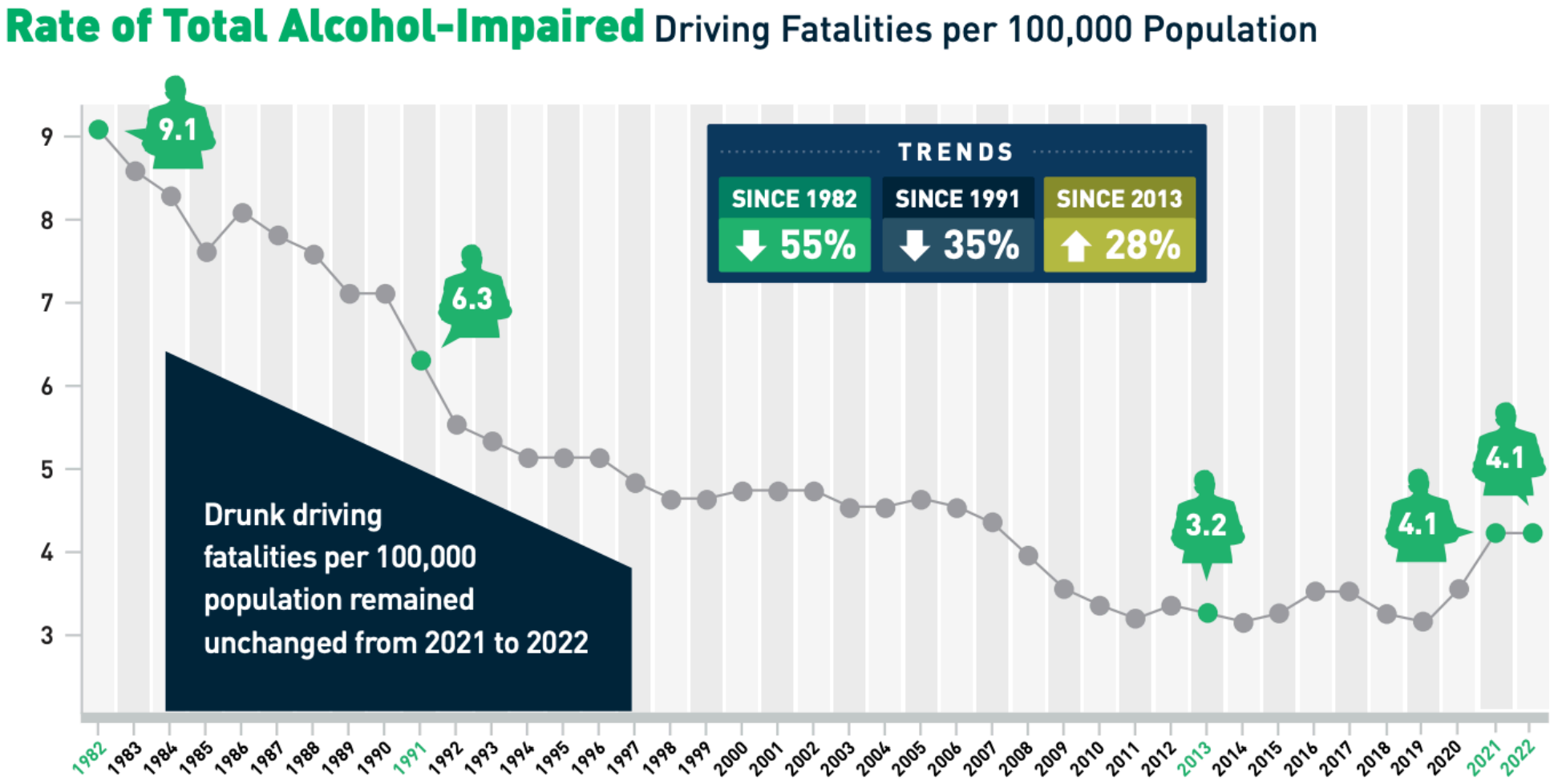


Mobility

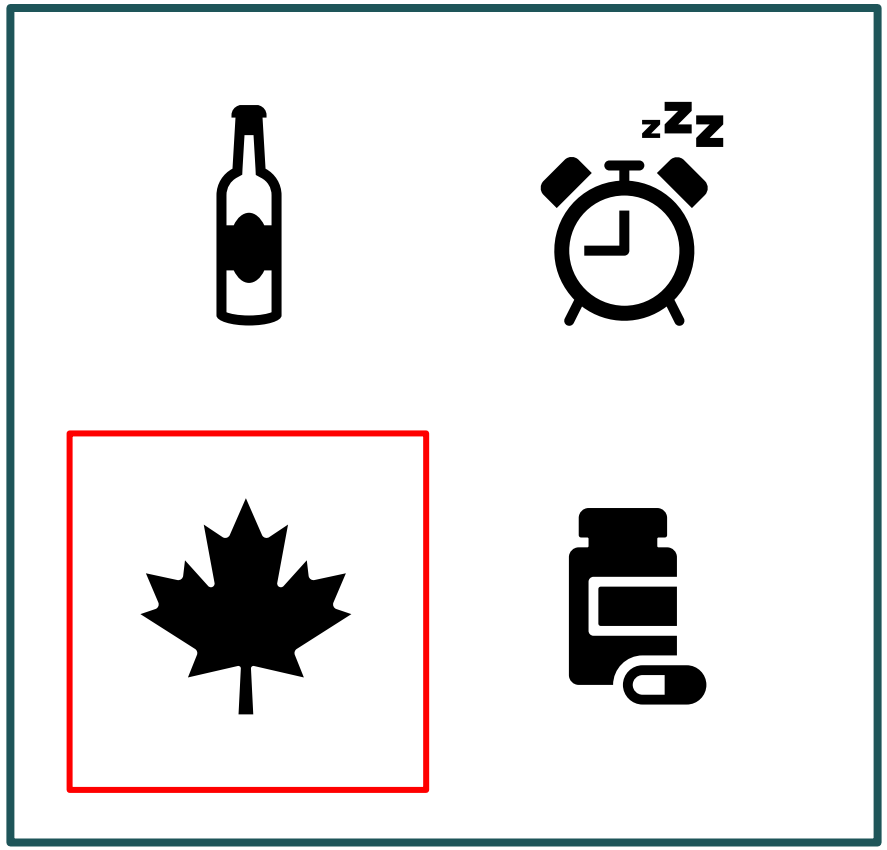
AM I OKAY
TO DRIVE?
BUZZED DRIVING
IS DRUNK DRIVING
NHTSA

Legal Limits & Enforcement: Alcohol

- Federal legal limit in the U.S. for alcohol is 0.08 g/dL BAC
- Sobriety checkpoints, enforcement risk as targeted prevention theme



Source: Responsibility.org



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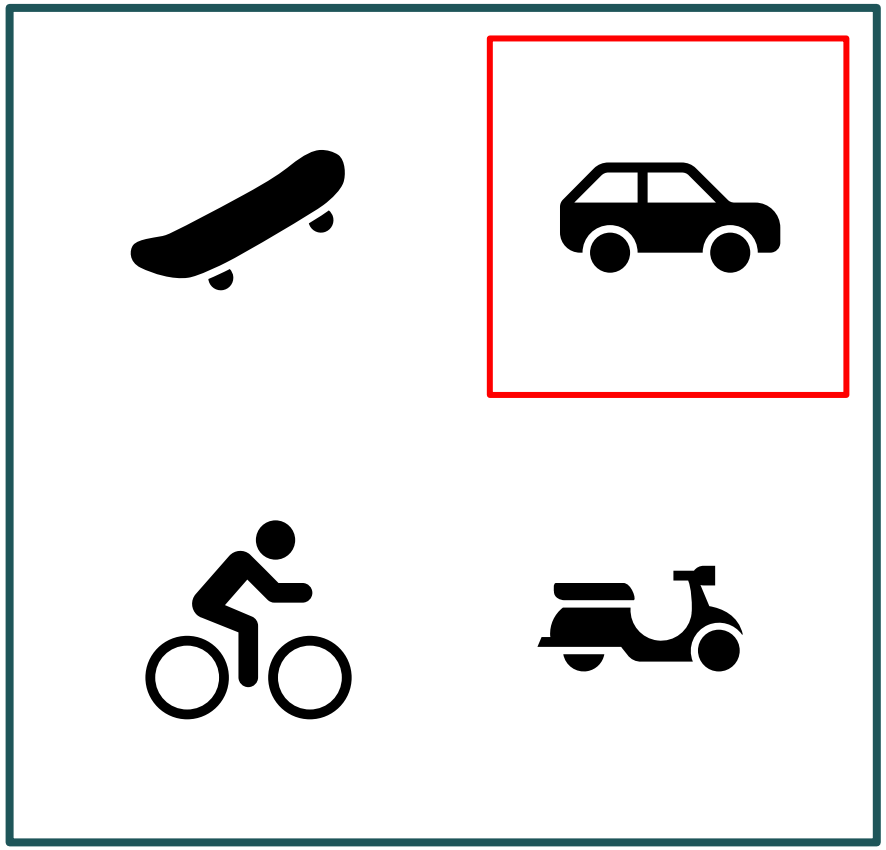
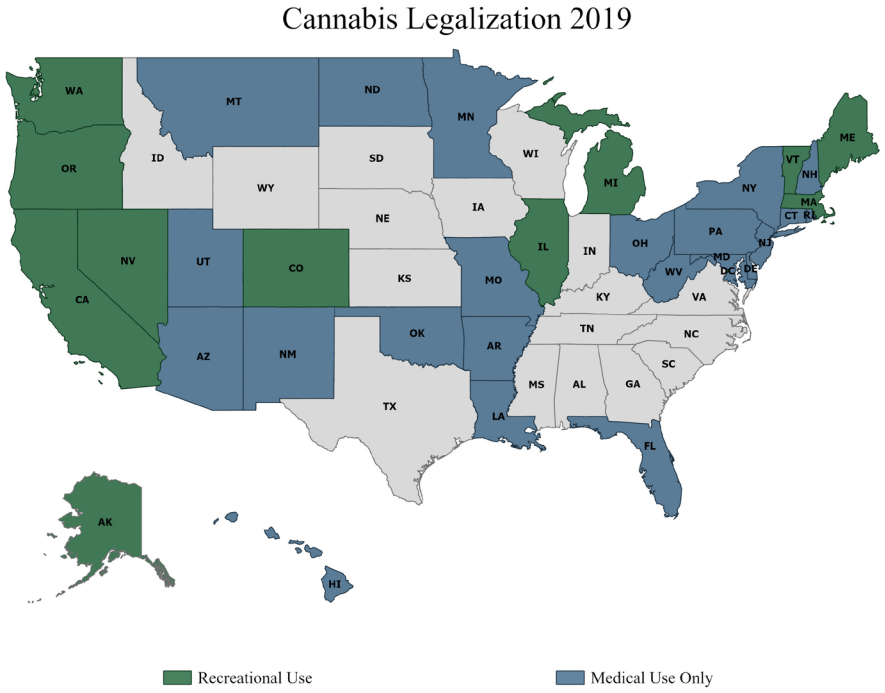


Mobility


Cannabis Legalization 2019
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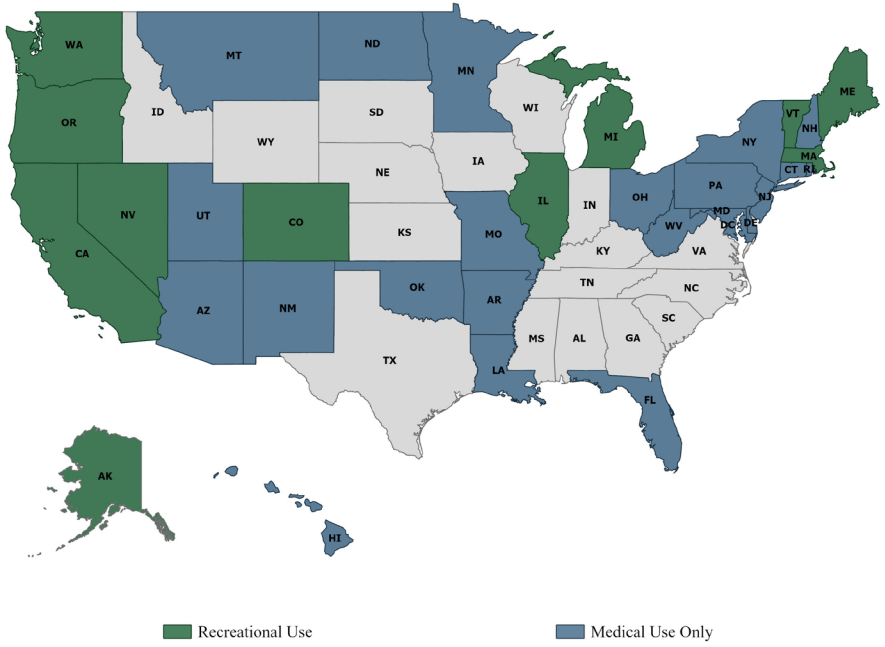
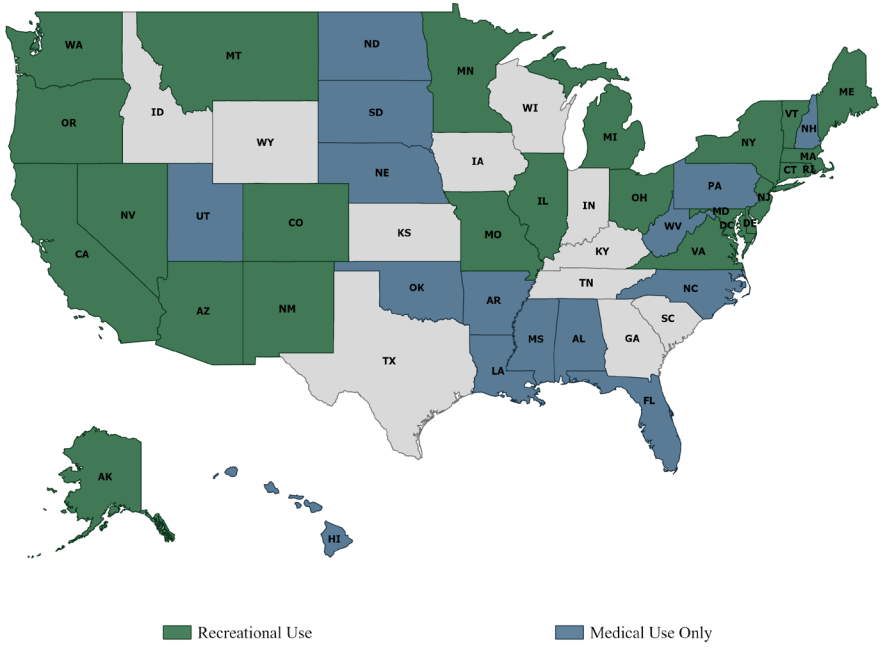
Recreational Use
Medical Use Only

Cannabis Legalization 2019



Recreational Use Medical Use Only

Cannabis Legalization 2025

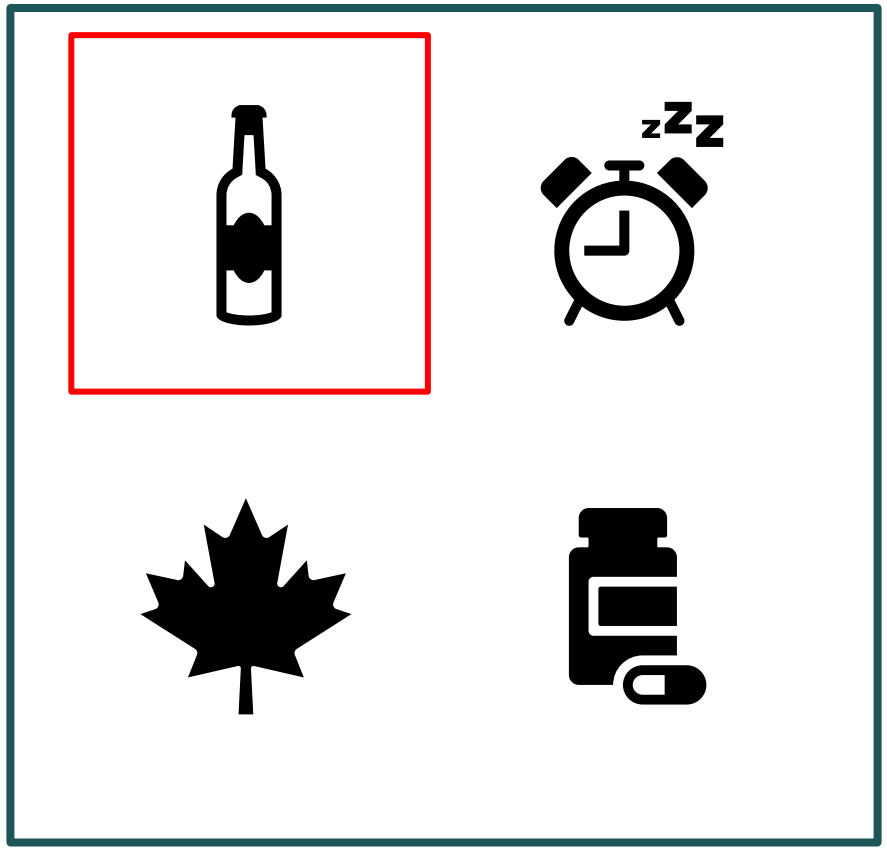


Recreational Use Medical Use Only

Legal Limits & Enforcement: Cannabis

- Detection challenges limit traditional enforcement strategies
- Six states have set THC limits
- Drug Recognition Experts (DREs)

Source: GoSafely California



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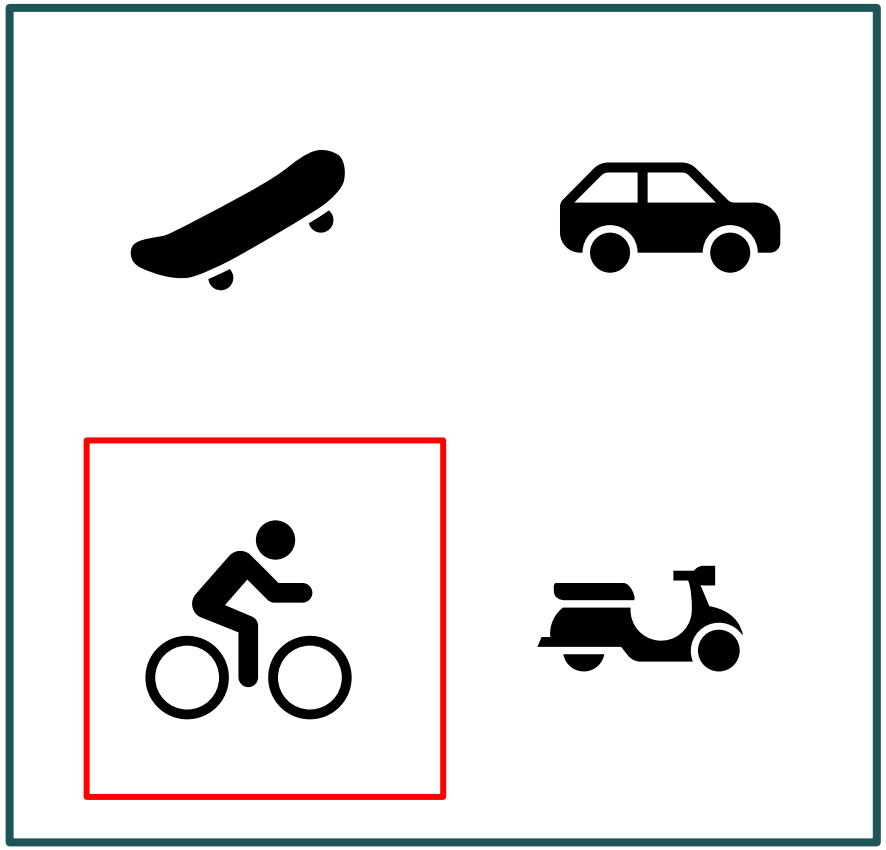

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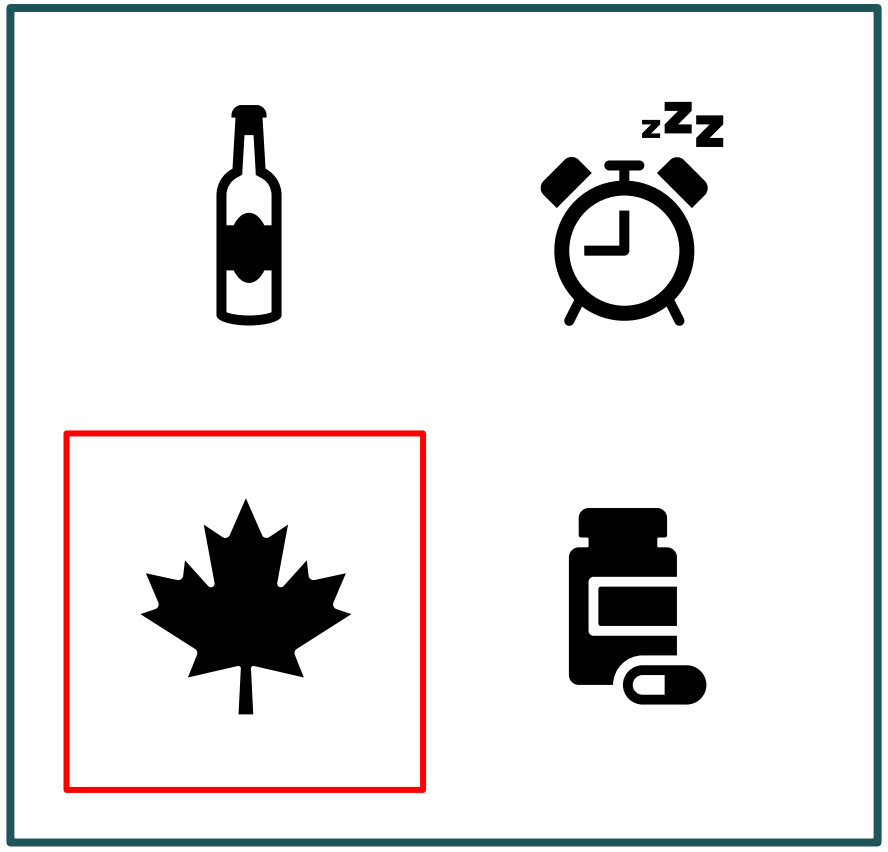

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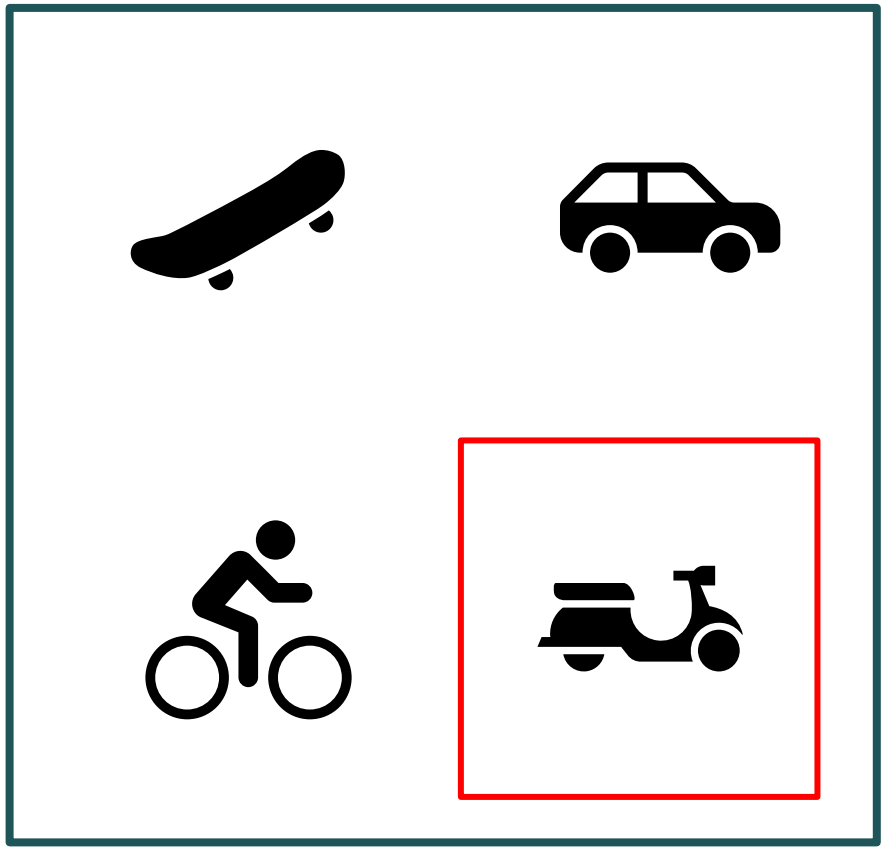


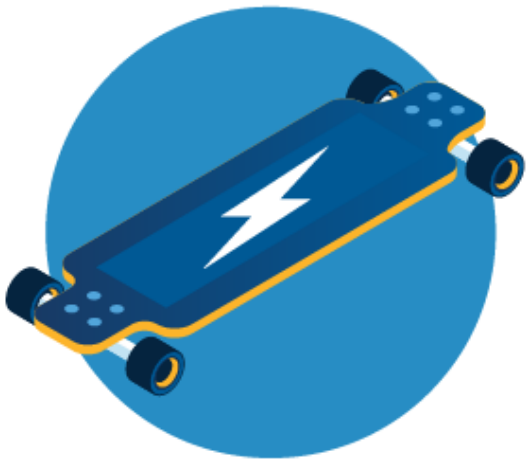
Mobility

Micromobility devices

Bikes

E-bikes

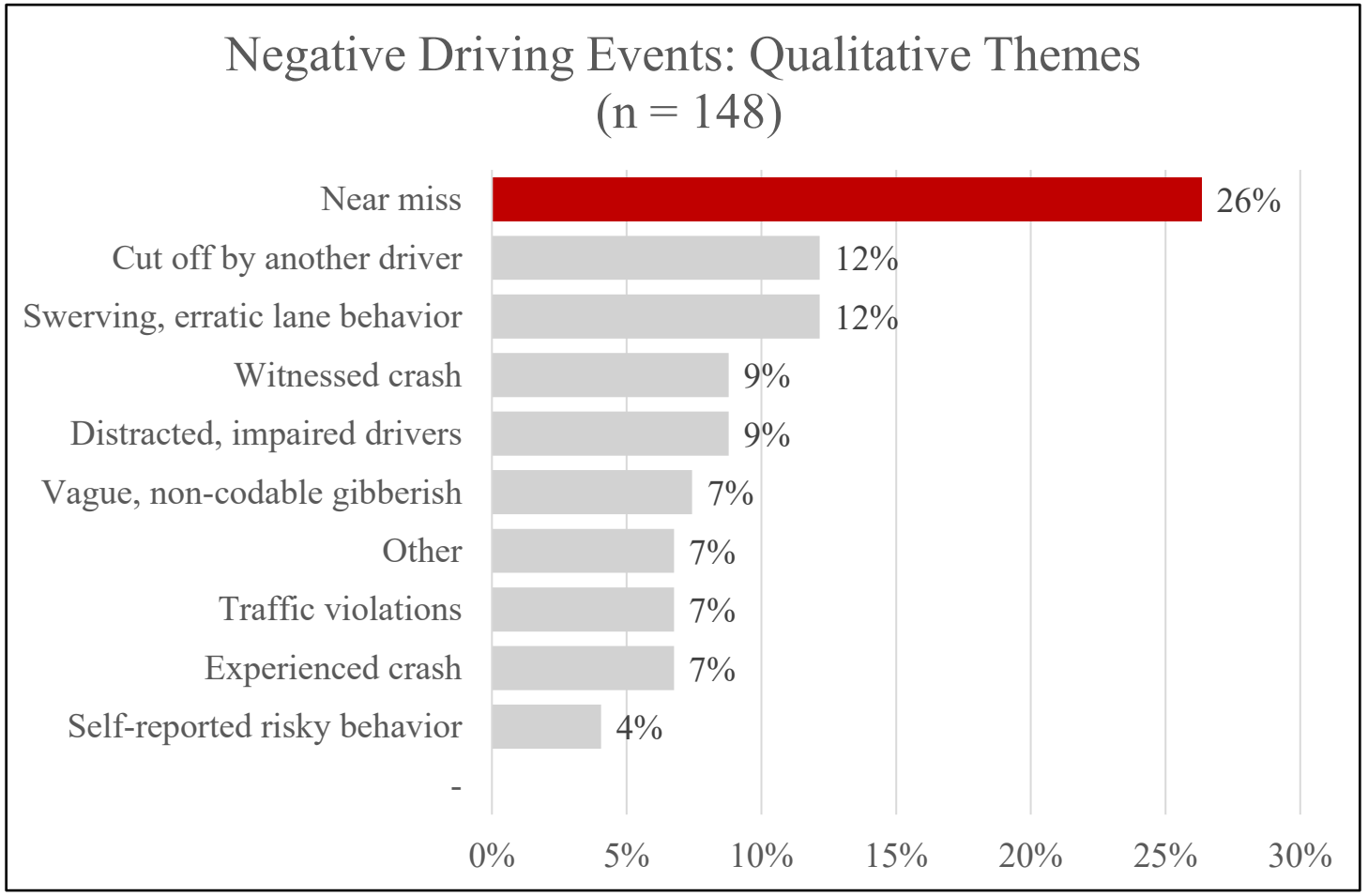
E-scooters



E-skateboards & other emerging new devices

Source: NCDOT

Qualitative Data



(Source: Young Adults in Ohio Risky Driving Survey, Fall 2025)

32% of survey respondents reported experiencing a negative or dangerous driving event while driving in the last 30 days

What Do Campuses Say the Issues Are?

- Pedestrian safety concerns
- Students riding in the car with impaired drivers
- Issues with safety and safety perceptions of public transit
- Cannabis impaired road use
- Scooter safety
- Speeding

Assessing Impaired Road Use

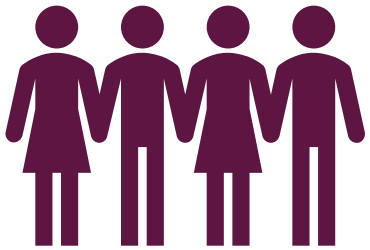
About the Survey

The 24-item survey gathers data on the following topics:

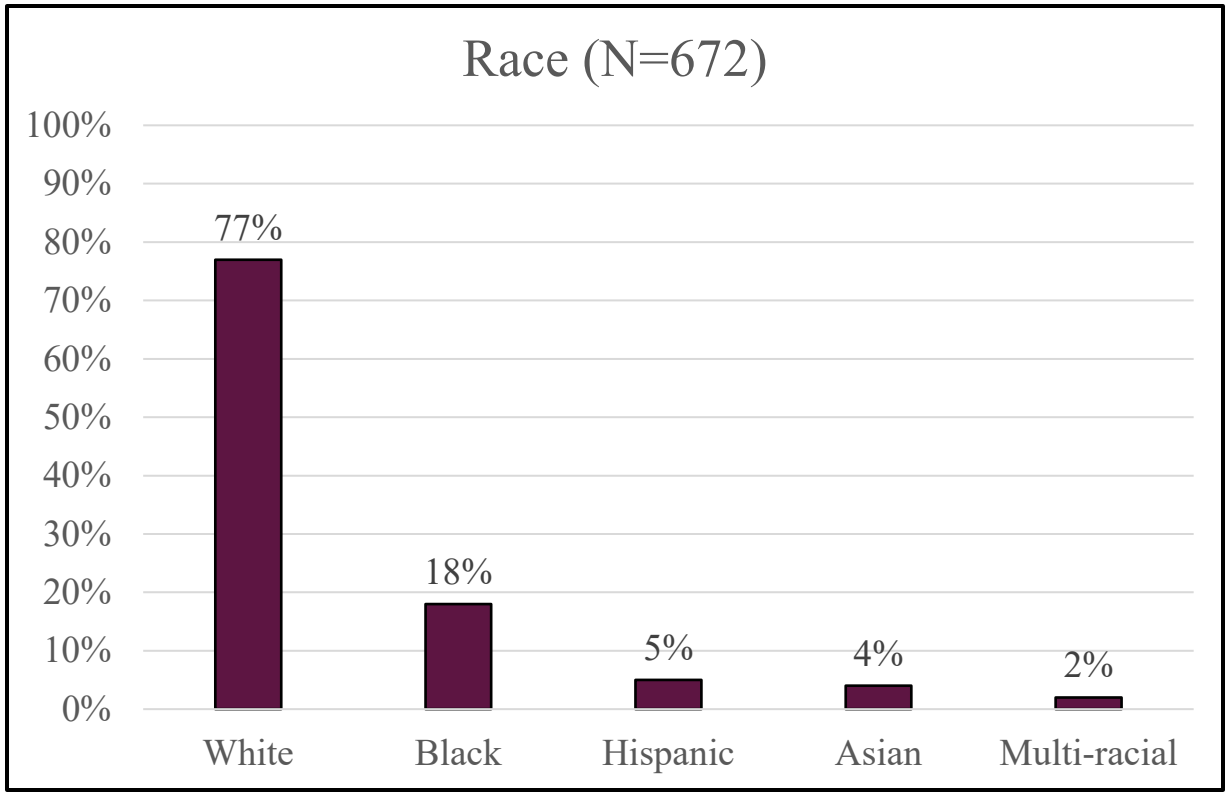
- Risky Driving Behaviors
- Perceptions of Risky Driving Behaviors
- Micro-mobility (E.G., Skateboarding, Biking, Scootering)
- Micro-mobility Impairment
- Dangerous Driving or Riding Incidents

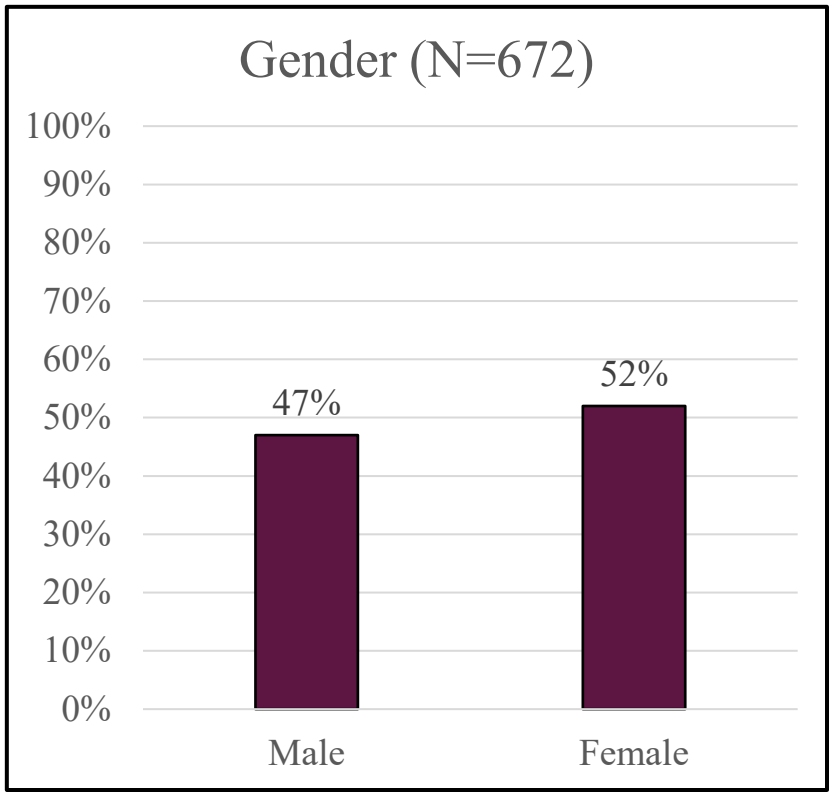
Spring 2025 Data

- Anonymous, online survey via CloudResearch panel
- Collected over March - May 2025
- On average, respondents completed the survey in 6.5 minutes
- N = 672

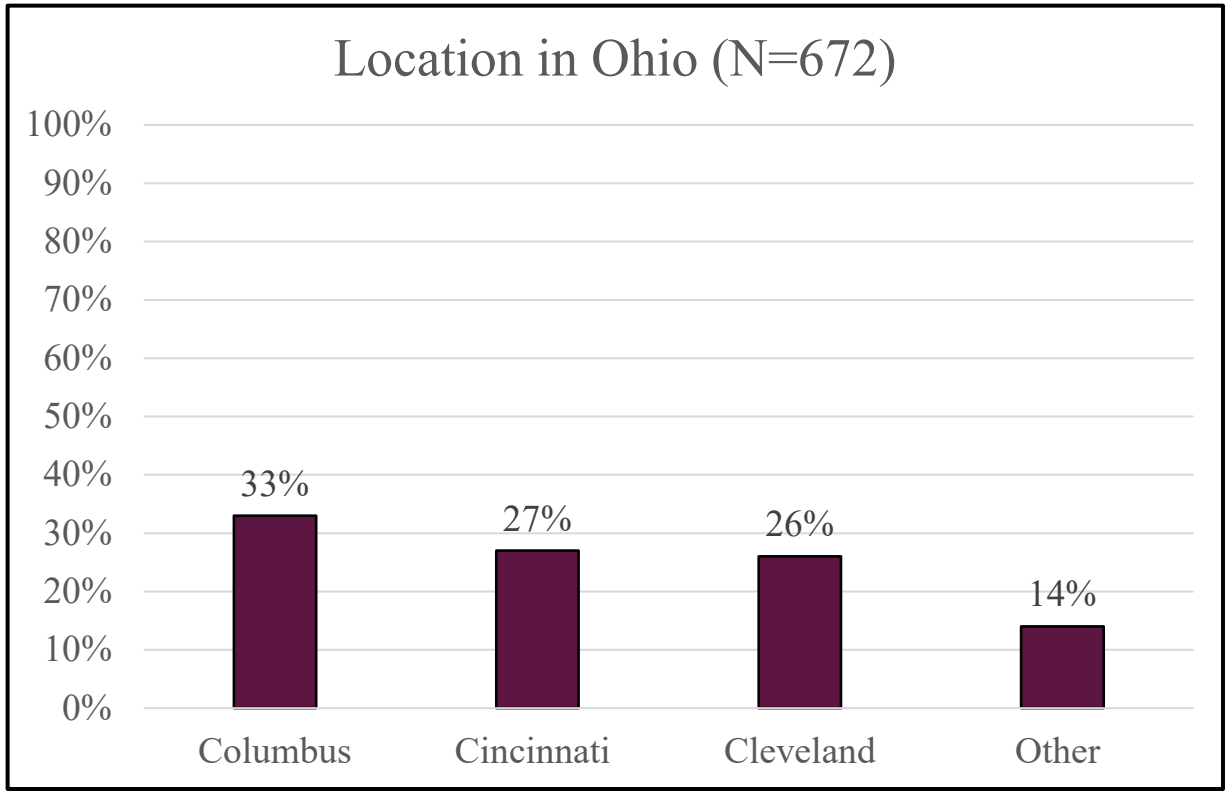


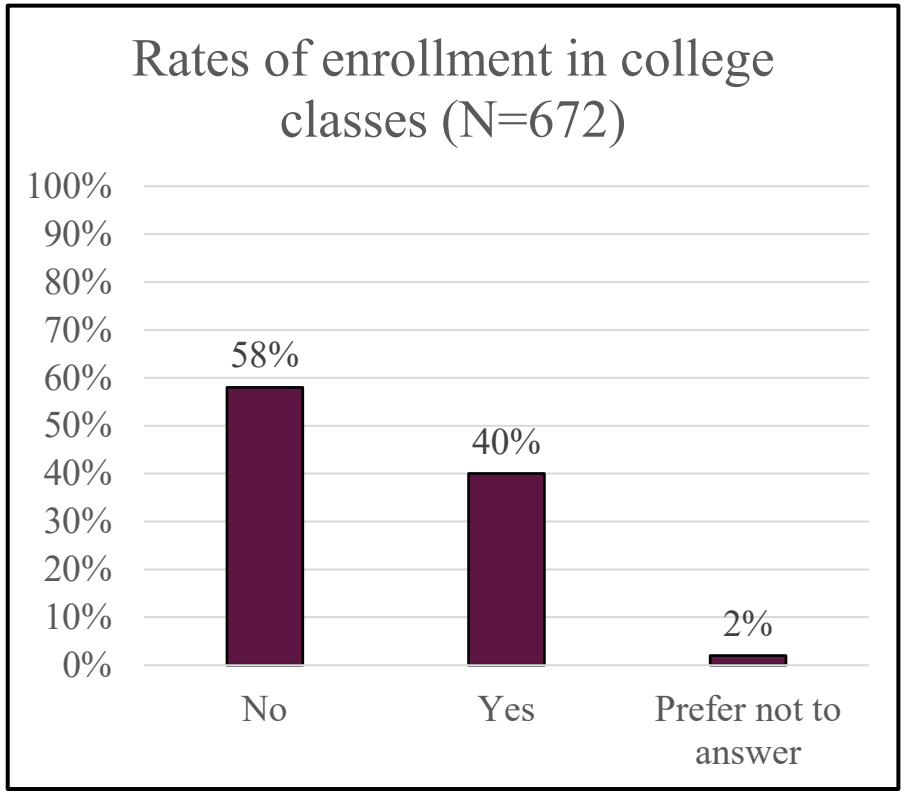
Sample Demographics: Race, gender



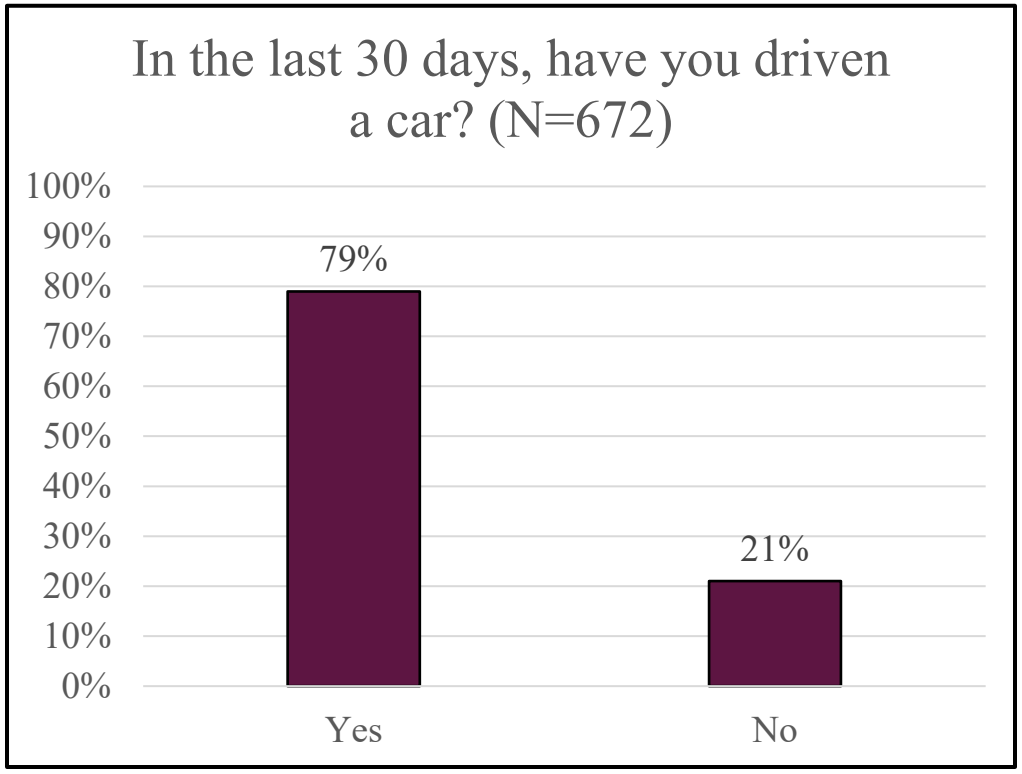


Sample Demographics: City, enrollment





Sample Demographics: Transportation Use



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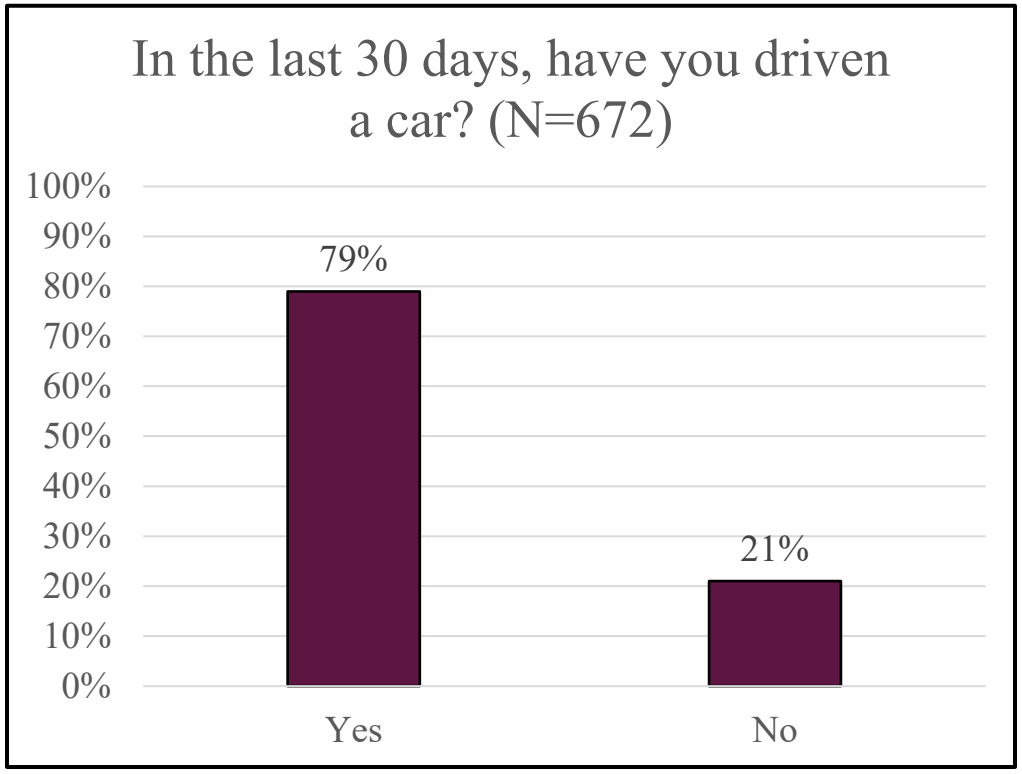
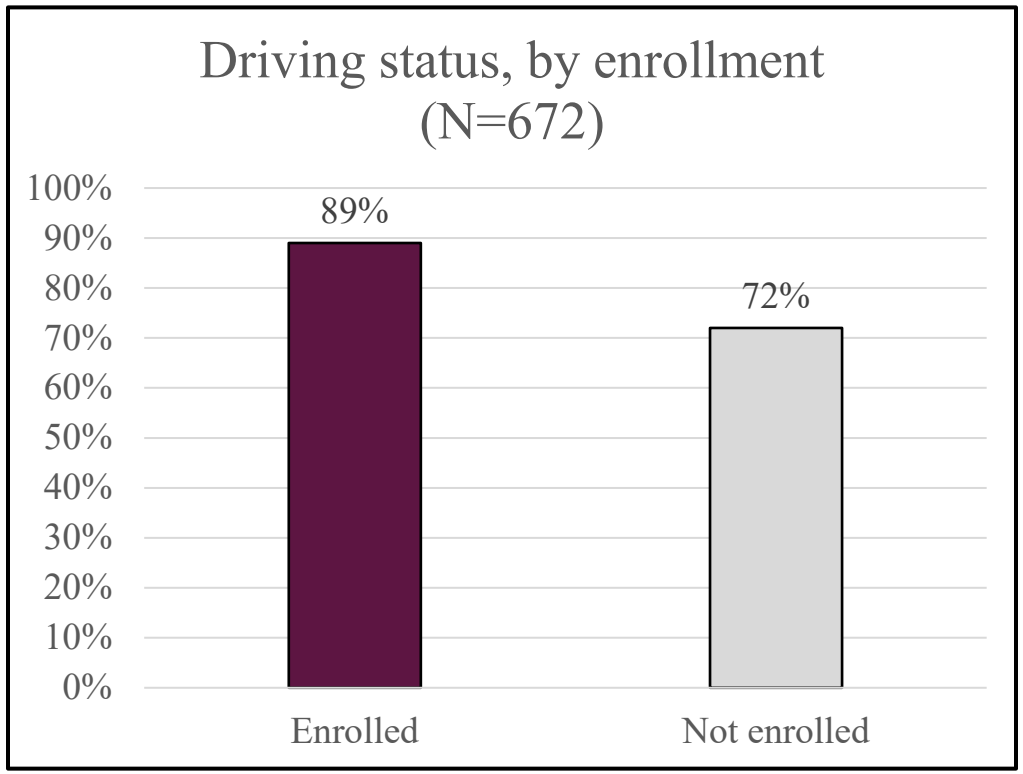




Risky Driving Behaviors

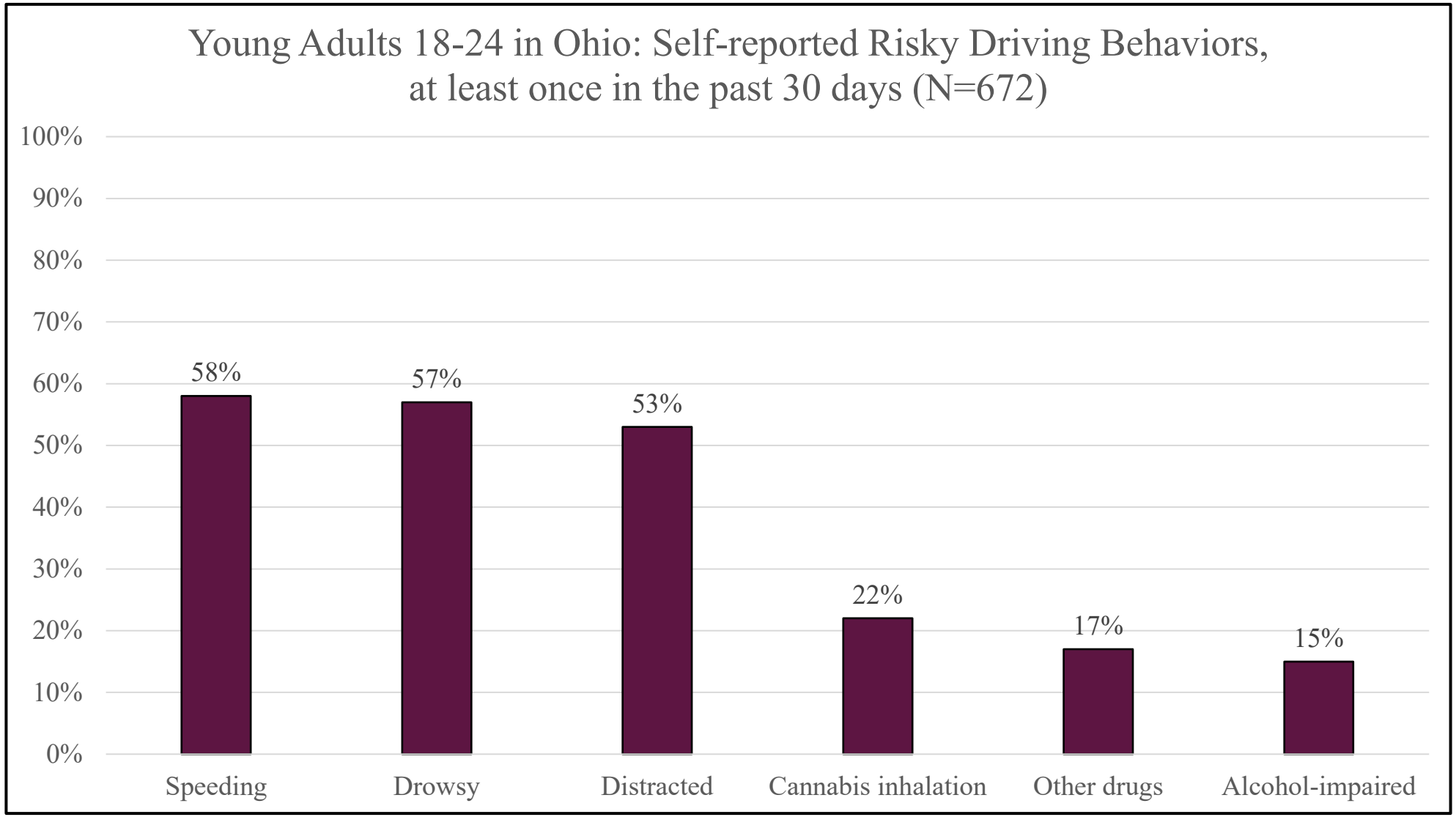
Behaviors defined by:

- **Speeding:**
- **Drowsy:**
- **Distracted:**
- **Cannabis inhalation:**
- **Other drugs:**
- **Alcohol-impaired:**

Risky Driving Behaviors

Behaviors defined by:

- **Speeding:** 10 mph+ over the speed limit
- **Drowsy:** After having less than 5 hours of sleep
- **Distracted:** Manually using a phone
- **Cannabis inhalation:** Within 5 hours of use
- **Other drugs:** Including prescription drugs
- **Alcohol-impaired:** Within 2 hours of three or more alcohol drinks


Young Adults 18-24 in Ohio: Self-reported Risky Driving Behaviors, at least once in the past 30 days (N=672)
100%
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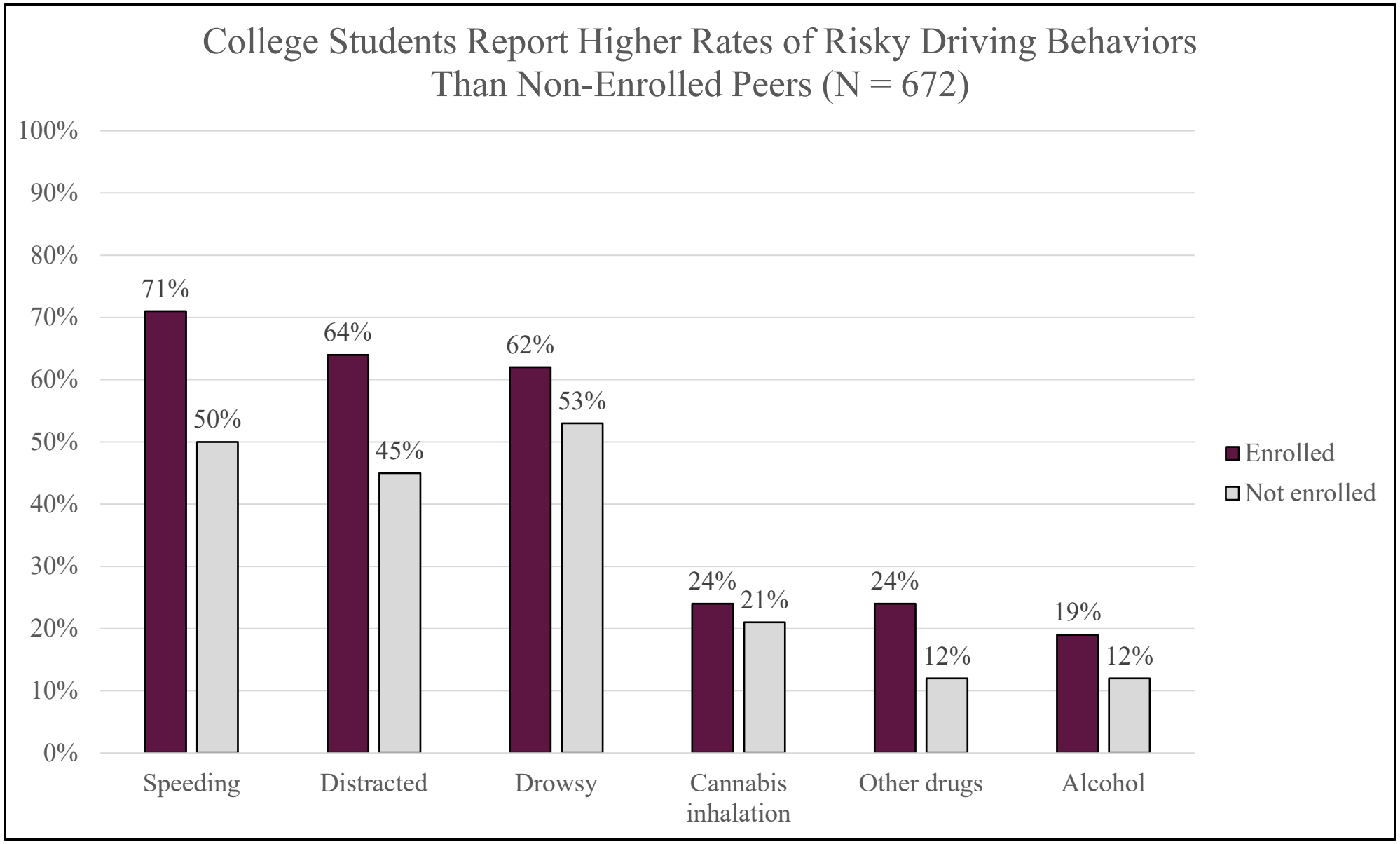
17%
15%
Speeding
Drowsy
Distracted
Cannabis inhalation
Other drugs
Alcohol-impaired


College Students Report Higher Rates of Risky Driving Behaviors Than Non-Enrolled Peers (N = 672)
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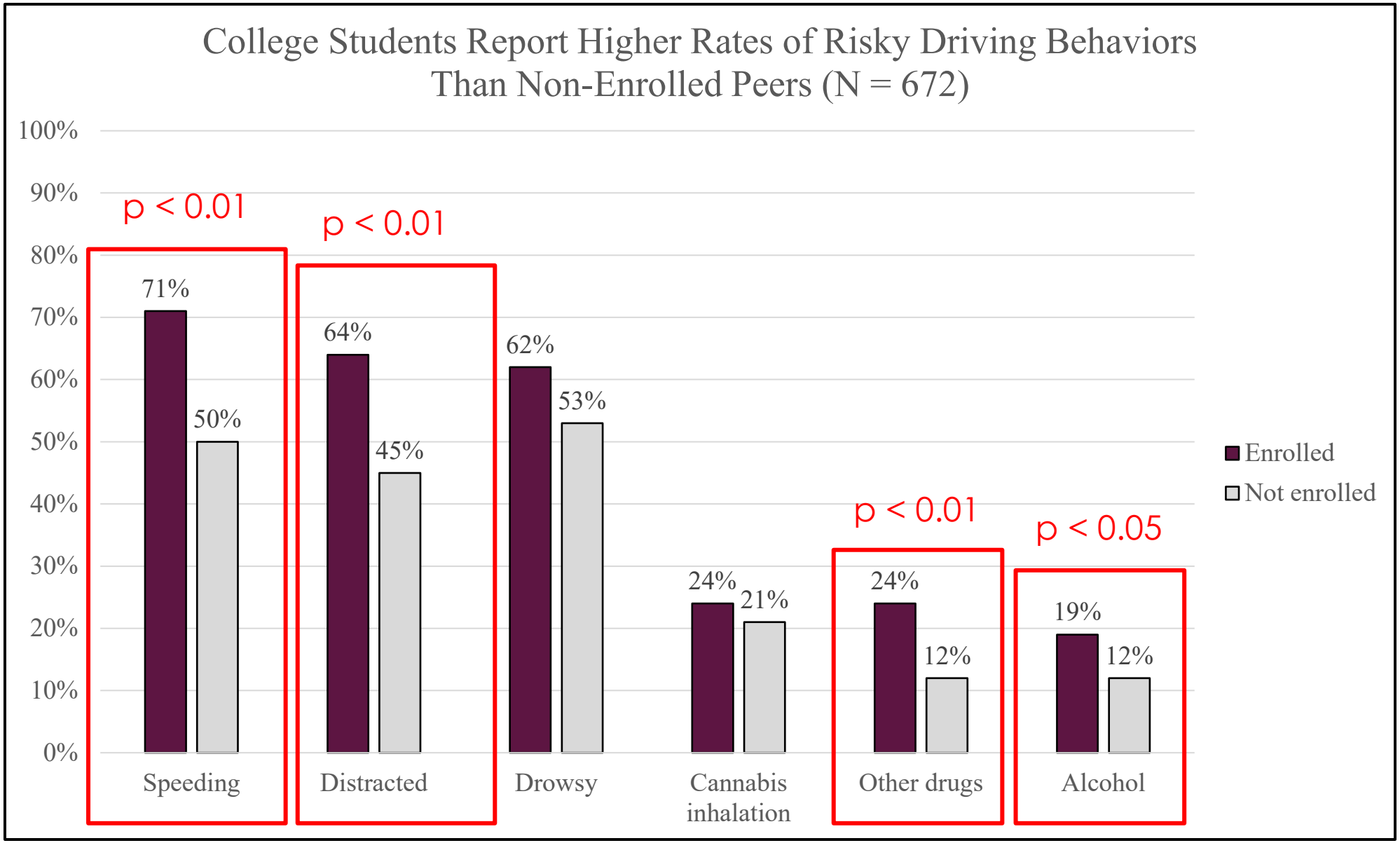
Speeding
Distracted
Drowsy
Cannabis inhalation
Other drugs
Alcohol
Enrolled
Not enrolled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Cannabis inhalation
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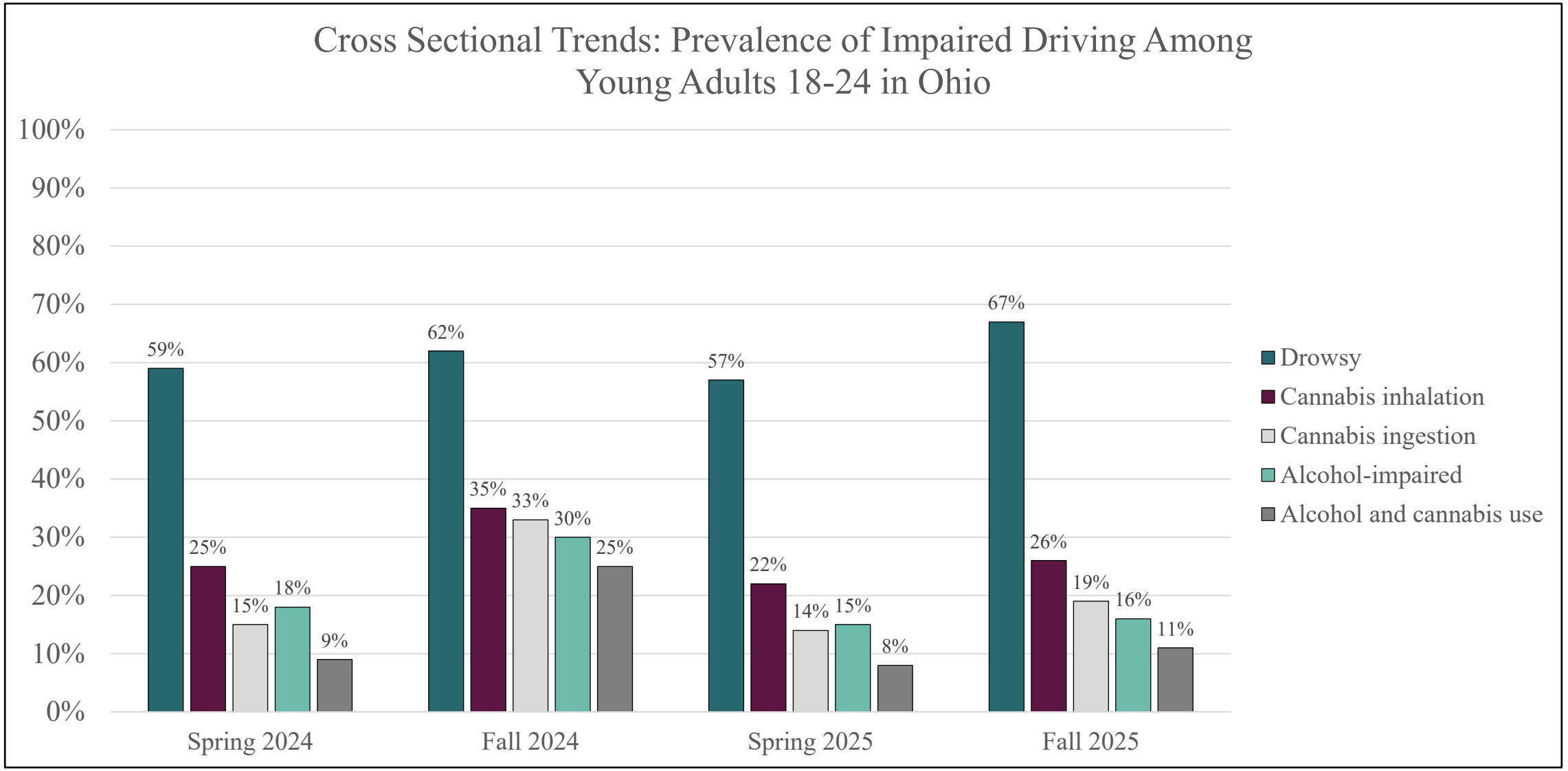
Cross Sectional Trends: Prevalence of Impaired Driving Among Young Adults 18-24 in Ohio
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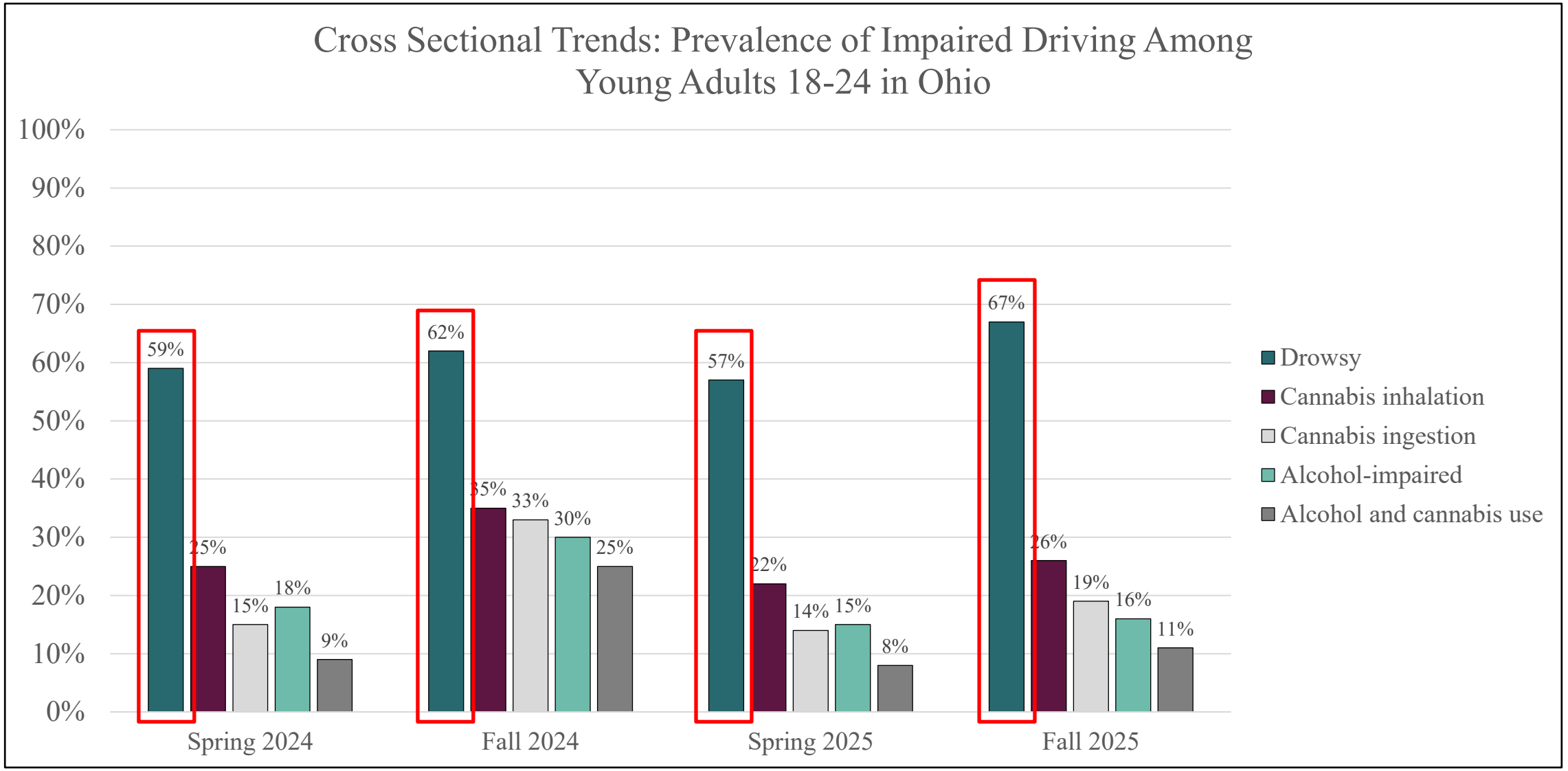
Spring 2024
Fall 2024
Spring 2025
Fall 2025
Drowsy
Cannabis inhalation
Cannabis ingestion
Alcohol-impaired
Alcohol and cannabis use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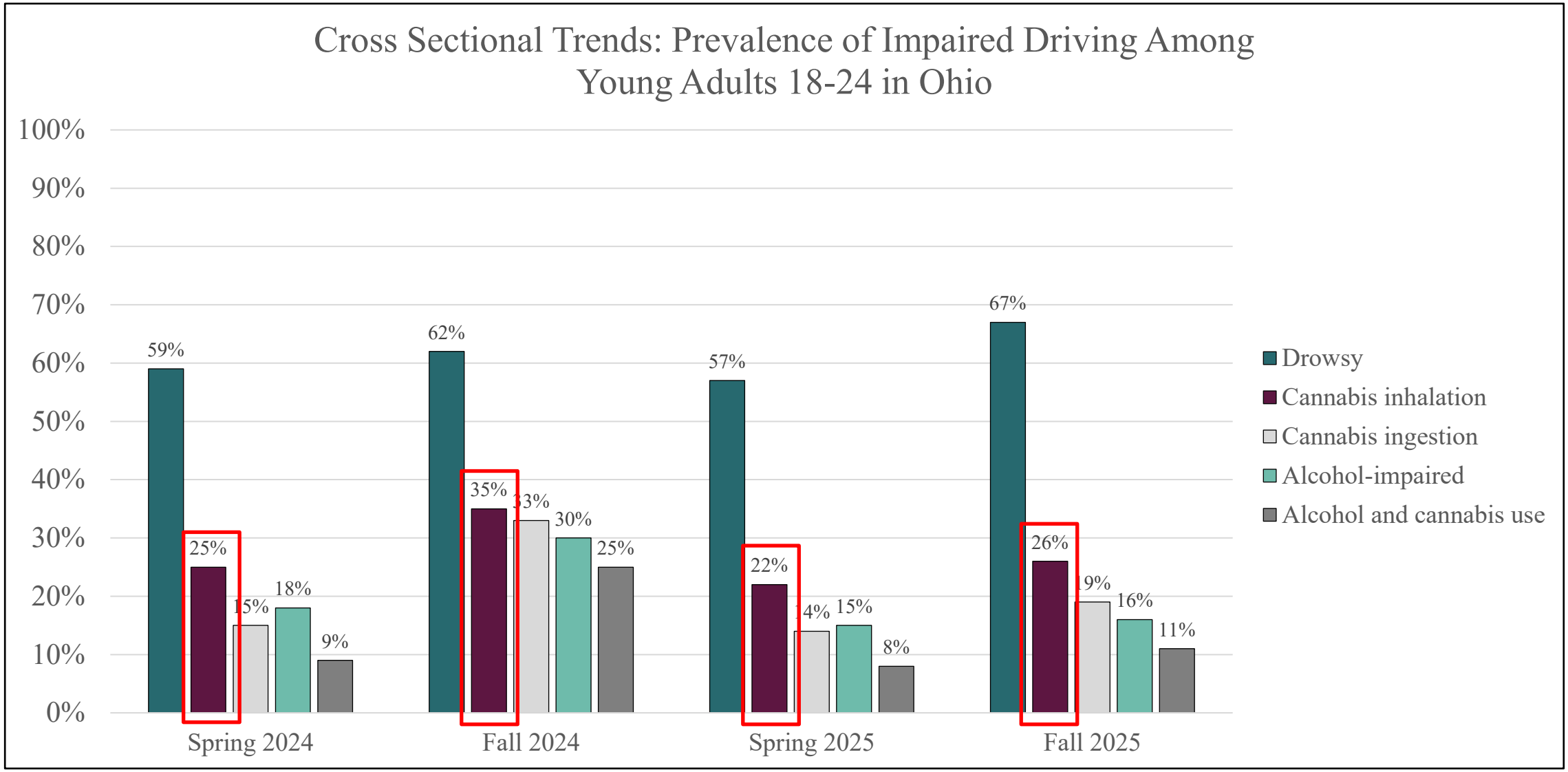
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11%
Spring 2024
Fall 2024
Spring 2025
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Drowsy
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Alcohol and cannabis use

What About You?

What Traffic Safety or Impaired Road Use Concerns Exist on Your Campus?

History of the Higher Ed Center's Involvement in Impaired Road Use Prevention

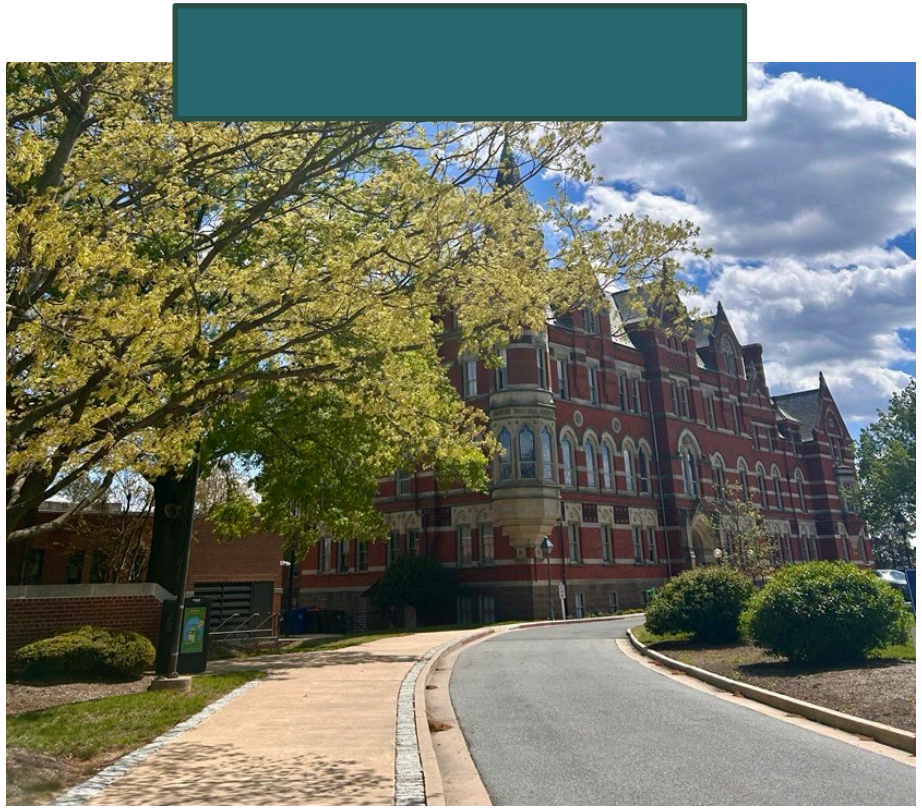
- Answered the Call to Action
- Engaged Campuses & Experts To Determine Gaps
- Explored Available Resources
- Had Conversations With Traffic Safety Leaders Identifying College Students as an Underserved Population
- Examined Data

So, What Are We Doing to Address It?

- Building Capacity & Shared Learning Through NIC Development
- Partnering With The Hospitality Industry
- Assessing Impaired Road Use
- Working to Increase Prevention Dollars for This Population
- Convening Experts

Building Capacity Through Developing Networked Improvement Communities

Networked Improvement Communities: Learning Quickly Together



- Addressing complex problems without good solutions
- Members of the network as shared resource
- Focusing on measurement & understanding the issue and its context
- Embracing messy uncertainty

Engaging in this work "means being able to confront uncertainties and doubts, trusting that if we persist, we will learn, insights will emerge, and the path toward genuine improvement will start to clear."
-Carnegie Foundation

NIC Development Road Map:

Team building

Assessment

Planning

Implementation

Evaluation

NIC Spotlight:

DC Collegiate Traffic Safety Network

- Kicked Off Early 2024
- Completed One PDSA Cycle
- Identified Speeding, Riding With an Impaired Driver, Low Danger Perceptions of Impaired Driving
- Navigated Staff and Administrative Barriers

Team Building—Lessons Learned

- Consider different stages of readiness
- Help campuses identify overlapping priorities
- Previous partner history is key
- Engage students who are in formal roles
- Look for partners in unexpected places
- Finding the right person is challenging
- No one-size fits all approach

Assessment—Lessons Learned

- Piloting quickly demonstrates barriers
- A smaller survey can be a realistic lift
- Any data is better than no data
- Less survey fatigue than anticipated

Planning, Implementing, and Evaluating—Lessons Learned

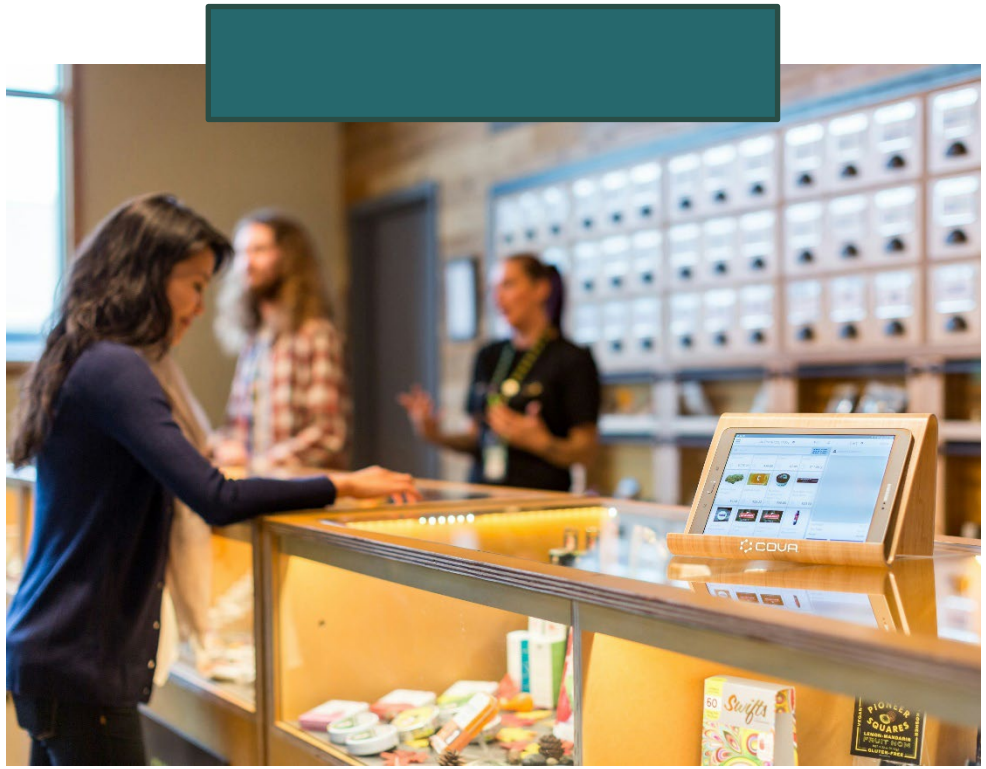
- Spend more time in problem identification
- Focus on perceptions
- Something small is better than nothing at all
- Innovating is harder than replicating
- Partnership buy-in is critical to success
- Small wins build confidence

Example Interventions

- Speeding perceptions
- Engaging peer educators
- Speeding incidents with university-owned vans
- Riding with impaired and distracted drivers—reviving safe ride program, orientation integration
- Helmet distribution
- Integration into curriculum

Partnering with the Hospitality Industry: Distributing Messaging at Point of Consumption/Sale

Cueing at Points of Sale & Consumption



- Messaging at dispensaries
- Working with business improvement districts
- Distributing campaigns during high-risk drinking times
- Media campaigns geo-fenced to high-consumption events

What Can I Do to Address Impaired Road Use?

Build Capacity Through Partnership Development

- **Engage stakeholders**
  - Introduce this to your coalition—get feedback
  - Start with your champions!
- **Build your dream team**
  - Trusted, proven partners
  - Partners you haven't considered
  - Law enforcement is a key partner
  - Consider how students fit
- **Raise awareness to the issue**
  - Share the results of your data collection and scan with partners
  - Integrate education into other AOD efforts
  - Keep your eyes open on campus to issues—take pictures, jot down quotes—build your data story

Ideas for Traffic Safety Partners

The Traffic Safety
Dream Team
Health/Wellness Professional
Student
Data Keeper
Administrative Champion
Safety & Security Personnel

- **Student biking/skateboarding clubs**
- **Health promotion interns/ graduate students**
- **Peer health educators**
- Representative from survey administration office
- **Faculty with similar research interests**
- Individuals at a traffic safety research center on campus
- **Campus safety**
- **Campus transportation and parking**
- **Government affairs liaison**
- **Dean of students**
- Conduct coordinators
- Community engagement office
- Local law enforcement
- **Business improvement district or local bars and restaurants**

"We put a lot of our time and energy in getting the reluctant on board. Instead, ***find your allies and your partners and start with them and build momentum from there****. Those people will help you get the other ones onboard, and the reluctant won't matter anymore, because you're building and growing your program.* ***Shift the energy toward your allies and partners. That's where the momentum is."***

-Dian Fedorchak quoted in Prevention With Purpose, Chapter 4

Develop an Understanding of the Problem Through Assessment

- **Complete an environmental scan to gain context**
  - Take inventory of available information
  - Engage partners through a clear action step
  - Raise awareness to this as an issue
  - Consider a variety of dimensions
  - Identify data gaps
- **Complete a traffic safety survey**
  - Begin to fill data gaps
  - Understand what issues exist

Let Us Know!

What Barriers Exist for You to Do This Work on Your Campus or With Your Coalition?

Why We Stick With It

Going Far, Together!

*The most valuable part of participating in this network was being able to **connect** with the other network campuses throughout the year, and **learning more** about overlapping concerns and programs offered. Since both universities are located so close to our campus, **I found their insight to be extremely helpful** in building out a better holistic understanding of safety on college campuses in DC.*

*We got access to more data and **contacts** that we should have had for a long time.*

*Having a greater understanding of the challenges faced by other universities, and **sharing knowledge***

Thank you!

Elizabeth Branham
Dr. Jim Lange
Cindy Clouner

Collegiate Impaired Driving Collaborative

DC Collegiate Traffic Safety Network (DC HSO)
- George Washington University
- American University
- The Catholic University of America
- Gallaudet University

Campus Network for Impaired Road Use Prevention (NHTSA)
- Illinois State University
- University of North Carolina Wilmington
- University of North Florida
- The Citadel
- Ramapo College

Ohio Collegiate Impaired Road Use Prevention Network (OTSO)
- The Ohio State University
- Kent State University
- University of Cincinnati
- University of Mount Union

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Questions?