

Impaired Road Use Prevention Lessons Learned Three Years In

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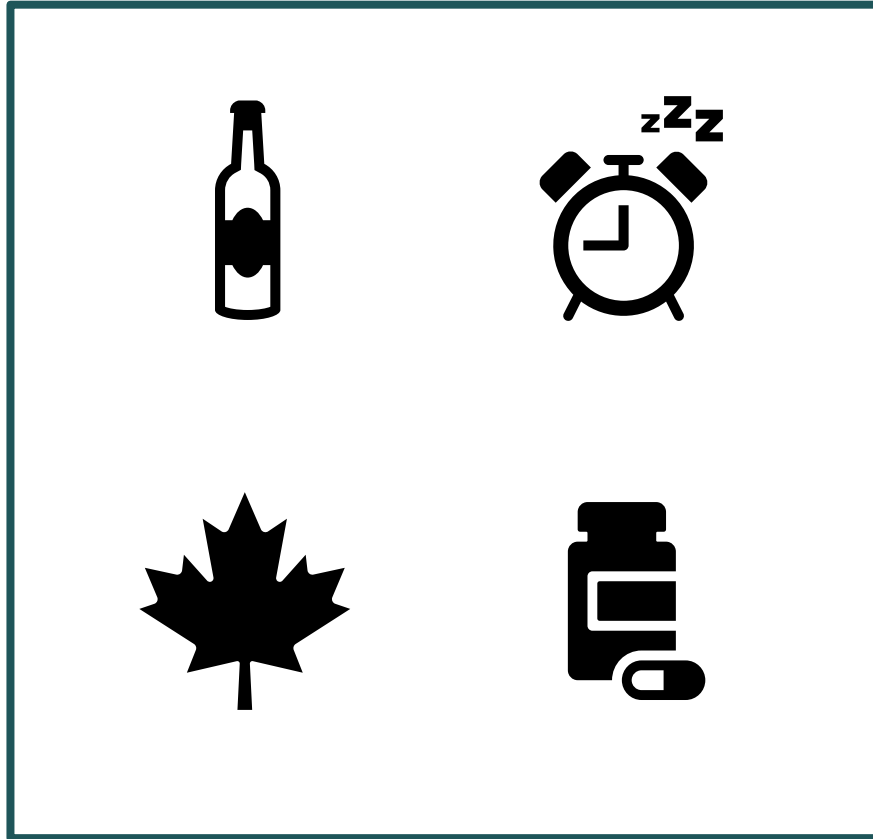
Today's Roadmap

- 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





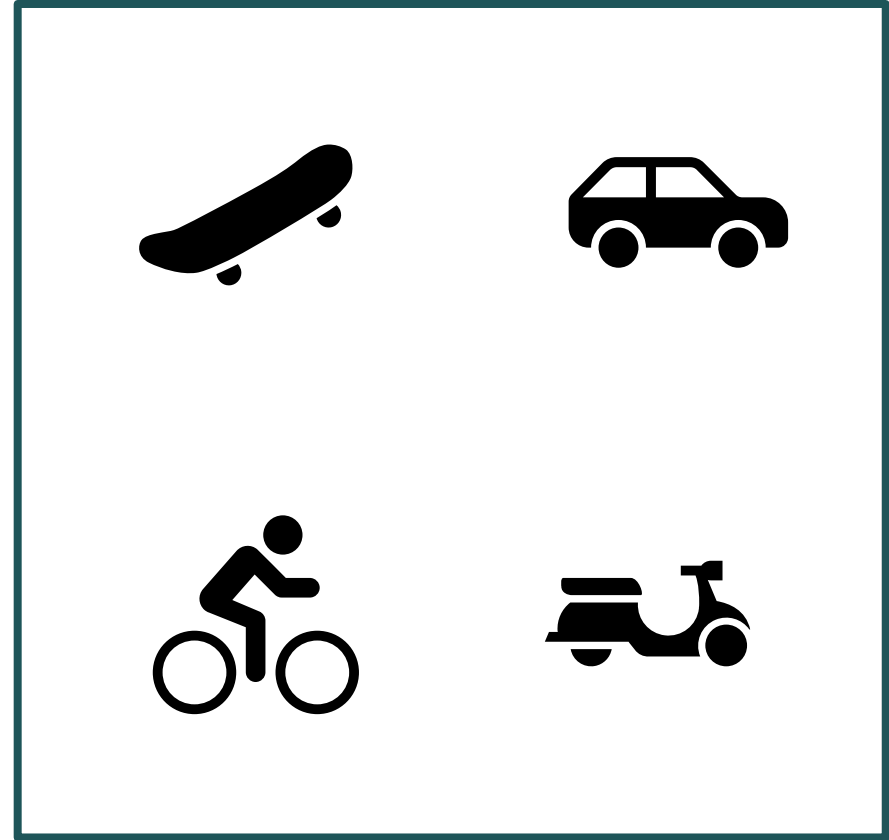
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Impairment



Impairment

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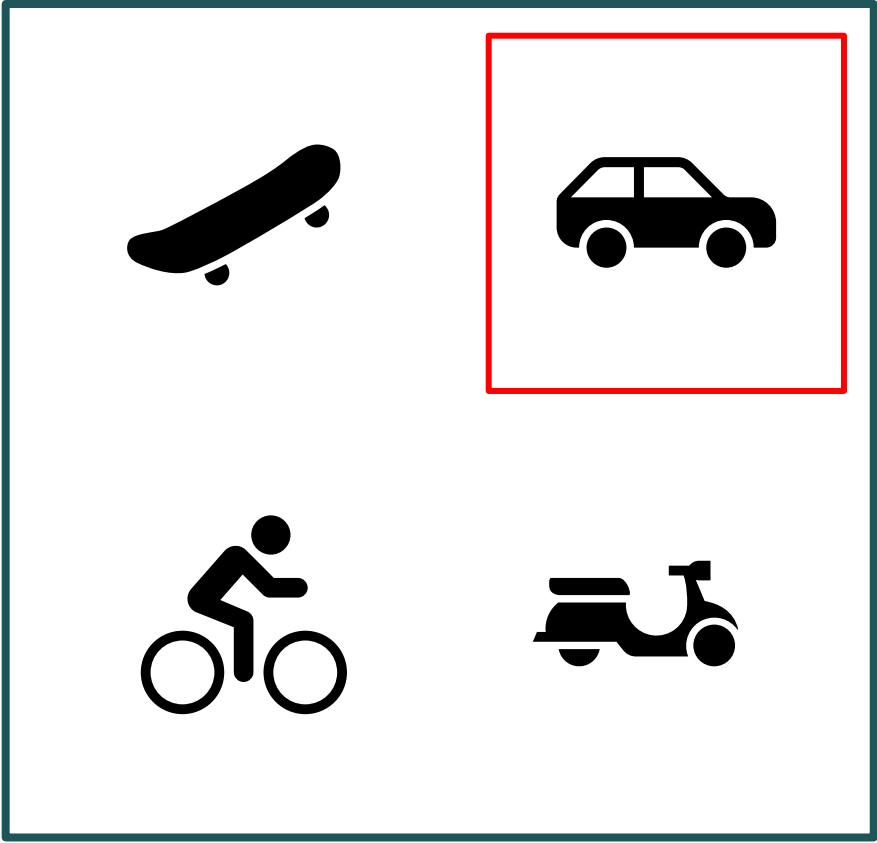


Mobility



Impairment

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Mobility

**AM I OKAY
TO DRIVE?**

BUZZED DRIVING

IS DRUNK DRIVING

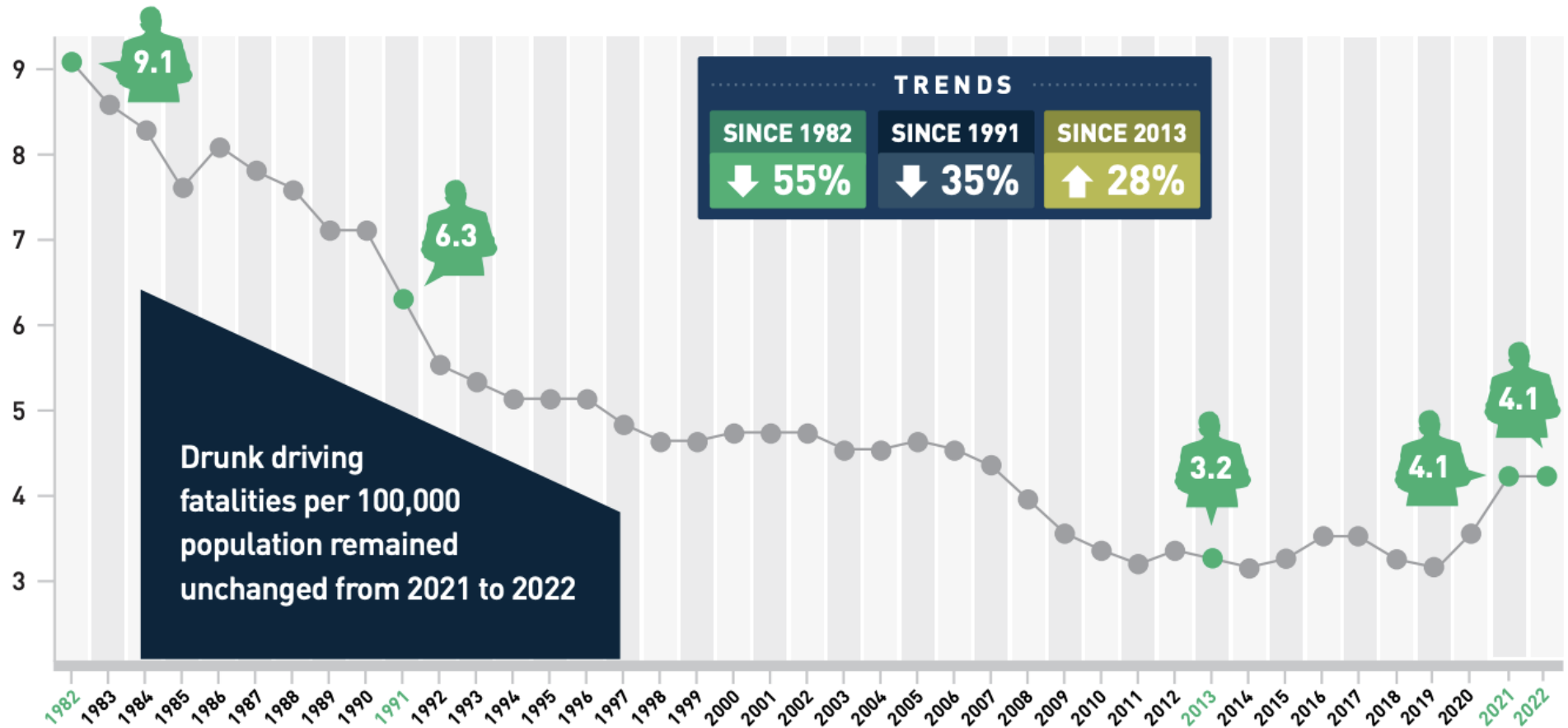
**REALITY
NHTSA**

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



Rate of Total Alcohol-Impaired Driving Fatalities per 100,000 Population

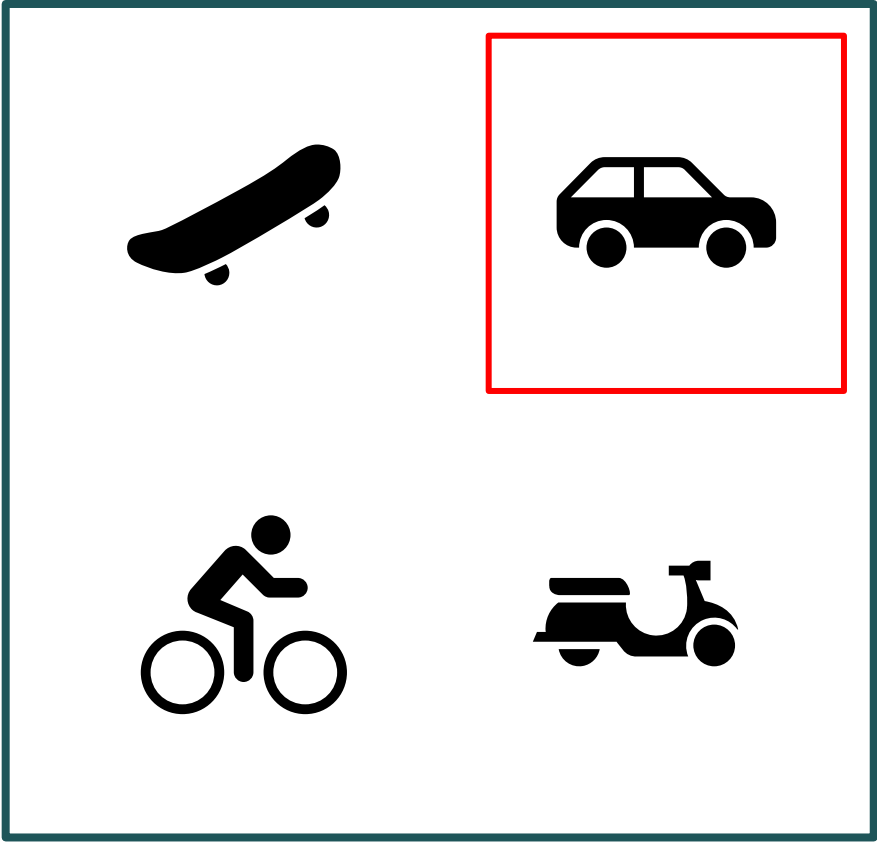


Source: Responsibility.org



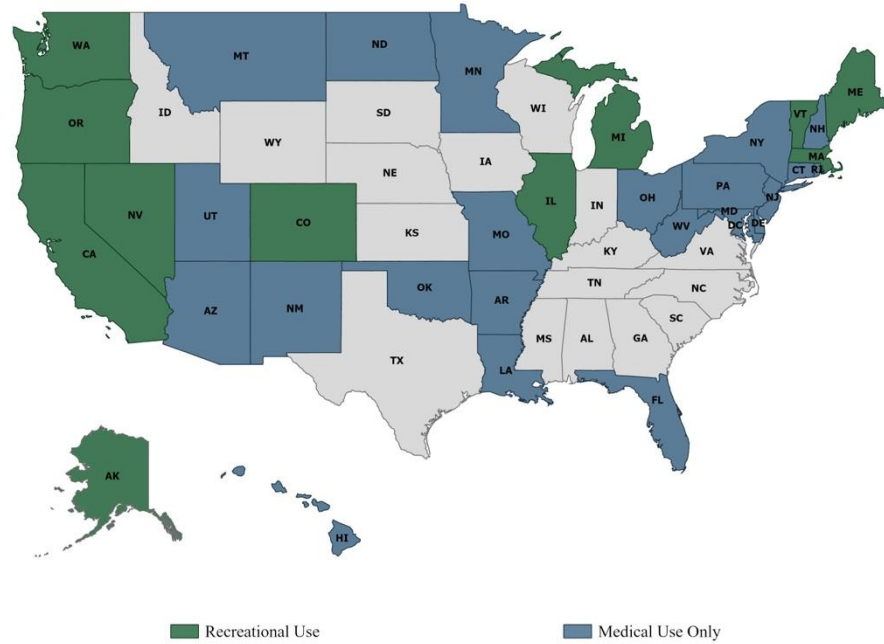
Impairment

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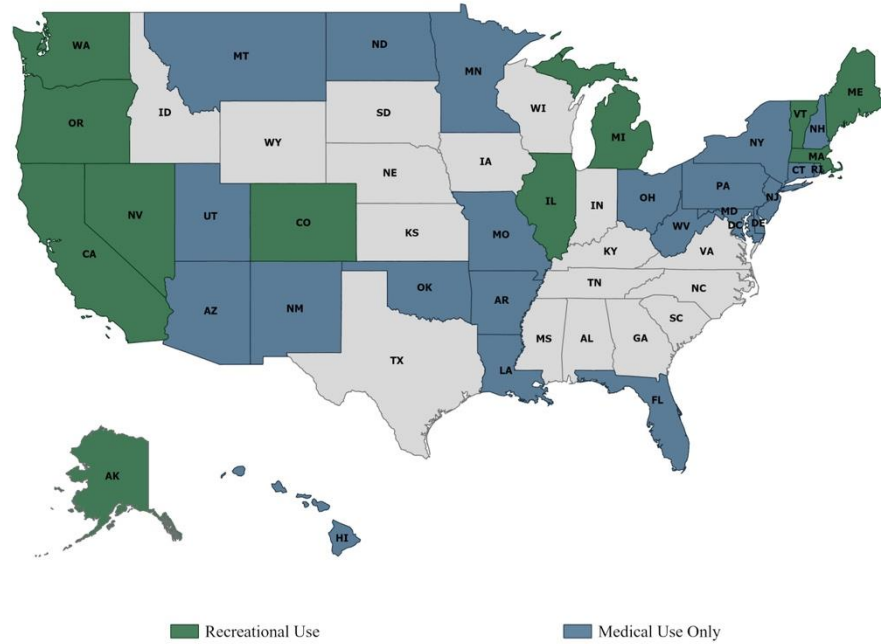


Mobility

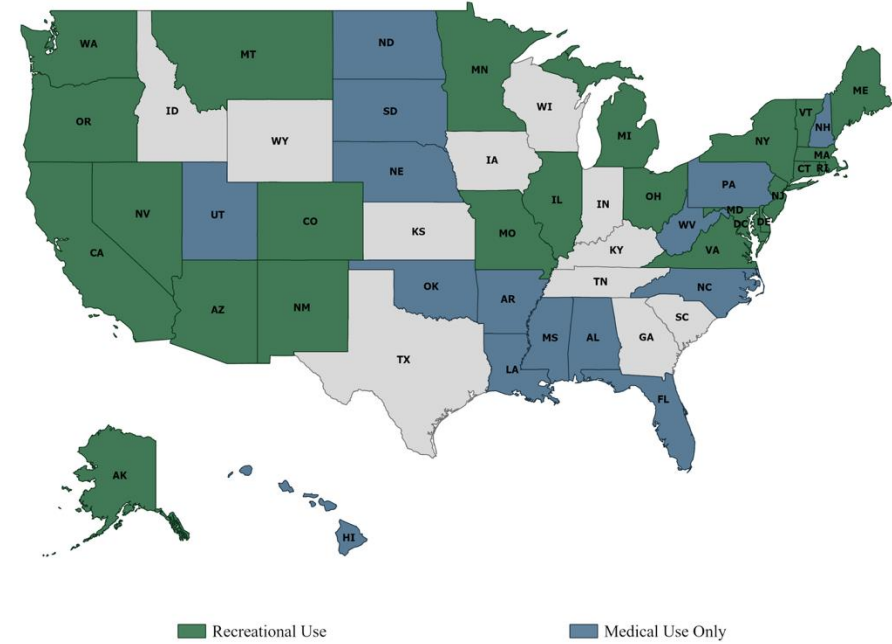
Cannabis Legalization 2019



Cannabis Legalization 2019



Cannabis Legalization 2025



Legal Limits & Enforcement: Cannabis

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

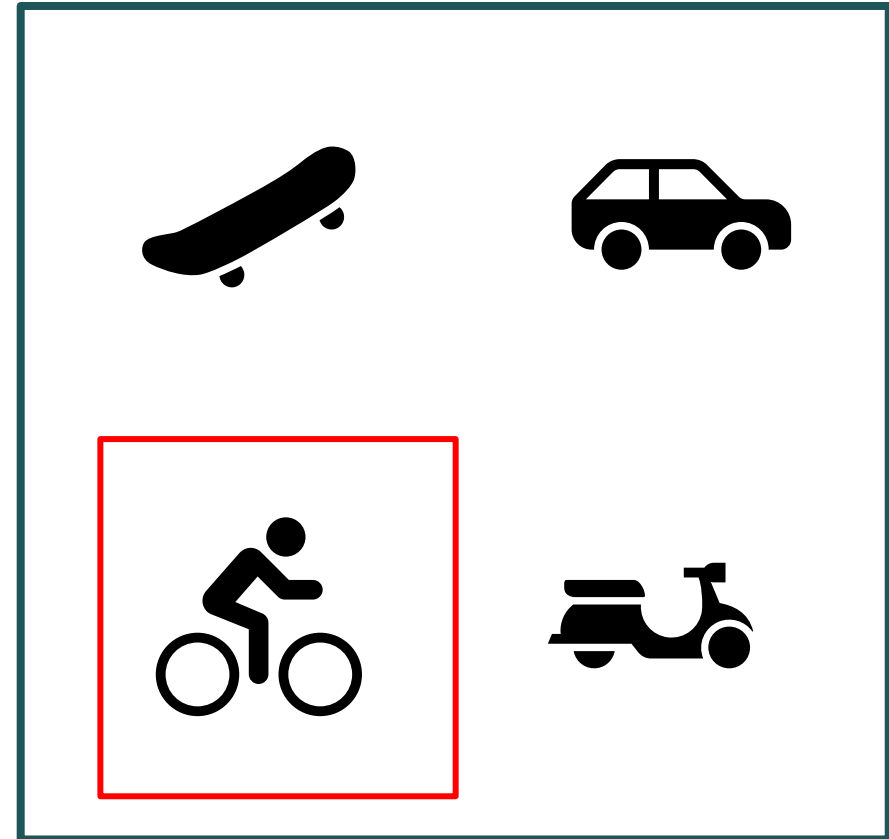


Source: GoSafely California



Impairment

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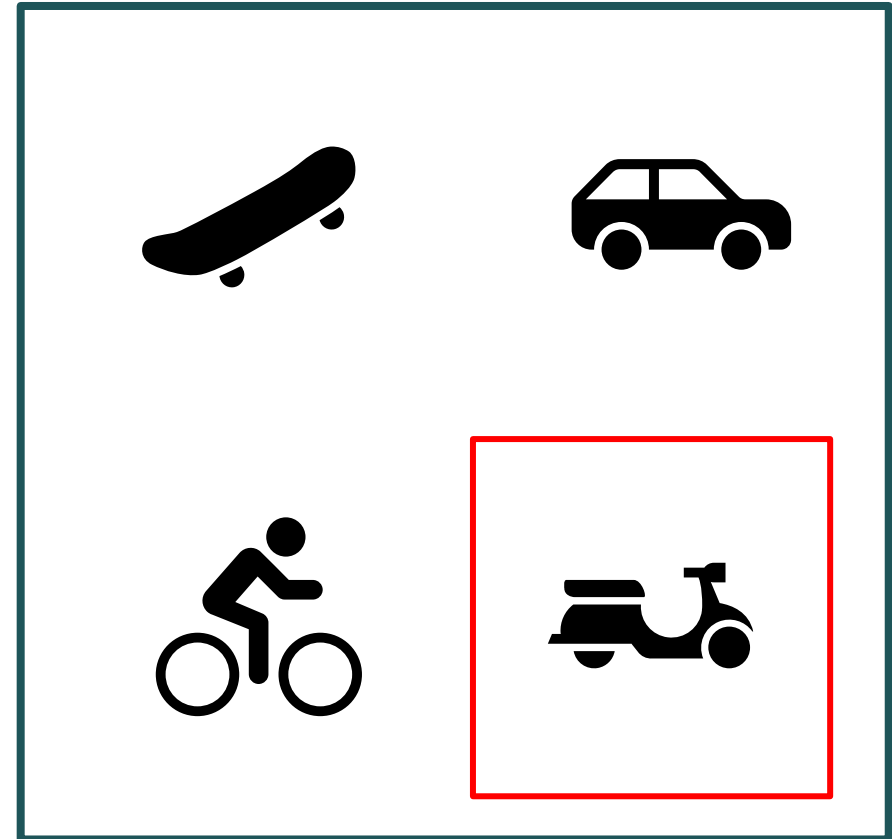


Mobility



Impairment

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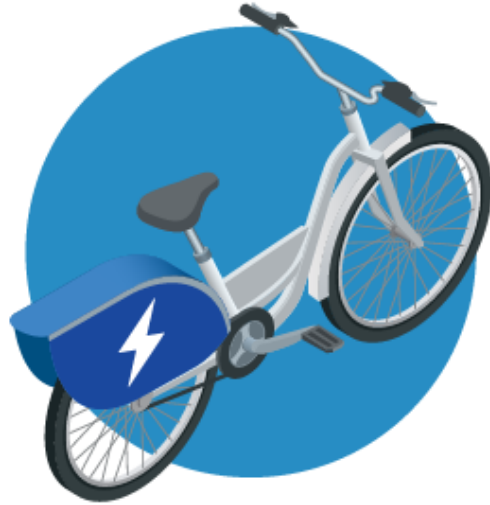


Mobility

Micromobility devices



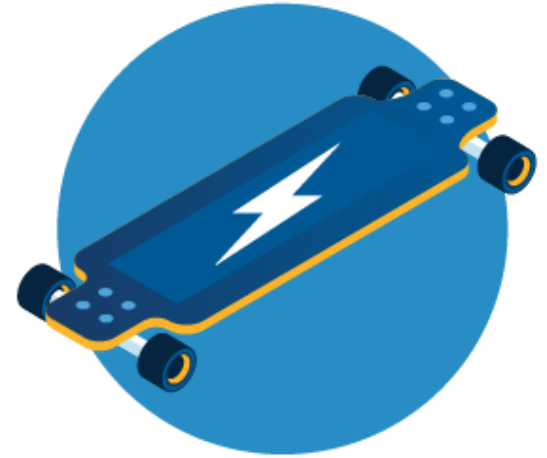
Bikes



E-bikes



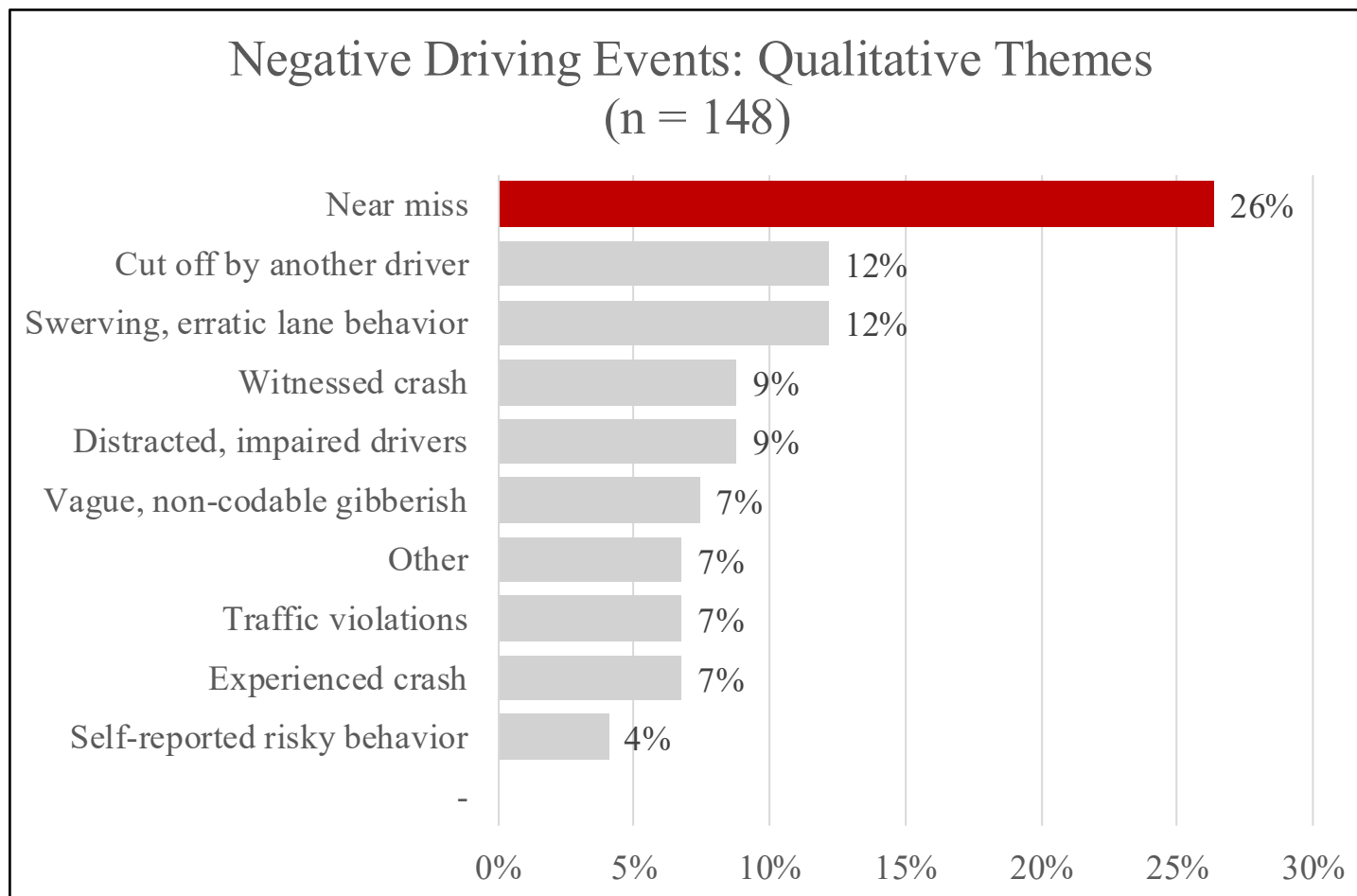
E-scooters



**E-skateboards &
other emerging
new devices**

Source: NCDOT

Qualitative Data



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

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

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

A close-up, shallow depth-of-field photograph of a person's hands typing on a laptop keyboard. The hands are in sharp focus, while the laptop screen and the background office environment are blurred. The person is wearing a grey sweater. A dark teal banner with white text is overlaid at the bottom of the image.

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

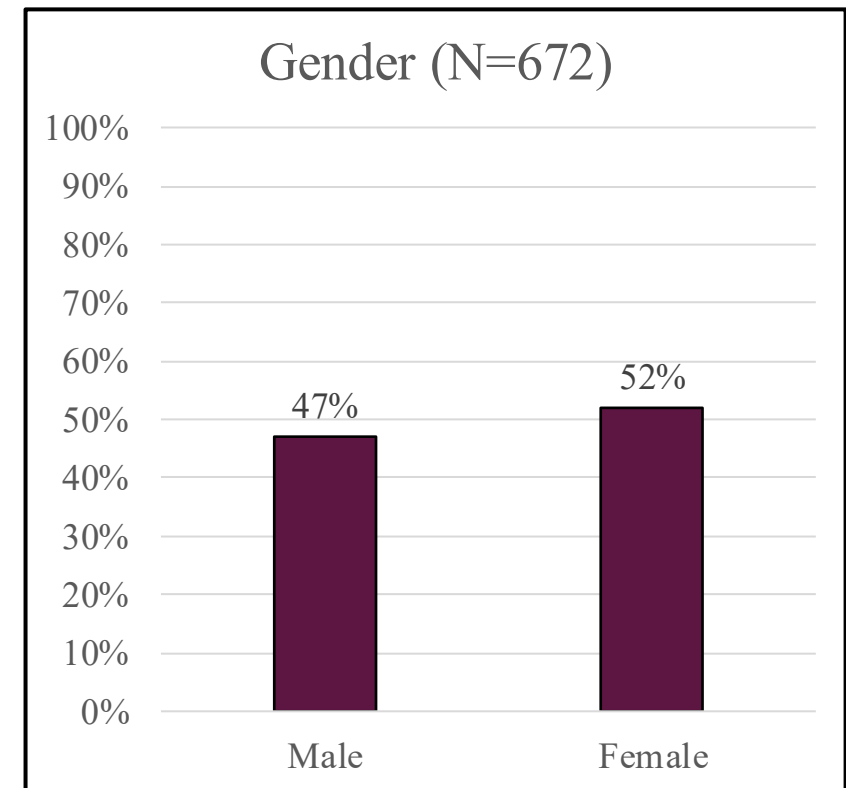
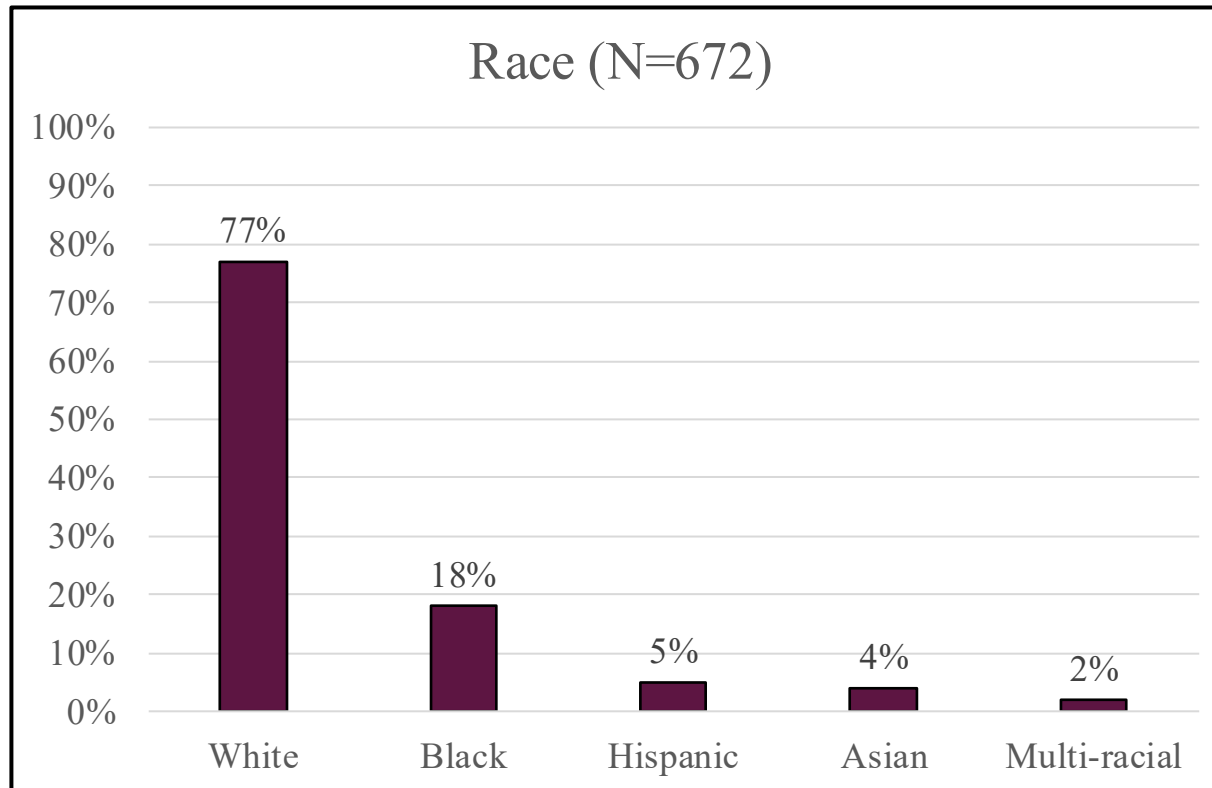


Spring 2025 Data

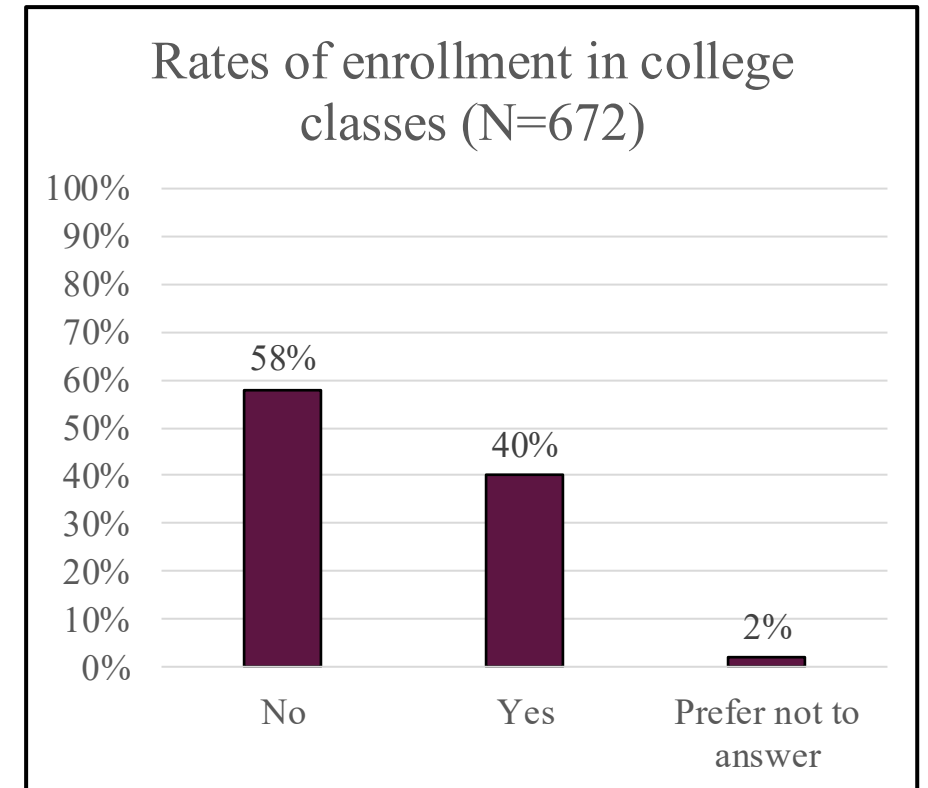
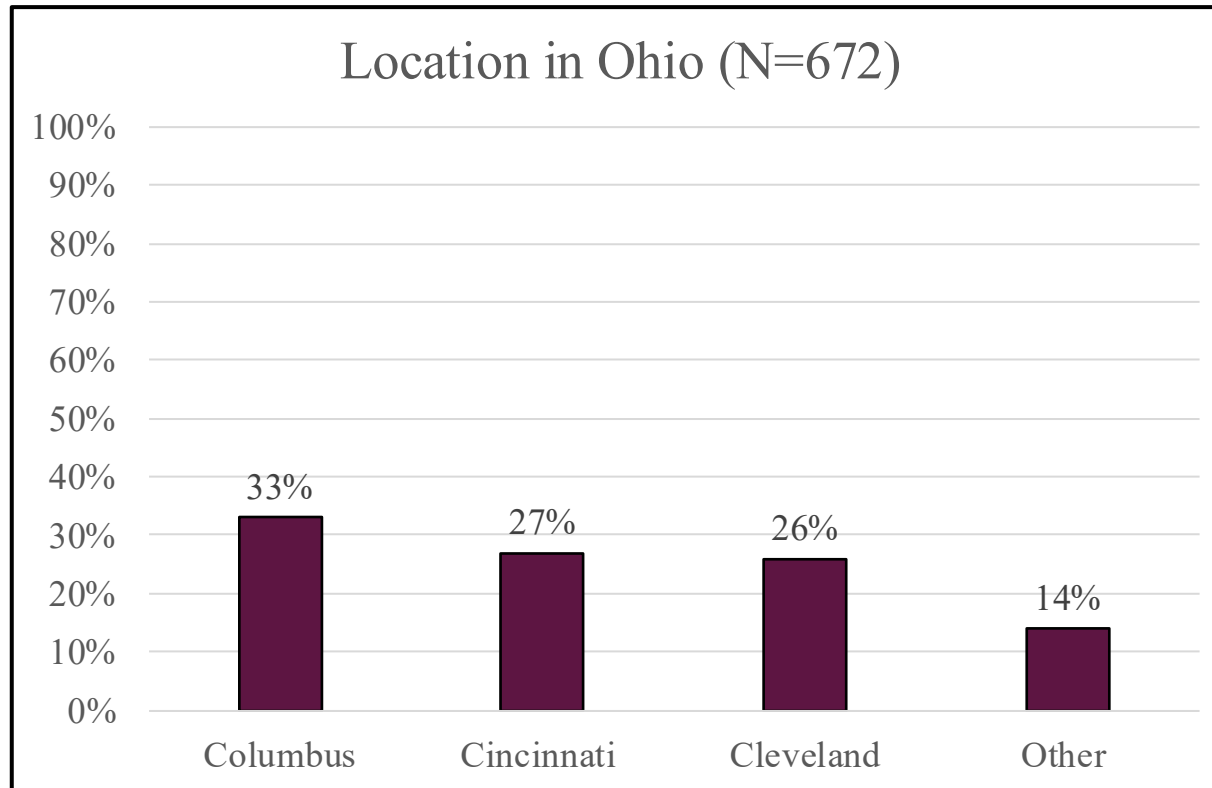
- Anonymous, online survey via CloudResearch panel
- Collected over March - May 2025
- On average, respondents completed the survey in 6.5 minutes
- N = 672



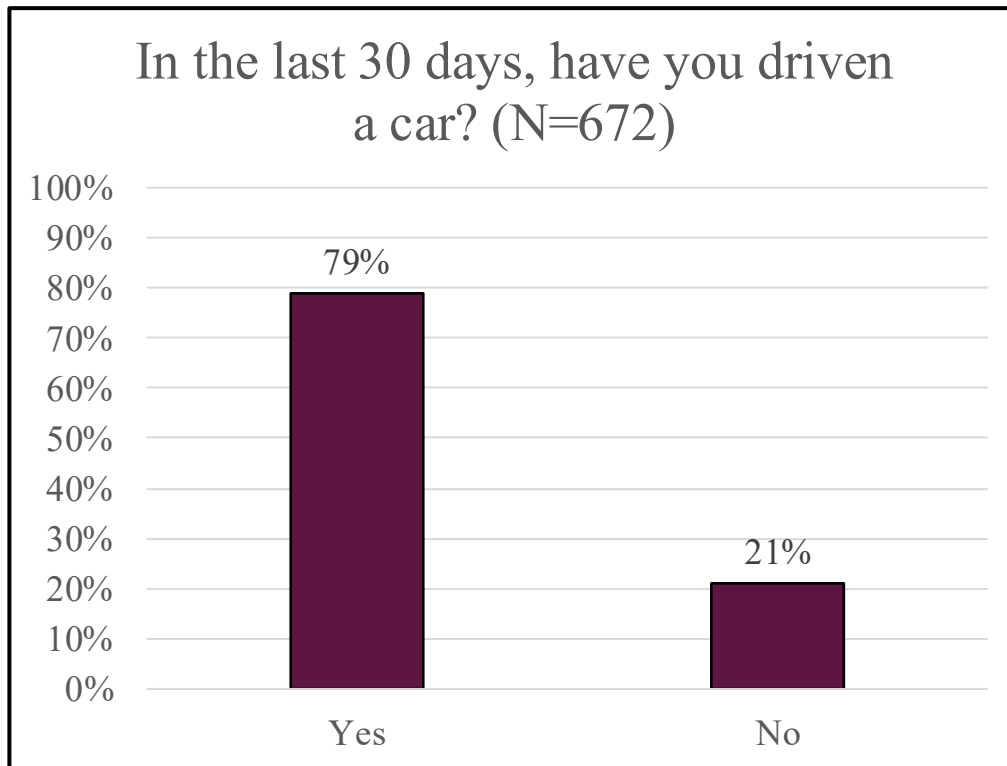
Sample Demographics: Race, gender



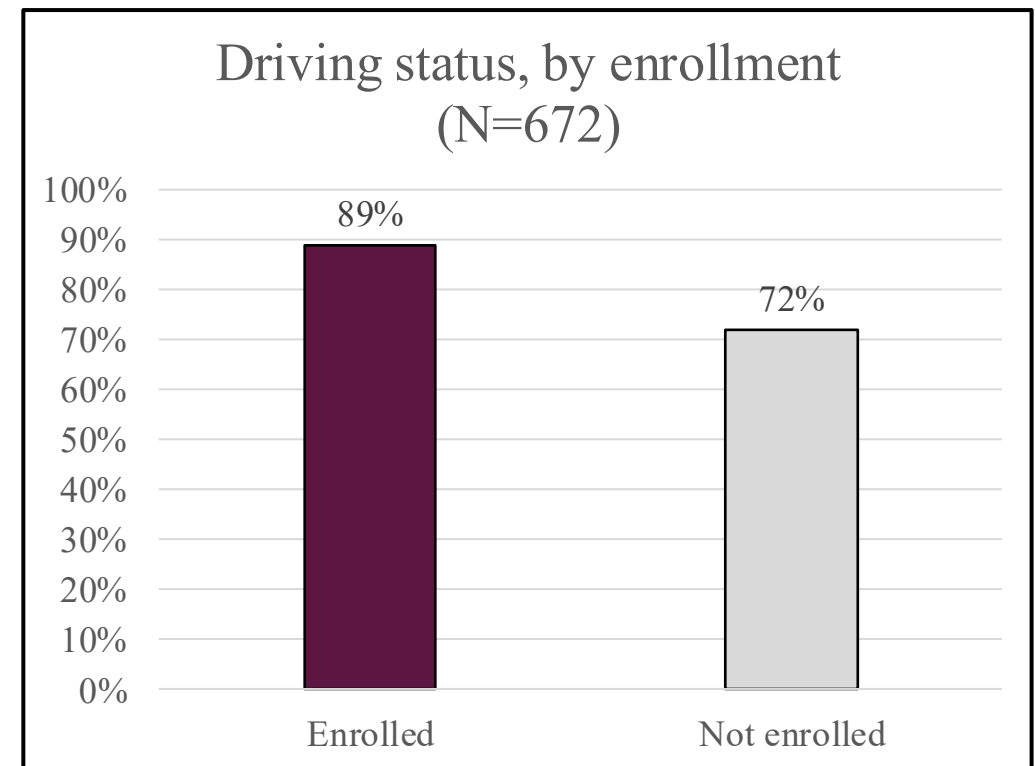
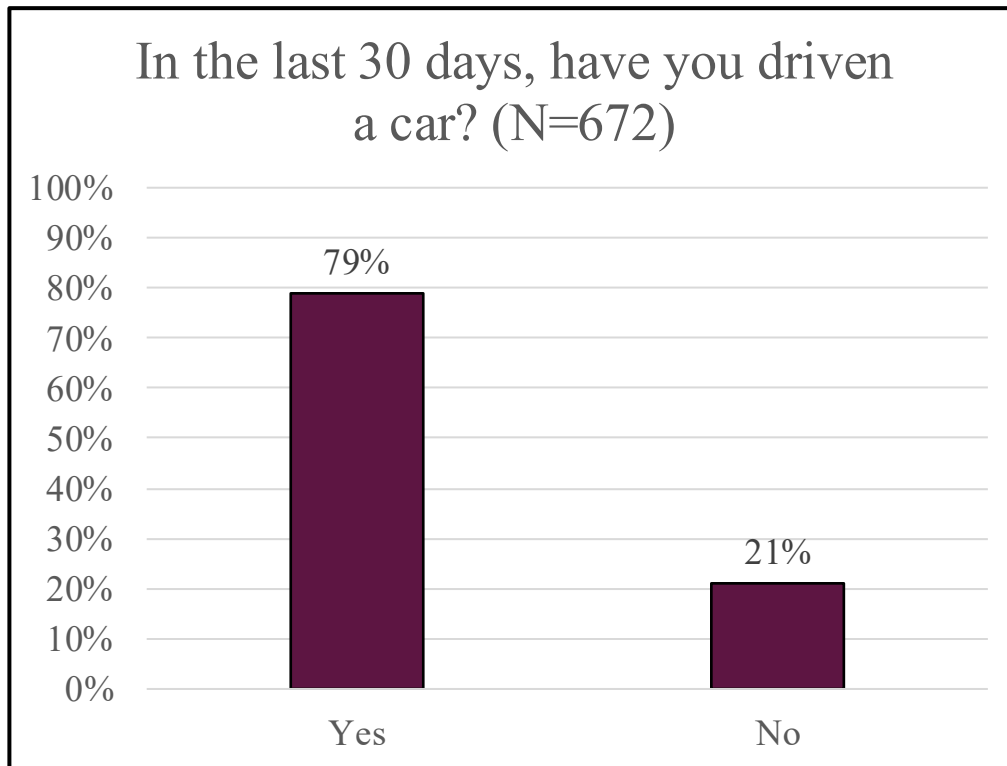
Sample Demographics: City, enrollment



Sample Demographics: Transportation Use



Sample Demographics: Transportation Use



Risky Driving Behaviors

Behaviors defined by:

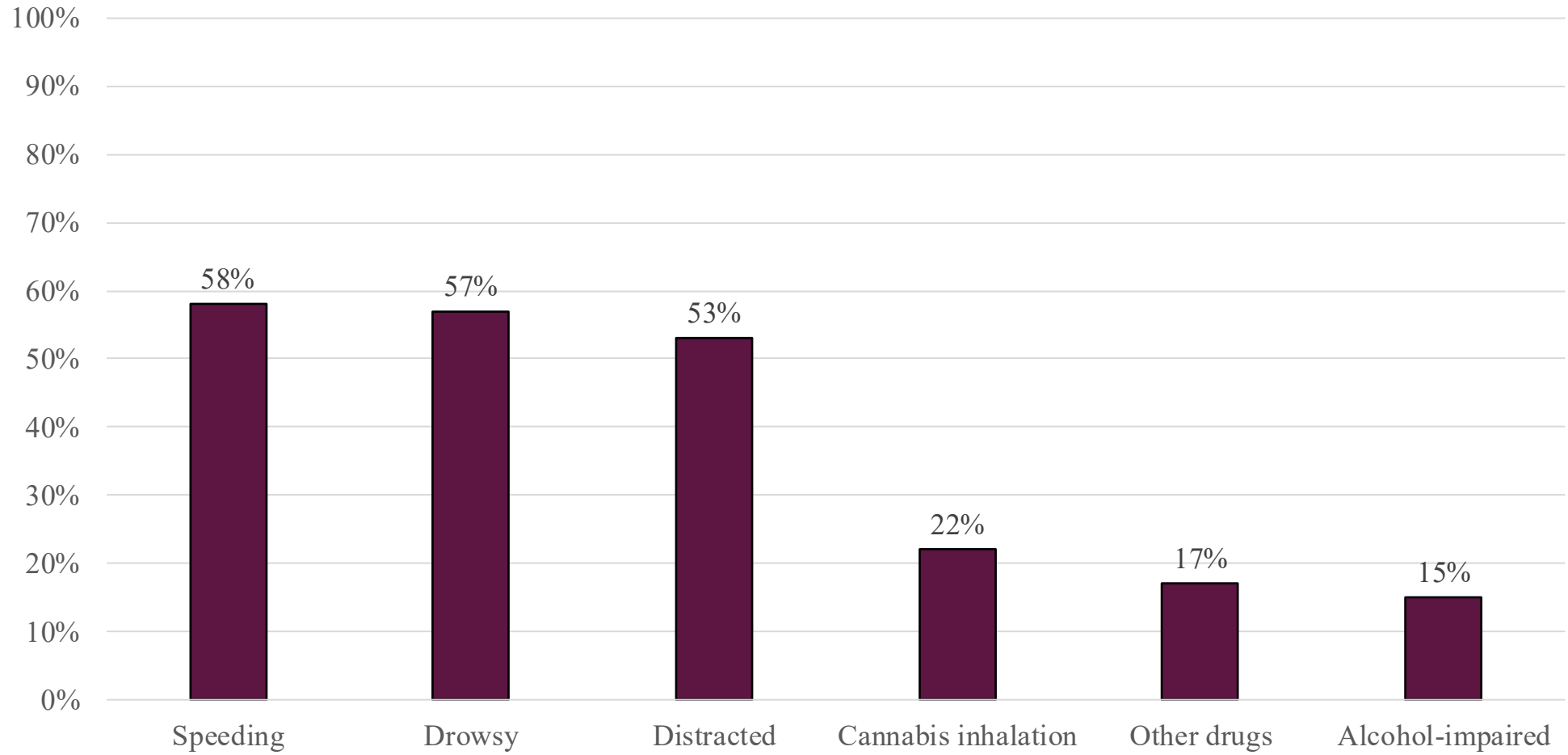
- **Speeding:**
- **Drowsy:**
- **Distracted:**
- **Cannabis inhalation:**
- **Other drugs:**
- **Alcohol-impaired:**

Risky Driving Behaviors

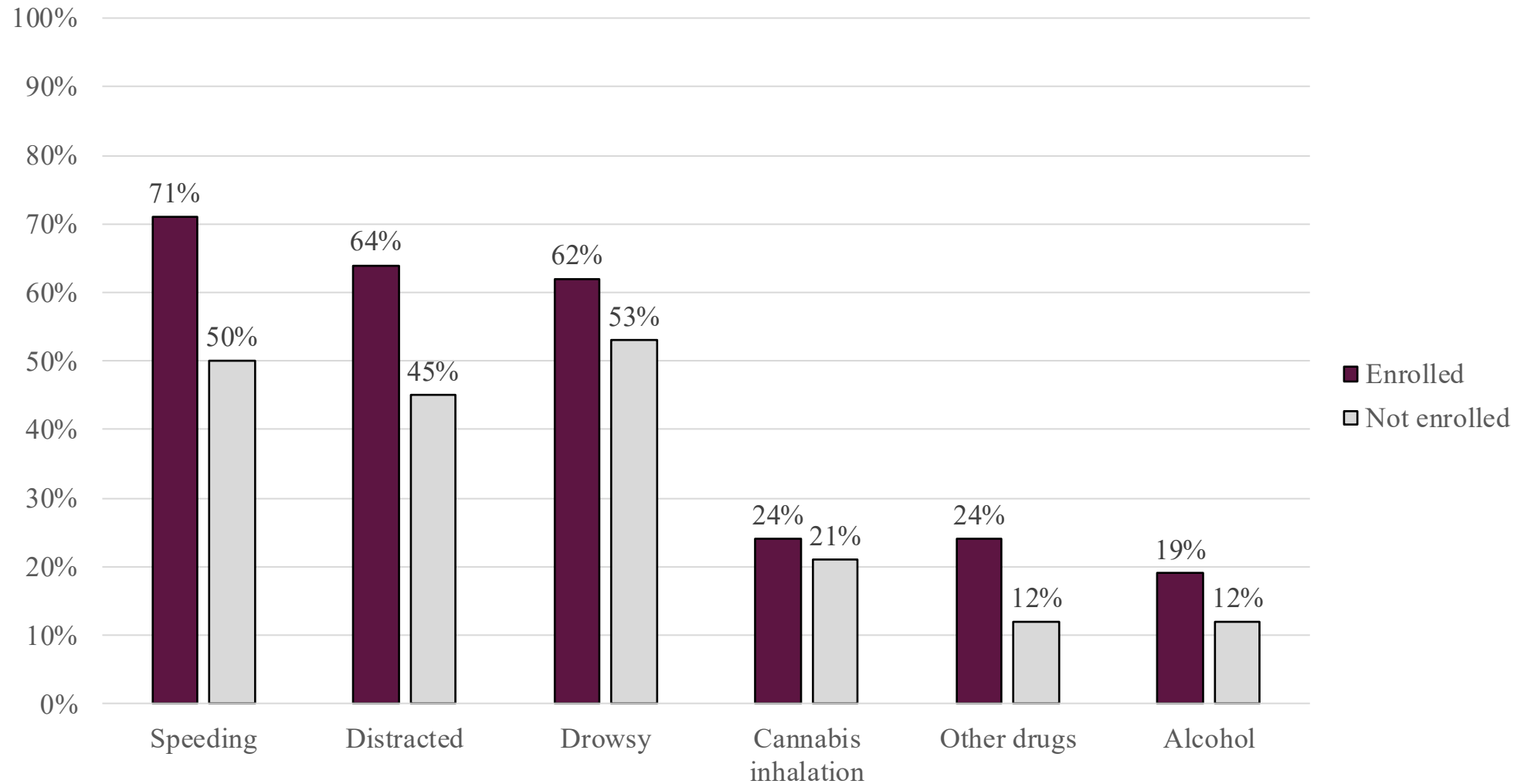
Behaviors defined by:

- **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

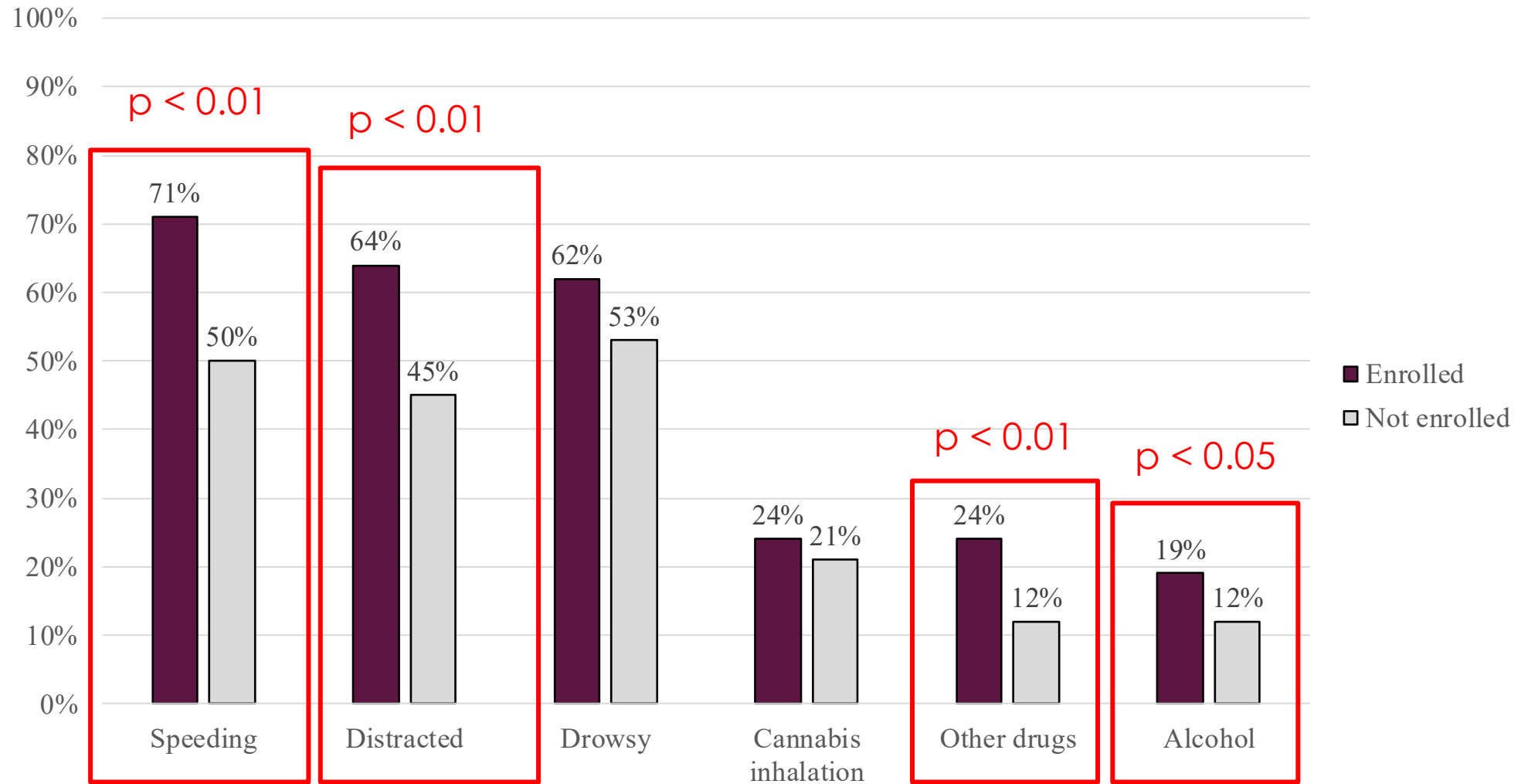
Young Adults 18-24 in Ohio: Self-reported Risky Driving Behaviors, at least once in the past 30 days (N=672)



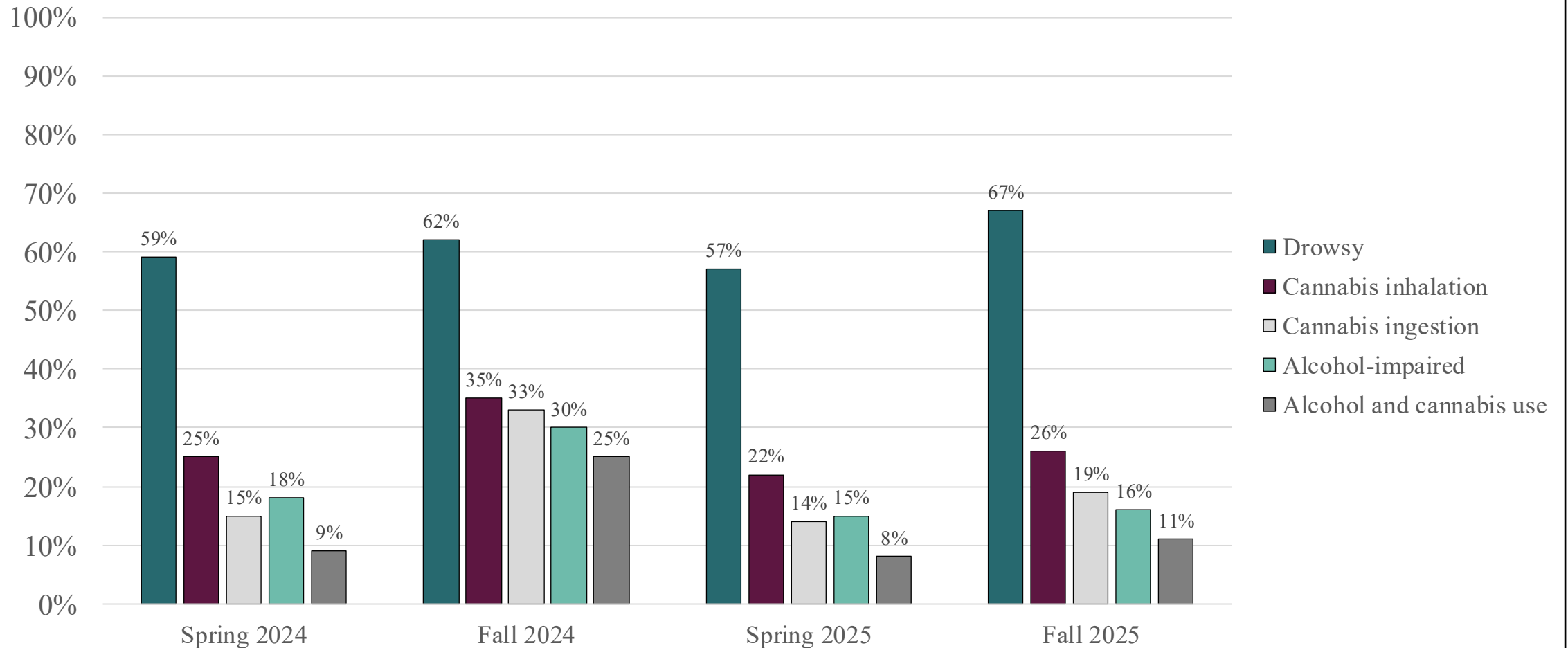
College Students Report Higher Rates of Risky Driving Behaviors Than Non-Enrolled Peers (N = 672)



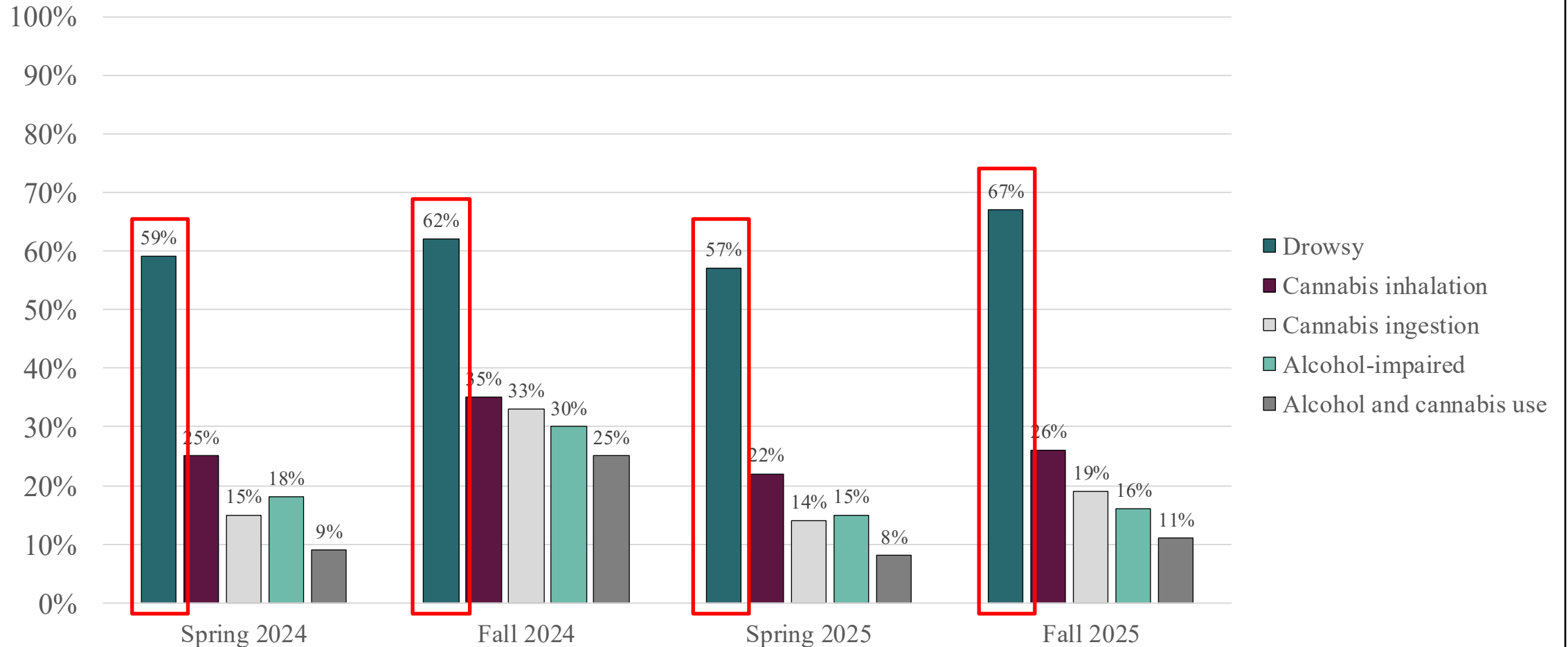
College Students Report Higher Rates of Risky Driving Behaviors Than Non-Enrolled Peers (N = 672)



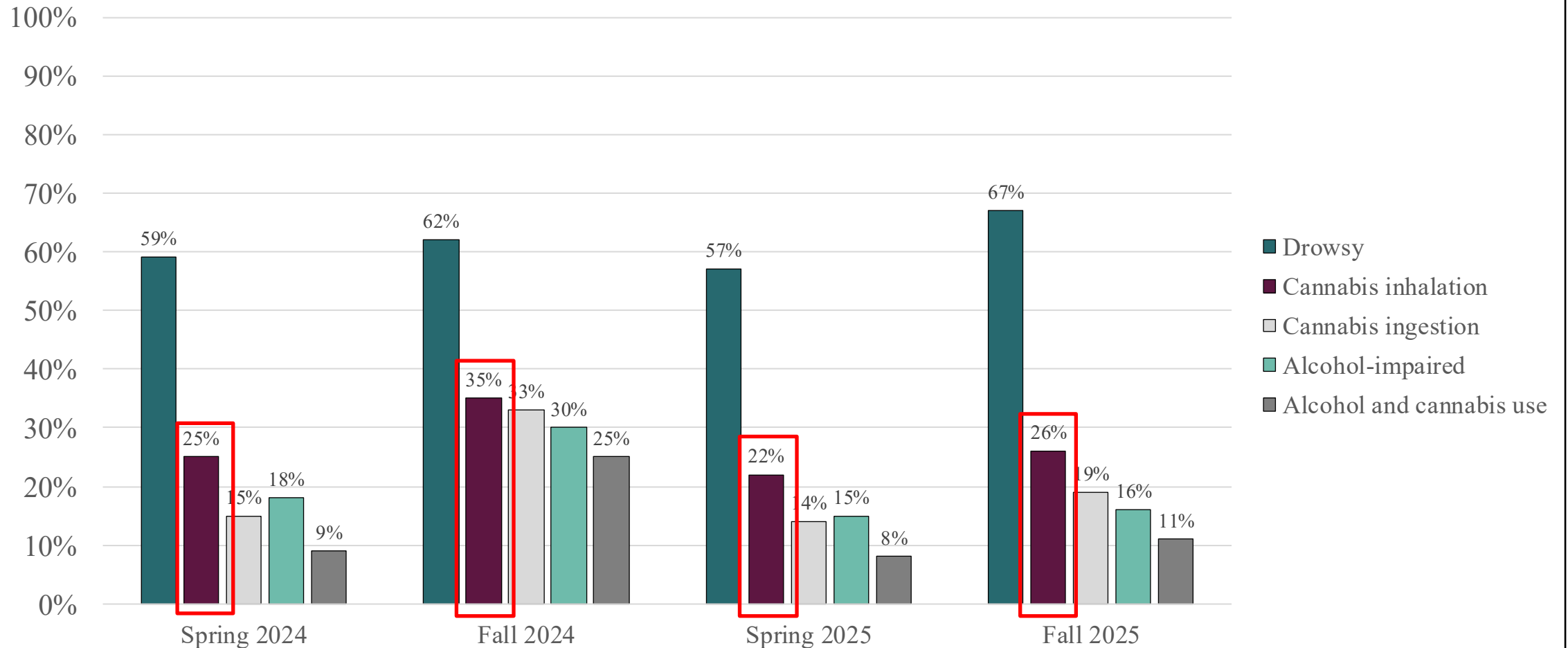
Cross Sectional Trends: Prevalence of Impaired Driving Among Young Adults 18-24 in Ohio



Cross Sectional Trends: Prevalence of Impaired Driving Among Young Adults 18-24 in Ohio



Cross Sectional Trends: Prevalence of Impaired Driving Among Young Adults 18-24 in Ohio



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



A group of people are gathered around a table in a meeting. They are leaning over the table, which is covered with various documents, charts, and a laptop. One person is pointing at a document with a pen. The documents include colorful charts and graphs. The laptop is a silver MacBook. The people are wearing casual business attire. The overall atmosphere is collaborative and focused.

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




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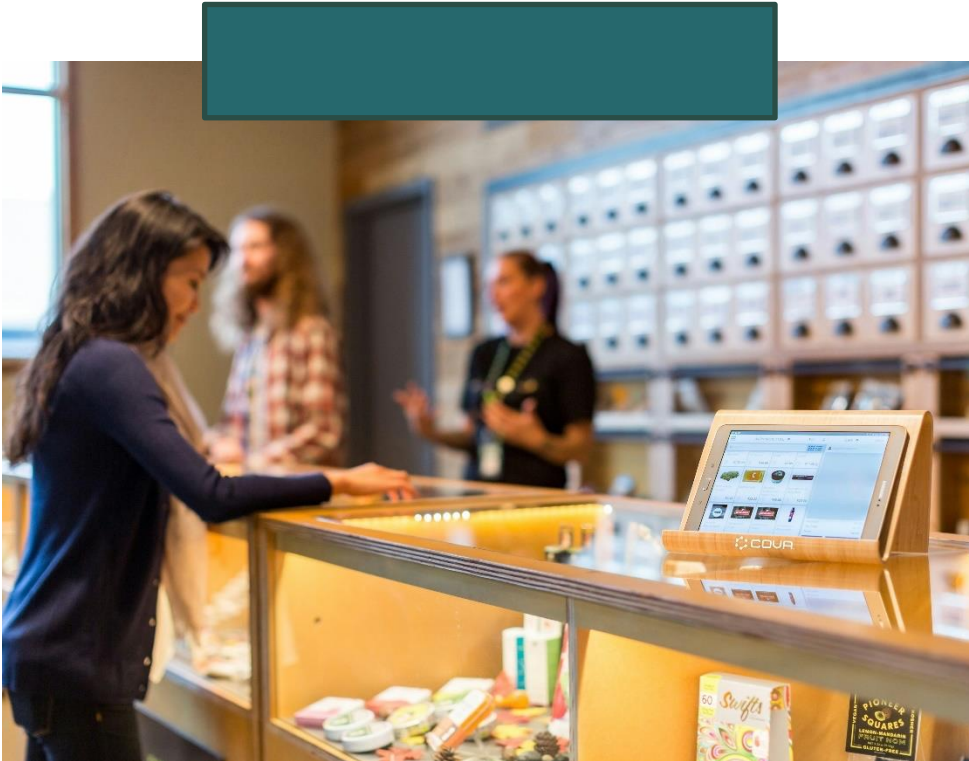
Questions? Contact J.R. Denson: rdenson@american.edu





**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?