

Campaign tackles cannabis 2011

The Road Safety Authority (RSA) launched the third in its series of Anti Drug Driving Campaigns on Friday 7th October 2011. The new campaign was aimed at raising awareness of the dangers and possible consequences of driving under the influence of cannabis, the most commonly used illegal drug.

As part of the campaign a [TV advertisement](#) was developed which challenged those who smoke cannabis and drive to really look at how the drug affects them.

Scientific evidence has proven that cannabis impairs driving ability and increases a driver's risk of being involved in a car crash. In fact cannabis users are 3 times more at risk of being involved in a road collision than a non cannabis user.