



# Americans Against Legalizing Marijuana

April 20, 2020

**420 is an unofficial MARIJUANA HOLIDAY celebrated  
on April 20<sup>th</sup>**

**- IT COMES with PUBLIC CONSUMPTION OF POT and  
a resulting INCREASE IN DUIs -**

*How can a community respond?*

**Background** - April 20 is the day that pot culture has designated and celebrates marijuana use. The celebration consists predominately by smoking marijuana publicly, in public spaces and at marijuana parties. This is usually done despite laws restricting public consumption.



**We know from research and the past** - In the US, per the Fatality Analysis Reporting System (FARS) database over a 25-year study period that there is a significant (12% INCREASE) in driving fatalities in the US on this day – April 20<sup>th</sup> (Staple, et al JAMA Intern Med, Feb 2018). This is equivalent to the increase seen in driving fatalities on Super Bowl Sundays - another day known for impaired driving.

Also, in Great Britain reports based on a 5-year study from 2011 - 2015 show there was a 17.9% increased relative risk of collision from 4:20pm and later on April 20<sup>th</sup> compared to a week before and after (Vandros Acc Anyly Prev Feb 2019)

In the past, and despite laws restricting public consumption, state, county, and local

governments have approved onsite pot consumption to occur on this day in "approved" areas. For example, in California 420 celebrations have occurred at Cal Expo (in Sacramento), and annually in Golden Gate Park.

**The public needs** - Law Enforcement to protect and serve society on this day. Creating an active, polite and supportive relationship with local elected officials, law enforcement officers and agencies is one of the best strategies for keeping your community safe on 420 and pushing back against pot-use normalization in general.

## *What you can do*

Contact your local state legislators, mayor, police, sheriff and/or highway patrol and request/recommend these important steps:

- Ask that the STATE-WIDE amber alert system be activated on 4/19 AND 4/20 to say... "4/20 – driving high = DUI" (or something similar addressing the risk of pot intoxication on this day). This will help alert the public to the increased potential of being on the roadway with impaired drivers, as well as their being something specific/unique about 4/20.
- Ask for DUI check points and/or saturation patrols around all 4-20 gathering sites in your area - as identified on social media and the internet. These can be EASILY found by searching on the internet (google): 420 celebrations in x location. This should be done routinely over the two months prior to April 20th - so that notification of the DUI check points can also be publicly identified per regulations,
- Ask to have public announcements made by members of Law Enforcement about the risks associated with DUI cannabis driving - on public radio, local news, advertisements on media (billboards, newspapers, internet, etc.)

On April 20:

- If you see public pot use photograph it, call the police and report the activity and send a complaint to the Bureau of Cannabis Control (BCC) at: [https://bcc.ca.gov/consumers/file\\_complaint.html](https://bcc.ca.gov/consumers/file_complaint.html)

## 4/20 Is No Joke



<https://youtu.be/h3MpmWfnHe0>

A note about 420 in 2020, most 420 events were canceled due to COVID-19, but an increase in stoned drivers was still expected on April 20th.



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