

# #KnowWhatImpairedMeans Campaign Assets



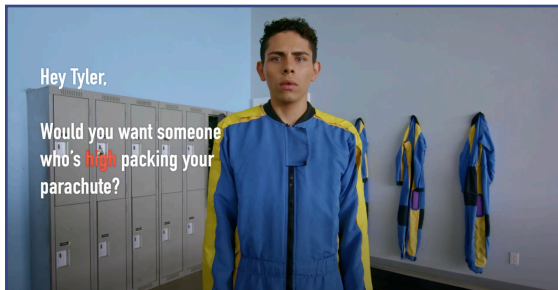
The #KnowWhatImpairedMeans project was a public awareness campaign aimed to educate Canadians that cannabis impairs a person's ability to safely operate a motor vehicle. Funded by Health Canada's Substance Use and Addictions Program, #KnowWhatImpairedMeans was a multi-phase, bilingual project launched in 2019 and ran through 2021. It included two phases aimed at Canadian residents ages 15 to 24. In phase two, we also developed messaging for parents under its own theme, #HaveThisTalk.

For more information about the #KnowWhatImpairedMeans project please visit [parachute.ca/knowwhatimpairedmeans](https://parachute.ca/knowwhatimpairedmeans)

## Videos / Public service announcements

Parachute developed four broadcast-quality videos, each in English and French, to share on social media and via donated broadcast media space.

### Skydiver, 2019



[youtube.com/watch?v=LNru35pp7fk](https://youtube.com/watch?v=LNru35pp7fk)

### Rock Climber, 2019



[youtube.com/watch?v=39wBzJHoeW4](https://youtube.com/watch?v=39wBzJHoeW4)

### Mother and daughter, 2020



[youtube.com/watch?v=p0-8khV1ess](https://youtube.com/watch?v=p0-8khV1ess)

### Father and son, 2020



[youtube.com/watch?v=kRBK0jK9xKI](https://youtube.com/watch?v=kRBK0jK9xKI)

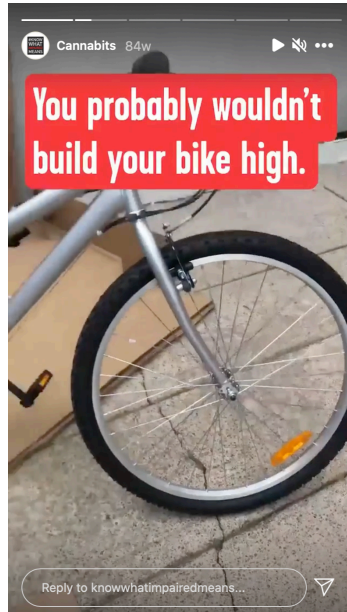
## Social media videos

We created six GIF-style videos, each in English and French, exclusively for social media promotion.

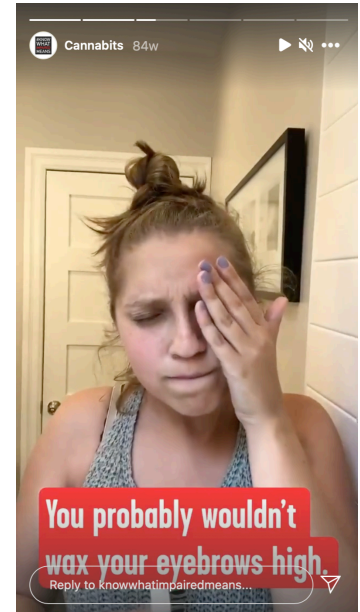
### Fade, 2019



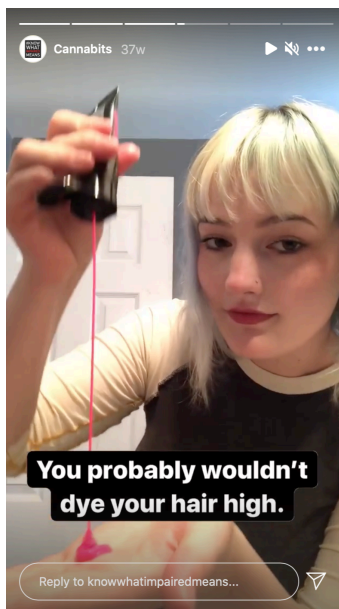
### Bike Assembly, 2019



### Eyebrow, 2019



### Hair Dye, 2020



### Dog Trim, 2020



### Cake Bake, 2020



The 2019 short clips were developed for Instagram stories. In 2020, we promoted the cannabits on TikTok. All can be viewed at:

<https://www.instagram.com/stories/highlights/17870422978973517/?hl=en>