





March 31, 2006

Dear Principal,

In November 2005, the Canadian Public Health Association (CPHA) launched a Pot and Driving Campaign to raise awareness among young people about the risks of driving high. This national campaign was funded by Canada’s Drug Strategy, Health Canada. A representative from the Ajuunginiq (Inuit) Centre (AC), National Aboriginal Health Organization (NAHO) was a member of the National Advisory Committee for this initiative.

During January – March 2006, CPHA and NAHO-AC partnered for a project to examine pot and driving from a northern perspective. The objectives of this project were to: research and report on issues related to pot and driving in Aboriginal, northern, remote and circumpolar communities and increase public awareness of these issues.

For this project, NAHO hired an independent Inuit researcher who, together with a CPHA researcher, traveled to Nunavik to hear what one community had to say about pot and driving and how it impacted their lives.

As a result of this research, CPHA and NAHO are pleased to provide you with this Pot and Driving information package. The package includes:

- A Pot and Driving Fact Sheet
- Pot and Driving Campaign Learning Activity Unit
- Four campaign posters in English
- Four campaign posters with space for inserting Inuktitut dialect
- A Pot and Driving PSA.

Whether your community views pot and driving as a priority problem or not, the materials enclosed are sure to promote some good discussion and learning about marijuana and other related issues – issues we’ve been told by communities that youth and adults need to be discussing more often. So we encourage you to try them out.

Some schools will be contacted in April and May 2006 in order to follow up and gather school feedback.

For more information, please visit the Pot and Driving website at [www.potanddriving.cpha.ca](http://www.potanddriving.cpha.ca). The site is translated into Inuktitut syllabics and includes a summary of the CPHA-NAHO project.

Thank you for your interest in the Pot and Driving Campaign. We hope that these resources will benefit your community by raising awareness of the risks of driving high.

Sincerely,

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Elinor Wilson, RN, Ph.D.  
Chief Executive Officer  
CPHA

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Carole Lafontaine  
Acting Chief Executive Officer  
NAHO