



CAMPUSES INITIATIVE

Introduction

Overview

As students, you know as well as anyone that there are often serious legal, campus, and other consequences associated with the use of marijuana. Yet when it comes to alcohol, the penalties tend to be far less serious, despite the fact that alcohol is far more dangerous and contributes to far more -- and more serious -- problems. By making the safer choice to use marijuana instead of alcohol, many students risk not just a fine or arrest, but also the loss of student financial aid, campus housing, jobs, and more. Our nation's elected and school officials *must* begin to consider whether disproportionately punitive policies effectively drive students to use alcohol, contributing to increased incidence of assaults and injuries of all kinds.

Safer Alternative For Enjoyable Recreation(SAFER) is a federally recognized non-profit educational organization working to undermine support for Marijuana Prohibition by increasing the percentage of the American public that believes marijuana is less harmful than alcohol.

The establishment of SAFER was inspired by an analysis of surveys showing that **only about 30 percent of the public believes that marijuana is less harmful than alcohol.** The remaining 70 percent is highly susceptible to the argument that we should not "add another vice" -- which is the most difficult argument for marijuana policy reformers to rebut. **SAFER is designed to remedy this problem by forcing Americans to recognize that marijuana is less harmful than alcohol.** This flips the debate so that reformers may argue that making marijuana legal would not "add a vice"; rather, it would provide a safer alternative, allowing adults to use a less harmful substance for recreation or relaxation.

Vision and Mission

SAFER envisions a society in which:

- **marijuana is treated similarly to alcohol, and**
- **laws and policies no longer steer people toward drinking and away from making the safer choice to use marijuana.**

In order to reach that point, the general public must change its attitude about marijuana use, especially as it compares to alcohol use. Today, the use of alcohol is tolerated, and in some cases celebrated (think about the Super Bowl) whereas marijuana use is discouraged and often ridiculed. Until the public's general attitude changes, Marijuana Prohibition will not end.

Thus, SAFER's mission is to educate the public about the relative safety of marijuana compared to alcohol, and the problems associated with an "alcohol-only" society.

SAFER's work is strategic in every sense of the word. Every action the organization takes is designed to fulfil its mission of educating the public about the relative harms of marijuana and alcohol. If an action does not further this goal, it is unlikely SAFER will take it on.