

KEY THINGS TO REMEMBER:

Tweet:

- 140 characters (and not a character longer)
- Use twitter lingo when you feel it appropriate e.g. b/c = because, cld=could, here is a link to some more: http://www.webopedia.com/quick_ref/Twitter_Dictionary_Guide.asp
- Remember to include a reference to the study i.e. “The study in *Palaeontology*” or the equivalent
- Remember to *italicize* scientific names

BBC Article:

- Headline (30-33 characters long)
- Article (aim for 80 words across four sentences, but you can range between 72 and 88 words in reality)
- Remember to include a reference to the study i.e. “The study in *Palaeontology*” or the equivalent
- Remember to *italicize* scientific names

Longer Article:

- Headline (no length limit, but snappier headlines tends to be better)
- Article (less than 400 words and more than 300)
- Include quotes
- Make-up outside comment if you want to
- Remember to include a reference to the study i.e. “The study in *Palaeontology*” or the equivalent
- Remember to *italicize* scientific names

EXAMPLE:

Cannabis drivers 'twice as likely to cause car crash', says a new study. **(72)**

Cannabis users double crash risk (32)

Drivers who use cannabis up to three hours before driving are twice as likely to cause a collision as those not under the influence of drugs or alcohol, says a Canadian study.

This is because cannabis impairs brain and motor functions needed for safe driving, the researchers suggest.

[The study in bmj.com](#) reviewed nine studies of 50,000 people worldwide who had been in serious or fatal crashes.

Experts support the close monitoring of serious accidents involving drugs. **(76)**

Cannabis could double drivers' risk of serious crash, says BMJ report

Smoking cannabis within three hours of getting behind the wheel could almost double the risk of a serious crash, according to research published on Thursday in the British Medical Journal.

A review of nine studies found that drivers were more likely to be involved in a collision with another car after smoking the class B drug.

Figures show there are around 3 million users of cannabis in the UK aged 16 to 59.

The research found cannabis use resulted in a "near doubling of risk of a driver being involved in a collision resulting in serious injury or death".

The researchers, from Dalhousie University in Canada, said, however, that the impact of cannabis consumption "on the risk of minor crashes remains unclear". PA

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(378)