



National Teen Driver Safety Week

parachutecanada.org/ntdsw



Parachute

PREVENTING INJURIES. SAVING LIVES.

October 22 to 28, 2018

#KnowWhatImpairedMeans

Positive Ticketing Activity #KnowWhatImpairedMeans

This community based activity promotes, encourages and rewards positive driving habits among teen drivers. Whether you represent a youth group, public health team or a community organization, this is a great opportunity to share important teen driver safety messages around drugged, distracted, impaired and aggressive driving. The blitz can be as big or as small as you like. Pick a venue (high school/park/community centre), work with partners, choose a date and time during National Teen Driver Safety Week, and roll out your blitz. Our campaign kits come with everything you need to coordinate your event including promotional items, a ballot box and positive tickets and prizing opportunities for all participants. Working with a local police offer will make this event even better.

1 Plan Ahead

- ❖ Select a venue (high school, college, community centre)
- ❖ Secure appropriate approvals from venue
- ❖ Find partners (law enforcement, teachers, community groups)
- ❖ Recruit volunteers
- ❖ Order toolkit which includes everything you need
- ❖ Review the #KnowWhatImpairedMeans information
- ❖ Pick a day and location. PROMOTE
- ❖ Call your local media
- ❖ Review the Parachute Safety Tips

3 The Day of...

- ❖ Set up a blitz during a high traffic time preferable with law enforcement and ask drivers who are demonstrating good practices to pull over in a safe place
- ❖ Explain NTDSW and the #KnowWhatImpairedMeans
- ❖ Provide a ticket with key messaging to the driver and explain that the ticket can be used in a draw for a chance to win one of three \$500 Indigo gift cards
- ❖ Give the driver promotional items
- ❖ Set up a location in the school lobby or parking lot where ticket holders can enter the draw

2 Promote Your Event

- ❖ Think about wearing colourful t-shirts and hats to draw attention to yourself
- ❖ Work with local police, health and other partners to share information about the event
- ❖ Call local media

4 Wrap Up

- ❖ Send Parachute the tickets for the draw for a chance to win one of three \$500 Indigo gift cards
- ❖ Share photos of the blitz on social media using the hashtag #KnowWhatImpairedMeans and #ParachuteVZ