



NTDSW 2018 Backgrounder

What is National Teen Driver Safety Week?

As a national injury prevention organization, Parachute is proud to present the sixth annual National Teen Driver Safety Week (NTDSW), an awareness week designed to make the public aware of teen driver safety issues and encourage communities to be part of the solution. Parachute's goal is for Canadians to have a long life, lived to the fullest. NTDSW provides the tools to take this important messaging to the community. Our toolkit allows people to prioritize teen driver safety issues in their communities, engage people in the conversation about teen driver safety, and create change around this big issue.

National Teen Driver Safety Week 2018: October 22 to 28

Parachute is excited to hold our sixth annual NTDSW from October 22 to 28, 2018, where we hope to keep the great momentum going from the 2017 campaign. This year the primary focus is on drugged driving, with additional messaging around distracted, impaired and aggressive driving (including speeding). We will encourage teens, parents and community partners to join the conversation on social media, using the hashtag #KnowWhatImpairedMeans.

Parachute and our community partners hosted many events during NTDSW in 2017 and we are looking for even more groups to participate in this year's campaign. Please email info@parachutecanada.org for more information on how you can participate in 2018.

Teen Driver Safety: The Facts

Information is power. Know the high-risk behaviours. Design interventions to reduce their occurrence.

- ❖ More than 1 in 4 teens who use weed say they've driven within two hours of using
- ❖ 4 in 10 teens say they've been in a car with a driver who had used weed
- ❖ 21% of fatally injured drivers ages 16 to 19 tested positive for cannabis
- ❖ 22% of teens who use weed believe it doesn't impair driving
- ❖ 27% of Canadians 19 to 24 said they'd accept a ride from a driver who's under the influence of cannabis
- ❖ 56% of Canadians who use weed believe it has no effect or a positive effect on thinking and decision-making
- ❖ Whether impaired by drugs or alcohol, the criminal penalties are the same

These are serious issues which need attention. Help us prevent the tragedy of injury and death in motor vehicle crashes.