

Positive Ticketing Activity

NATIONAL TEEN DRIVER SAFETY WEEK OCTOBER 20 TO OCTOBER 26 2019

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**