



## NTDSW 2017 Key Messages

### We Want Teens to #GetHomeSafe

Teen drivers die in crashes at a higher rate than any other age group in Canada. This year, National Teen Driver Safety Week (NTDSW) is building awareness of drug-impaired driving as an emerging issue, with cannabis being the drug most commonly found in young drivers who are fatally injured in crashes. NTDSW is also focused on distracted, impaired and aggressive driving, which are leading causes of teen driver fatalities. Join the conversation on social media, using the hashtag #GetHomeSafe.

### Drugs And Driving Don't Mix

One out of four teen drivers who die in a motor vehicle crash between 2000 - 2010 tested positive for cannabis. Yet, many youth do not consider driving while impaired by drugs to be risky. Some even falsely believe that using cannabis makes them better drivers! Make your car a drug-free zone.

### Texting Is Like Driving Blindfolded

Research shows that texting behind the wheel is equivalent to driving with your eyes closed for almost five seconds! Reduce the temptation of texting by keeping your phone out of reach. It could save your life.

### Speak Up to Stop Distracted Driving!

Multitasking behind the wheel is dangerous - stay focused on the road and ask your passengers to help you do so. Young passengers have the power of prevention: A recent survey of Canadian drivers found 96 per cent of drivers would stop driving distracted, if a passenger asked them to. Simply asking can save your life and others'.

### If You Drink, Don't Drive

Over half of teen deaths from drunk driving occur on the weekend. Impaired driving can lead to a collision that may take your life, or someone else's. Don't risk your safety and that of others. Plan ahead for a designated driver, taxi or family member to give you a lift.

### Mind Your Speed and Stay Alive

Speed is a factor in one third of teen driver deaths. Follow the speed limit and adjust your speed to match the conditions of the road. Running late is not a reason to risk your life.