



National Teen Driver
Safety Week

October 15-21-2017

#GetHomeSafe

parachutecanada.org/NTDSW



Parking Lot Chalk Makeover #GetHomeSafe

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 around drugged, distracted, impaired and aggressive driving. Spruce up parking spaces by your school or local shopping plaza with teen driver safety messaging. This fun, interactive education strategy is meant to turn heads. Create a buzz and remind drivers of the responsibilities they assume while at the wheel. Our campaign kits come with everything you need to coordinate the event including promotional items (pens and bracelets), sidewalk chalk, a ticket box, 50 positive tickets with messaging and prizing opportunities for all participants.

1 Plan Ahead

- Select a venue (high school, college, community centre)
- Secure appropriate approvals from venue
- Find partners (law enforcement, teachers, community groups)
- Prepare flyers or posters to place around the parking lot to explain the driver safety themed makeover
- Order toolkit which has everything you need
- Review the #GetHomeSafe information and messages
- Pick a day, and a location and PROMOTE!
- Read the Parachute [safety tips](#)

3 The Day Of...

- Bring chalk: Sidewalk chalk is the easiest but will last up to 2 days before fading
- Bring parking cones or obstructions with you as your team decorates the parking lot. Try to choose a less busy time of day to decorate
- Bring flyers or posters to place around the parking lot explaining the driver safety themed makeover
- Have a bucket full of promotional items to hand out
- Be Creative! Label the beginning of each parking spot with a different message ('Reserved for Text-Free Drivers', 'Reserved for Sober Drivers')

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

- Clean up the chalk and posters
- Share photos of the activity on social media using the hashtags #GetHomeSafe and #ParachuteVZ