



National Teen Driver
Safety Week

October 15-21-2017

#GetHomeSafe

parachutecanada.org/NTDSW

Parachute
PREVENTING INJURIES. SAVING LIVES.

Positive Ticketing Activity #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 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 the event, including promotional items (pens and bracelets), sidewalk chalk, a ticket box, 50 positive tickets with messaging and prizing opportunities for all participants. Working with a local police officer will make the 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)
- Order toolkit which includes everything you need for the blitz
- Review the #GetHomeSafe information and messages
- Pick a day, and a location and PROMOTE
- Call your local media!
- Read the Parachute [safety tips](#)

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
- Make a splash with sidewalk chalk designs and messages
- Call local media

3 The Day Of...

- Set up a blitz during a high traffic time preferable with law enforcement and ask drivers who are demonstrating good driving practices to pull over in a safe place
- Explain NTDSW and the #GetHomeSafe messages
- Provide a ticket with key messaging to the driver and explain that the ticket can be used in a #GetHomeSafe draw with amazing prizing
- Give the driver promotional items
- Set up a location in school lobby or parking lot where ticket holders can enter the draw

4 Wrap Up

- Send Parachute the tickets for the draw for a chance to win from the following prizes!
 - 3 X \$600 Indigo gift cards
 - 10 X \$20 gift cards
- Share photos of the blitz on social media using the hashtags #GetHomeSafe and #ParachuteVZ