**Topic: National Teen Driver Safety Week**

Dear School Administrator, please find below some basic messaging you are invited to use to promote the topic of **National Teen Driver Safety Week** among students, parents, and the general school community. Included are:

* Morning announcement scripts
* Newsletter inserts
* Social media messages

Please choose messaging as appropriate for your school community. You can find images and graphics to support this messaging directly at <https://parachute.ca/wp-content/uploads/2022/09/NTDSW2022_Images.zip> or [hpePublicHealth.ca/newsletters-and-social-media.](https://hpepublichealth.ca/newsletters-and-social-media/)

If you have any questions, please do not hesitate to reach out to your Healthy Schools contact at HPEPH.

-HPEPH Healthy Schools Team

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| Morning Announcement Message | **Audience** |
| A message from Public Health - This week is National Teen Driver Safety Week! Sending a quick text that you will “be there in 5 minutes” might seem harmless and helpful, but it’s not worth getting into a crash or getting injured. People who text while driving are up to six times more likely to be involved in a crash. The message can wait – keep your eyes on the road and don’t drive distracted. | Secondary Students |
| A message from Public Health – Road crashes are the third-leading cause of death among young people ages 15 to 24 in Canada. The risk of a crash increases when you take your eyes and attention off the road, even for a second. Find your phone hard to resist? Remove the temptation by keeping your phone out of reach while driving. | Secondary Students |
| A message from Public Health – Speeding is a factor in one-third of teen driver deaths in Canada. Speed limits are put in place for a reason. Don’t risk your life, or the life of others, just for the thrill of driving faster than the limit. It’s not just risky, it’s illegal. You could end up paying a fine, facing criminal charges, lose your license, or go to jail. | Secondary Students |
| A message from Public Health – Alcohol is a factor in almost half of all fatal crashes among 16 to 25-year-olds in Canada. When you choose to drink and drive, you’re putting not only your own your life at risk, but the lives of others as well. Zero is the limit if you’re planning to drive. | Secondary Students |
| A message from Public Health – Don’t drive high. Cannabis impairs your ability to drive by affecting your balance and co-ordination, motor skills, attention, judgement, reaction time and decision-making skills. Make arrangements to stay over, or get home safe with a trusted friend, family member, cab or ride service, or take public transit – this decision could save your life and the lives of others. | Secondary Students |

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| Newsletter Inserts | Audience |
| National Teen Driver Safety Week:  National Teen Driver Safety Week is taking place October 16th to 22nd. This week intends to raise awareness about teen driver safety issues, with a focus on distracted driving, impaired driving, aggressive driving, speeding, and rail safety.  Parents and caregivers play a key role in supporting safe teen driving. In Canada, road crashes are the third-leading cause of death among people 16-25, with young people being killed at a higher rate than any other age group under age 75. In order to stop these preventable deaths, everyone has to be a part of the solution! Model safe behaviours by not driving distracted, impaired, or over the speed limit, and encourage your teen to do the same. Check out the following facts about youth drivers in Canada.  Distracted Driving:  Distracted driving among youth aged 16 to 25 is more likely to be the cause of fatal crashes than any other age groups. Young drivers may drive distracted for different reasons, including the fear of missing out (FOMO), the expectation to maintain peer-to-peer interaction in a timely manner, and to increase feelings of belonging. Distracted driving can result from many activities including texting, talking on the phone or to passengers, eating, choosing a song, changing the temperature, or applying make-up. Speak to your teen about the dangers of distracted driving and set a good example by modelling safe driving behaviours.  Speeding:  Speeding is a factor in one-third of teen driver deaths in Canada. Speed limits are put in place for a reason – crashes at higher speeds cause more severe injuries. As a parent, you are the number one influence on your teen driver’s safety. Speak to your teen about driving within the speed limit and lowering their speed in school zones, community safety zones, construction zones, and during inclement weather.  Alcohol-Impaired Driving:  Alcohol is a factor in almost half of all fatal motor vehicle crashes among 15 to 25-year-olds. If your teen chooses to drink and drive, they are choosing not only to put their own life at risk, but the lives of others as well. Speak to your teen about the dangers of impaired driving, the importance of having a designated driver, or ensure they always have a safe ride home in a cab, ride service, or public transit. Help your teen feel confident they can call you if they ever need a ride. You and your teen can make a difference and help keep others safe – encourage your teen to speak up if they see that a friend or family member is going to drive impaired.  Cannabis-Impaired Driving:  Cannabis impairs your ability to drive by affecting your balance and co-ordination, motor skills, attention, judgement, reaction time, and decision-making skills. Driving high is never worth losing your life or putting others’ lives at risk. Speak to your teen about the dangers of impaired driving and help them make arrangements for a safe ride home with a trusted friend, family member, cab, ride service, or on public transit.  For more information, visit: <https://parachute.ca/en/program/national-teen-driver-safety-week/> | Secondary School Parents |

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| Social Media Messaging – Secondary | Audience |
| It’s National Teen Driver Safety Week! Drivers who text while driving are up to 6 times more likely to be involved in a crash. The message can wait. Encourage your teen to keep their eyes on the road. For more information, visit: <https://parachute.ca/en/program/national-teen-driver-safety-week/> #NTDSW2022 | Parents of Secondary Students |
| Speeding is a factor in one-third of teen driver deaths in Canada. Make sure your teen knows the importance of following the speed limit and adjusting their speed to road conditions. Check your own driving speed too – they are paying attention! For more information, visit: <https://parachute.ca/en/program/national-teen-driver-safety-week/> #NTDSW2022 | Parents of Secondary Students |
| DYK that watching parents and caregivers use their phone while driving is a risk factor for teen distracted driving? Model safe behaviours for young drivers by keeping your phone out of reach while driving. They look to you for an example of what is acceptable. For more information, visit: <https://parachute.ca/en/program/national-teen-driver-safety-week/> #NTDSW2022 | Parents of Secondary Students |
| Even one drink can impair your teen’s driving ability and increase the risk of a crash. Talk to your teen about the dangers of alcohol use while driving, and set an example by only driving when sober. For more information, visit: <https://parachute.ca/en/program/national-teen-driver-safety-week/> #NTDSW2022 | Parents of Secondary Students |
| Alcohol isn’t the only substance that can impair your driving. Cannabis affects your balance and co-ordination, motor skills, attention, judgement, reaction time, and decision-making skills. Talk to your teen about the dangers of substance use while driving. For more information, visit: <https://parachute.ca/en/program/national-teen-driver-safety-week/> #NTDSW2022 | Parents of Secondary Students |