

National

Teen Driver Safety Week

October 20 to 26, 2019

parachute.ca/ntdsw



NTDSW 2019 Backgrounder

What is National Teen Driver Safety Week?

As a national injury prevention organization, Parachute is proud to present the seventh annual National Teen Driver Safety Week (NTDSW), an awareness week designed to make the public aware of teen driver safety issues and encourage communities to be part of the solution.

Parachute's goal is for Canadians to have a long life, lived to the fullest. NTDSW provides the tools to take this important messaging to the community. Our toolkit allows people to prioritize teen driver safety issues in their communities, engage people in the conversation about teen driver safety and create change around this big issue.

National Teen Driver Safety Week 2019: October 20 to 26

Parachute is excited to hold our seventh annual NTDSW from October 20 to 26, and we want to keep the great momentum going from the 2018 campaign. This year the primary focus is on the critical issue of **drugged driving among teens**. Our additional messaging is around distracted, impaired and aggressive driving (including speeding). We will encourage teens, parents and community partners to join the conversation on social media, using the hashtags **#KnowWhatImpairedMeans** and **#NTDSW2019**.

Parachute and our community partners hosted many events during NTDSW in 2018 and we are looking for even more groups to participate in this year's campaign. Please email info@parachute.ca for more information on how you can participate in 2019.



Teen Driver Safety: The facts

If you know the high-risk behaviours, you can design countermeasures to reduce their occurrence and keep teen drivers safe.

- Youth represent the largest number of drivers who test positive for drugs or alcohol after a fatal crash
- 32 per cent of fatally injured drivers aged 16 to 19 tested positive for marijuana
- One in three youth say they've ridden in a car driven by someone under the influence of cannabis
- 22 per cent of youth who have used cannabis say they have driven while under the influence, with the majority saying they don't believe it is as dangerous as drunk driving
- Half of cannabis users don't believe that drugs affect their driving
- The number of Canadian drivers killed in car crashes who test positive for drugs now exceeds the number who test positive for alcohol
- Whether impaired by drugs or alcohol, the criminal penalties are the same; you could face fines, criminal charges, have your license suspended, or spend time in jail

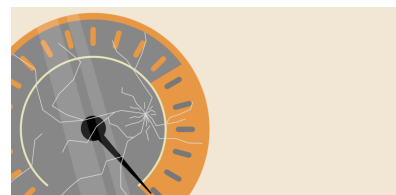
Teen Driver Safety and Vision Zero

No impaired driving deaths are acceptable on our roads. In addition to better road system design, effective prevention includes enforcement, policies regulating the marketing, price and physical availability of substances, and access to available, affordable, and safe alternative transportation. Efforts such as NTDSW seek to advocate and educate in support of these evidence-based approaches. Learn more about the Vision Zero approach to road safety at parachute.ca/visionzero.

#KnowWhatImpairedMeans

Help us prevent the tragedy of injury and death in car crashes.

For more information, please visit parachute.ca/ntdsw



For the sources of the statistics used here, see parachute.ca/ntdsw-stats