**National Teen Driver Safety Week 2019**

**Social Media Toolkit – British Columbia**

National Teen Driver Safety Week (NTDSW) is October 20 to 26, 2019.1 This week engages communities to raise awareness about ways young drivers and their passengers can remain safe on our roads.

The topic this year is drug-impaired driving, including cannabis and other drug use, as well as distracted and aggressive driving.

**Hashtags:**

#NTDSW2019

#KnowWhatImpairedMeans

#DontDriveHigh

#NoNeedForSpeed

#EyesFwdBC

**Influencers:**

* @BCIRPU
* @BCCHResearch
* @PHSAofBC
* @ICBC
* @BCAA
* @RoadSafetyBC
* @DriveSmartBC
* @ParachuteCanada
* Health Authorities

**Tracked Links:**

* NTDSW Page: <http://bit.ly/35MPvY1>
* BCIRPU’s Injury Insight on Young Drivers: <http://bit.ly/2MtFxTS>
* Distracted Driving 2018 Media Advisory: <http://bit.ly/2BrxdOa>

**Key Messages/Statistics:**

* General:
	+ Youth 16 to 25-years-old make up 13% of the population but 17% of the total motor vehicle crash fatalities in BC.2
	+ When young and new drivers drive with a passenger older than 35 years of age, their risk of collision is reduced by 62%.2
* Substance Use:
	+ Nearly one third of teens don’t consider driving while high on cannabis to be as bad as alcohol.1
	+ Cannabis impairs your ability to control your speed, maintain a proper following distance, stay in your lane, and causes you to react slower. Always drive sober.1
	+ 11% of 13 to 18-year-olds and 23% of 19 to 24-year-olds report driving while under the influence of cannabis. Don’t drive high.1
	+ Youth represent the largest number of drivers who test positive for drugs or alcohol after a fatal crash.1
	+ More than one third of grades 9 to 12 students report riding with a driver who had been drinking. Don’t get in the car with someone who has been drinking. Call them a cab to get home safely.1
	+ If you are planning a night out with friends, plan ahead. Make sure you have a designated driver, a lift from a friend or family member, or a plan to call a cab or take public transit.1
* Distracted Driving:
	+ You are 5x more likely to crash if you’re on your phone. Put the phone away while you are driving.3
	+ You lose 50% of what is going on around you when you are on your phone.
	+ Distracted driving can include anything that takes your focus away from the task of driving your vehicle. Put on that playlist before you start driving.4
	+ Put your phone on silent and stash it in a place you can’t access from the driver’s seat, like in the backseat or the trunk of the car.4
* Speeding:
	+ The faster you go, the longer it takes to stop – and the more dangerous a crash can be. At 30 km/hr, it can take 18 metres to come to a full stop. At 80 km/hr, it can take 76 metres.5

**General Social Media Messages:**

* October 20-26 is National Teen Driver Safety Week. Talk to your kids about driving sober and safe, without distraction. #NTDSW2019
* Youth 16 to 25-years-old make up 13% of the population but 17% of total motor vehicle crash fatalities in BC. Learn more about young drivers in this factsheet from @BCIRPU #NTDSW2019 <http://bit.ly/2MtFxTS>
* Talk to your teen about distracted driving. Remind them that distracted driving is not just phones, it’s checking your hair, eating, having a lively conversation with friends. #NTDSW2019 @bcchresearch has more: <http://bit.ly/2BrxdOa>
* Teach your teen how to become a safe and skilled driver. @ICBC #NTDSW2019 <http://bit.ly/2MrK4pA>

**References:**
1. Parachute. “National Teen Driver Safety Week.” Retrieved from <https://parachute.ca/en/program/national-teen-driver-safety-week/>.

2. BC Injury Research and Prevention Unit (BCIRPU). “Young drivers: A population at risk.” Retrieved from <https://www.injuryresearch.bc.ca/wp-content/uploads/2014/08/Injury-Insight-Teen-Drivers-V2-May-2019.pdf>.

3. ICBC. “Distracted Driving.” Retrived from <https://www.icbc.com/road-safety/crashes-happen/Distracted-driving/Pages/default.aspx>.

4. BCCHR. “How to talk to your teen about distracted driving.” Retrieved from <https://www.bcchr.ca/news/how-talk-your-teen-about-distracted-driving>.

3. ICBC. “Speed.” Retrieved from <https://www.icbc.com/road-safety/crashes-happen/Pages/Speed.aspx>.