

National

# Teen Driver Safety Week

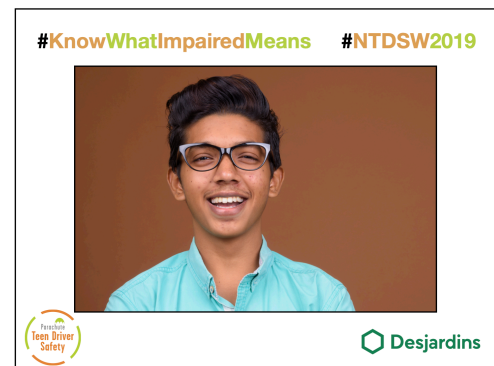
October 20 to 26, 2019

[parachute.ca/ntdsw](http://parachute.ca/ntdsw)



## Photobooth Selfie Activity

This activity helps participants engage friends in the conversation around drug-impaired driving and helps encourage involvement on social media. Grab some friends, take selfies using our customized selfie frames and post them to your social media channels to show your commitment to not drive high. Each selfie you share creates awareness and helps teens #KnowWhatImpairedMeans!



### 1. Plan ahead

- Plan to tie this activity in with your positive ticketing blitz! (Secure venue and approvals, pick a day and plan a location in a high traffic area)
- Get your photobooth selfie frame by ordering a NTDSW community toolkit
- Be familiar with the hashtags #KnowWhatImpairedMeans and #NTDSW2019 and the key messages around drug-impaired driving

### 2. Promote your event

- Work with local police, health and other partners to share information about the event
- Call or email local media to publicize your event in advance or to cover it on the day of the event itself. Some media have event listings they publish online and you can submit your event details through an online form
- Think about wearing colourful T-shirts and hats to draw attention to yourself

### 3. The day of...

- Set up during a high-traffic time, with a solid backdrop, and ask people to take pictures with their friends using a selfie frame
- Use fun props such as hats and sunglasses to make for even better photos!
- Explain NTDSW and #KnowWhatImpairedMeans
- Be prepared to answer questions about NTDSW and drug-impaired driving
- Encourage participants to share their photos on Instagram or any social media channels using the hashtags #KnowWhatImpairedMeans and #NTDSW2019

### 4. Wrap up

- Share your own photos of the event on social media using the hashtags #KnowWhatImpairedMeans and #NTDSW2019. Parachute is on Instagram, Twitter and Facebook – tag us @parachutecanada

