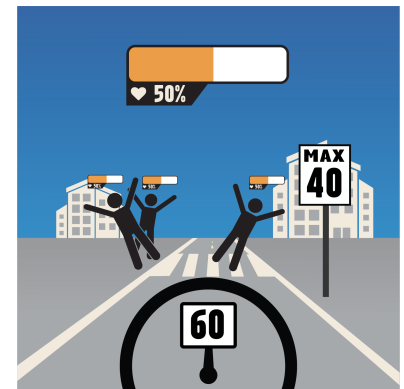




Backgrounder

What is National Teen Driver Safety Week?

As Canada's national injury prevention organization, Parachute is proud to present the eighth annual National Teen Driver Safety Week (NTDSW), an awareness week designed to build public awareness 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 messages and resources allow stakeholders and partners 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 2020: October 18 to 24

Parachute is excited to hold our eighth annual NTDSW from October 18 to 24, 2020, where we hope to keep the great momentum going from the 2019 campaign. This year the primary focus is on the critical issue of **speeding among teens**. Our additional messaging is around drug-impaired, drunk, distracted and aggressive driving, and new this year - rail safety. We will encourage teens, parents and community partners to join the conversation on social media, using the hashtags **#SpeedIsNoGame** **#KnowWhatImpairedMeans** and **#NTDSW2020**.



Parachute and our community partners hosted many events during NTDSW in 2019, but this year, due to physical distancing restrictions and limits on in-person gatherings, we have shifted to a virtual campaign. Please visit parachute.ca/ntds or email info@parachute.ca for more information on how you can participate in NTDSW 2020.

Teen Driver Safety: The Facts

Knowing the risk factors and high-risk behaviours will help you identify countermeasures to keep teen drivers safe.

- Speeding means driving faster than the speed limit, but also driving too fast for road conditions. More than 20 per cent of fatal collisions in Canada involve excessive speed or driving too fast for conditions.
- Young drivers (aged 16 to 24) killed in a collision are more likely to be speeding at the time of the crash than other age groups.
- Speeding is a factor in one third of teen driver deaths in Canada.
- Speeding among young drivers is more prevalent at night and when there are other teen passengers in the vehicle.
- Excessive speeders, those who drive 25 km/h or more over the speed limit, are more likely to be young and male.
- Drivers who speed excessively are at higher risk for crashes and are associated with other risky behaviours such as drinking and not wearing a seatbelt.
- Crashes at higher speeds cause more severe injuries than crashes at lower speeds. The force created by high-speed crashes can be too much for seatbelts, airbags and the vehicle structure to protect drivers and passengers.
- Pedestrians struck by a driver at higher speeds are less likely to survive than when struck at lower speeds. At 30 km/h, the risk of pedestrian fatality is 5 per cent. At 50 km/h, the risk of fatality is nearly six times higher, at 29 per cent.
- Teens drivers killed in a crash are more likely than any other age group to test positive for cannabis.
- Alcohol is a factor in almost half of fatal crashes among 16- to 25-year-olds.
- Drivers under 25 are more likely than any other age group to use a device while driving, increasing the risk of a collision.
- Trespassing on a railway is illegal and is a leading factor in railway-related deaths and injuries. In 2018, 50 per cent of all rail incidents involving trespassers were fatal and over 40 per cent resulted in serious injury.

Teen Driver Safety and Vision Zero

No speeding deaths are acceptable on our roads. Strategies and policies that have proven to be effective prevention against speeding include safe street design, automated speed enforcement, and safe speed limits. 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.

#SpeedIsNoGame #KnowWhatImpairedMeans #NTDSW2020

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

For more information, visit parachute.ca/ntdsw

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