

Youth Road Safety Grant Program

Action Guide

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Introduction

Welcome to the Youth Road Safety Program Action Guide! This guide is all about helping you create an effective road safety awareness or advocacy project, engage your peers in leadership, education and advocacy activities, and make a lasting, positive impact in road safety within your community. We want to provide you with the resources and support you need to make that happen. This guide is made by youth, for youth, so it has been created to be easy to understand and use.

In this guide, we will provide you with tips on how to develop your project, strategies to get other young people involved and ideas for spreading the word about your campaign or initiative. There are also tips and tools to help you manage your project and ensure that everything goes smoothly. You can use this guide however you want, depending on what you and your project team need. We’re excited to see your project come together and the positive outcomes it will have on your community. Let’s work together to make our roads safer for everyone!

About Parachute

Parachute is Canada’s national charity dedicated to injury prevention with a focus on three key areas where people are unintentionally injured: in the home, at play and on the move. Unintentional injuries are the No. 1 killer of people ages 1 to 34. We educate and advocate using evidence-based solutions for preventing serious injury in our homes, in sports and recreation and on our roads. We envision a Canada free of serious injuries, with Canadians living long lives to the fullest. To learn more about Parachute, visit [www.parachute.ca](http://www.parachute.ca).

Why was the Youth Road Safety Grant Program created?

Did you know that road crashes are the third-leading cause of death among young people aged 15 to 24 in Canada? Youth and young adults also have a higher risk of being killed in road crashes than any other age group under 75 years old (Statistics Canada, 2020). This new initiative by Parachute wants to help empower young people to take action on road safety issues in their communities through peer-to-peer education, meaningful youth engagement and youth-led advocacy. This is in line with [Vision Zero](https://visionzero.ca/), a global movement to eliminate all traffic fatalities and serious injuries by implementing safe, broad, equitable, and sustainable solutions.

We recently conducted the [For Young Drivers, By Young Drivers project](https://parachute.ca/en/program/for-young-drivers-by-young-drivers/) where we found that young people recognized that improvements to safe and sustainable mobility and reductions in serious traffic injuries and deaths can be made by combining different approaches. It is important to focus on raising awareness and education to change individual behaviours but in combination with advocating for broad improvements in how things are built and run in communities. This grant program supports young people to take the lead on road safety education and advocacy by funding local, engaging, youth-initiated, youth-led education and advocacy activities and campaigns and providing them with the training and tools to make an impact.

Grant requirements

**Eligibility criteria**

Applicants must be a young person aged 15 to 24 years old in Canada (i.e., Canadian citizens, permanent residents, or granted refugee status) who is interested in promoting road safety and is committed to creating positive change in their communities. Activities must be youth-led and conducted in Canada. Only individual youth or groups of youth in Canada are eligible for these grants, not organizations.

**Grant amount**

Grants of $500 will be available for youth to implement road safety activities at their school, post-secondary institution or local community event.

Eligible costs:

* Fees and honorarium e.g., for youth leads, speakers, facilitators
* Materials and supplies e.g., posters, flyers, banners, apparel
* Technology equipment rental e.g., virtual reality headset, audio and video equipment
* Software e.g., Zoom Pro and Canva Pro
* Local travel expenses e.g., for youth to travel to activity and event sites, parking
* Prizes and giveaways e.g., gift cards, promotional items
* Costs to increase activity accessibility e.g., translation, interpretation, remediation

Ineligible costs:

* Expenses from before or after the grant period starts and ends
* Fundraising activities or charitable donations
* Personal expenses e.g., meals, rent, utilities, entertainment
* Costs outside the scope of the road safety campaign

**Honorarium**

Each project team will be given a $100 honorarium in addition to the $500 grant to be divided among the team members for their hard work and participation.

**Application and screening process**

Interested youth are required to complete the [application form](parachute.ca/YRSGApplication) to outline their road safety campaign’s goals, what you hope to achieve, activities, budget and timeline. We also want to know more about you! Applicants should provide a short biography of those who would be involved in the project and tell us about the community in which the activities would take place. The selection committee will be looking for the following in your application:

* how your project demonstrates meaningful youth engagement and leadership
* how committed you are to making roads safer in your community
* whether your activities can be completed within the given budget and timeline
* whether your activity has a positive impact on your community
* use of creative and innovative ideas

Planning your project

The Youth Road Safety Grant program funds youth-led, youth-initiated awareness and education projects that educate young people and community members on pressing road safety issues and how to advocate for preventative, systemic measures in their communities.

Below are detailed steps to help you determine what your project will look like. You can also use the template in Appendix B to plan out your project.

**1. Define the road safety issue in your community**

Choosing which road safety issue to focus on is an important first step to creating a successful project. It provides a foundation to help you develop the goal of your project, prioritize tasks according to what is likely to make a positive impact and identify any barriers that might come your way.

Know what road safety issue you want to tackle? Keep reading for great tips and suggestions on how to organize your project! Want more information about common road safety problems to help you decide your project focus? Skip to **Appendix A on page 18** and review our data on road safety, then come back here and start building your project!

Once you have a good foundation of road safety concerns in Canada and their importance to everyone’s health and wellbeing, you should select the issue you will focus on for your project. Here are suggestions on how to collect evidence and determine what road safety issues most impact your community.

* **Identify your own interests and goals:** identify which areas of road safety you are interested in addressing or want to make an impact in. If you or someone you know has been impacted by unsafe driving behaviour or poor road safety, you might be motivated to create a project that addresses this. Reflect on how road safety might impact your everyday life and what changes you want to see in your community.
* **Conversations with friends and community leaders:** have conversations with friends or set up one-on-one conversations with community leaders who may be in tune to road safety issues in the community, such as teachers, principals, crossing guards, police officers, business owners, parents and elderly residents. Come up a with a list of questions you can ask to get people’s thoughts and feelings about road safety. Don’t forget to note down important points.
* **Observe your neighbourhood and school:** walk or bike around your neighbourhood by yourself or with a group of friends to see what road safety issues are present such as lack of safe intersections, bike lanes, adequate sidewalks, traffic signals and signs. You can also safely observe driver behaviour in your neighbourhood to see whether they are speeding, following traffic rules, or on their phones while driving. Are there specific intersections or time of day that you observe unsafe driving? Use already-existing road safety features in your neighbourhood such as radar speed signs and crosswalks to help you with your observations. Remember to follow road rules and make sure you are not trespassing on private property.
* **Do research:** look for data or statistics to determine what kind of road safety issues have already been found to exist in your community. Some sources where you can find data and statistics include local government websites, local news or media outlets that may have published stories on road safety issues in your area, libraries and local community groups who may have conducted neighbourhood surveys.
* **Identify other road safety initiatives in your community:** this can give you an idea of what others have observed to be a road safety issue in your community. You can also learn from the successes and challenges of these previous initiatives.

Once you have gathered evidence of the road safety issues that are most important to your community, use the template below to narrow down the area of focus for your project.

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| --- | --- | --- | --- |
| Road safety issue | Evidence in your community | On a scale of 1 to 10, how important is this issue to you? | On a scale of 1 to 10, how important do you think this issue is to your community? |
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**2. Find a strategy to raise awareness or advocate about your issue**

Now that you’ve narrowed down the road safety issue that you want to focus on, it’s time to brainstorm some strategies to address this issue. Think about the issue you want to tackle. What goal or results do you want to achieve through your project? Once you have determined your goal or expected results, come up with as many high-quality activities as possible that could help you reach your goal. You can brainstorm ideas with your friends, do Internet research to see what has already been done to address your road safety issue, or talk to community members to see if they have ideas.

Use the template below to help you narrow down the activities you will do for your project. Ideally, the activity you choose would:

* have a positive impact on your target audience
* be aligned well with your project team’s skills and knowledge
* be able to be completed within the budget and time frame of the project
* have potential to lead to long-term changes (e.g., through advocacy).

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| Project goals/expected results: |
| **Activity** | **Resources needed** | **What skills will the project team need to do this activity?** | **Who and how many will this activity impact?** | **Are you able to complete the activity within the timeframe?** | **Are you able to complete the activity within the budget?** |
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Here are examples of some road safety activities:

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| **Example 1: Road Safety Photo Hunt and Showcase** |
| A road safety photo hunt is a fun and easy activity where you and your friends can identify and document road hazards and poor infrastructure using photos. The photos can be shown in a showcase to community members and decision-makers to raise awareness and advocate for improvements to road safety in your community. Resources needed:* Any device that takes photos e.g., phone, digital camera, polaroid camera
* Hunt guidelines
* Platform for image storage
* Safety precaution tools e.g., reflective vest
* Space for photo showcase
* Materials to display photo e.g., display board
* Communication channels e.g., social media, newsletters, news release

How to:1. Plan for the road safety photo hunt: Recruit interested youth volunteers to do the photo hunt. Prepare guidelines or a checklist to provide volunteers with tips on how to do the hunt safely and the key road safety issues to look for and document. Create a map of the area and the route volunteers will take to do the hunt. Make sure that all volunteers have access to a device that takes photos.
2. Do the road safety photo hunt: Depending on the area you will be covering, divide up the team of volunteers to cover different sections of the neighbourhood. Provide volunteers with the guideline or checklist and encourage them to take photos of unsafe infrastructure e.g., absent or damaged sidewalks or crosswalks, poor or no street signage, and presence of any objects that prevent road users from moving safely. Provide volunteers with a safety overview to ensure they are staying on sidewalks, following road rules, and not trespassing on private property. Also emphasize that volunteers should not take photos of other individuals without their consent. Ask volunteers to note down the location, date and time of their photos to provide context.
3. Organize and analyze the findings: Compile all volunteers’ photos in a central location for easy access and analysis e.g., cloud, USB, shared folders on Google Drive or Dropbox. Categorize the photos according to the road safety concern. Create a report summarizing the most common road safety concerns and provide information about each issue, the severity of the issue, potential consequences if the issue is not addressed and recommendations for making improvements.
4. Present findings to community and decision-makers: Send out the report to community members and decision-makers or organize a showcase to display the photos and invite community and decision-makers to attend. Have volunteers at the showcase to provide more context and help advocate for community action to improve road safety. Volunteers can also talk about their experiences in conducting the road safety photo hunt and the need for youth engagement in improving road safety.
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| **Example 2: Road Safety Poster Contest**  |
| A poster contest can help youth become more aware of road safety issues and be empowered to educate their peers in a creative and engaging way. Participants can highlight key road safety messages such as the consequences of distracted driving, the importance of seatbelt youth, and the link between road safety and climate change. Displaying the posters in your neighbourhood can encourage conversations among other young people and with community members.Resources needed:* Materials to create poster e.g., Bristol board, art supplies
* Contest guidelines
* Promotional materials to encourage participation
* Prizes
* Judging committee
* Judging evaluation guideline
* Space to display posters

How to: 1. Plan the contest: With the project team, determine the details of the contest including timeline, themes and categories, prizes, needed approvals, judging committee, and partners.
2. Promote and run the contest: Create announcements and content to promote the contest in schools, community spaces and on social media. Brainstorm which communication channels can be used and the key messages to explain the purpose of the poster contest and how it will be used to promote road safety. Ensure that you are providing potential participants with clear submission instructions.
3. Selecting the winners: Select the judging committee, which can include other students, teachers, school administrators, local businesses and law enforcement representatives. Create a scoring rubric that judges can use to evaluate the posters. Alternatively, you can have the public or students vote for their favourite poster.
4. Award the winners: Once the winners have been selected, create a plan to announce the winners and present them with their prizes. Have the winning posters displayed in a central area in school or in the neighbourhood to advertise the road safety messages displayed in the posters. Share the winners and winning posters through other communication channels such as through newsletters, social media and local media outlets.
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| **Example 3: Letter Writing Campaign**  |
| Organizing a letter writing campaign led by youth can be a great way to collectively advocate for improving road safety in the community. Through letter writing, young people can express their concerns and recommendations to decision-makers, community leaders and law enforcement to raise awareness and implement measures to make roads safer.Resources needed:* Letter writing guideline or template
* Materials for creating letter and mailing e.g., computer, paper, envelopes, stamps
* Contact information list
* Communication channels

How to: 1. Determine road safety areas of concern: Research the current road safety issues that your communities are facing to ensure accurate information is presented in the letters. Gather relevant information and statistics into one document to draw upon for content of the letters.
2. Determine the target audience for the letters: Determine who are the decision-makers, transportation authorities and community leaders who are responsible for road safety planning and policy creation. Find contact information for your target audience, which can often be accessed through government websites, directories or by reaching out to relevant organizations.
3. Create letter guideline and template: The guideline provides letter writers with instructions on structure and expectations for the letter, including key messages, length of the letter, format and tone. Provide tips on how to personalize letters by sharing personal stories, experiences and concerns.
4. Write the letters: Recruit youth volunteers who are interested and invested in road safety. Provide them with the guidelines and templates to write the letter, reminding them to be polite and aim to be engaging by providing a personal perspective to the road safety issue they want to address. Offer facts and statistics collected in the initial research activity to add to their personal perspectives and provide recommendations to address the road safety issue.
5. Send the letters: Collect the letters from the volunteers and ensure that each letter is addressed to the intended recipients. Have volunteers send out the letters themselves through mail or email, or collectively send out the letters on the same day to potentially maximize influence.
6. Follow up and amplify efforts: Track responses from letter recipients as well as any action taken as a result of the letter writing campaign. Follow up with recipients who have not acknowledged or replied back to the letters. Organize an event or meeting with the recipients to discuss road safety concerns outlined in the letter in greater detail. Amplify the outcomes of the letter writing campaign through local media or social media.
 |

Remember: following rules and respecting private property are necessary when doing your project activities. It is important that you choose activities that you can do safely and without breaking rules and laws. Rules keep us safe and when we follow the rules, we contribute to creating a safer environment for everyone. Make sure that you don’t trespass on private property, show respect for others, and avoid putting yourselves and others in harm’s way.

**3. Figure out what you need to complete your project**

Now that you have narrowed down the activities for your project, it’s time to figure out what you need to complete it. This includes a budget to ensure that costs are within the available funds; the partners that you can collaborate with to maximize the impact of your project; and resources for completing your project.

***Budget***

A budget is a plan for how much money you will spend on different parts of your project and to help you make decisions to use the money efficiently. An effective budget is specific and realistic. A budget has the following information:

* how much money you need to do the project – funding can come from grants, donations, fundraising activities or sponsorships
* estimated costs of the project, categorized (e.g., honorarium, technology, marketing and communications)
* tracks actual expenses for each category as it is spent and funding as they are confirmed
* identifies back-up funding to account for any unexpected costs or revenue shortfalls when completing your project

To put together a budget, you may have to do research or talk to more experienced people to determine accurate estimates of costs. You must regularly keep an eye on your budget and update it frequently to make sure that you are not spending more money than you have. This can help you decide what things are most important to spend money on and tell funders how you're using the money that they provided.

Please see Appendix C for a budget tracker template.

***Partners***

Partnering with others to do your road safety project can be incredibly beneficial and increases the impact of your project on improving road safety. Building relationships with others to improve road safety sets the stage for long-lasting collaboration and positive outcomes. There are many awesome benefits of partnering with others, including:

* accessing more information and knowledge from experts
* spreading the word about road safety to more people
* making stronger connections with others to share what you know and improve their skills and knowledge
* strengthened networks for sharing knowledge and building capacity
* sharing responsibility and resources
* making your project more likely to last longer and have longer-term impact

Below are examples of the types of partners you can collaborate with as well as their potential role within your road safety project.

|  |  |  |
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| **Type of partner** | **Examples** | **Potential project roles** |
| Educational institutions | Teachers, school administrators, university or college administration, driving schools | * Provide administrative and logistical support
* Provide resources to students and parents
* Assist in research and knowledge gathering activities
 |
| Government officials and agencies | Municipal councillor, municipal staff, police, public transportation system, health minister, local public health agencies  | * Source of data and statistics about road safety issue
* Implements policies and measures to address road safety issues
* Source of funding
 |
| Non-profit organizations | Non-governmental organizations e.g., Parachute, libraries, research institutes, community centres, youth groups | * Provide access to research and information to inform project
* Provide tools and training to youth
* Provide access to public audiences
* Provide connections to other road safety stakeholders
 |
| Private corporations | Local businesses, insurance companies, vehicle manufacturers, car dealerships, delivery and logistics companies | * Access to public audiences
* Provide in-kind support e.g., through donated goods and services, volunteers
* Source of funding
 |
| Media | Local newspaper, radio station, television station, community newsletter, social media platforms of reporters | * Provide media coverage of project and impacts
* Assist in creating and delivering road safety messages
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| Associations | Residents’ associations, cycling groups, seniors’ associations, Neighbourhood Watch | * Provide access to public audiences
* Provide feedback and insight into project activities
* Provide in-kind support e.g., through donated goods and services, volunteers
 |
| Healthcare institutions | Hospitals, clinics, rehabilitation centres, pharmacies | * Provide medical perspective on road safety issues
* Provide access to public audiences
* Provide information related to road injuries and deaths
* Healthcare professionals can also be partners in advocacy
 |

***Resources***

The resources you will need for your project will depend on the project’s scope, goals and the amount of money you have available. Here is a detailed checklist of potential resources you might need to complete your project:

*Human resources*

* Project team
* Youth volunteers
* Adult advisors
* Facilitators
* Guest speakers
* Graphic designer

*Physical resources*

* Computer
* Projector or Smart TV
* Audiovisual equipment e.g., video cameras, speakers
* Software
* Virtual reality tools
* Event space
* Safety gear
* Stationery supplies
* Food for event and meeting attendees

*Communications*

* Posters
* Social media accounts and posts
* Printed materials such as brochures and flyers
* Newsletters
* News releases

**4. Determine potential risks/barriers and solutions**

It is important to determine what could potentially go wrong during your project that can prevent you from completing your project so you can handle whatever challenges come your way. There are many different types of risk and barriers. Here are some common ones to look out for:

* not enough funding to do everything you want
* unable to access the right equipment, technology or materials
* not enough young people to help plan and complete the project
* difficulty juggling the project with other commitments you or your team have
* unexpected situations that slow down your project
* different ideas or priorities between project team members and partners
* some partners or adults are not as supportive or active as you had hoped
* lack of accurate and up-to-date road safety information
* lack of needed skills from project team to plan and complete the project
* difficulty in having young people participate in activities
* people in the community are resistant to changing their road safety behaviours and habits

Use this template below to brainstorm some potential issues that may impact your project and solutions in response to these risks. Brainstorm ideas with your friends or project team members to capture as many risks and barriers as possible.

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| **Risk or barrier** | **Type of risk or barrier** | **Potential solutions** |
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Youth engagement and leadership

This project is for youth, by youth. It’s important to make sure that you and your peers are actively involved in all parts of the project, from planning, to doing it, and evaluating how it goes. Here are some tips to help you ensure other young people are meaningfully engaged in your project team:

* Be open to receiving ideas in different ways: Your peers might have differing abilities, differing experiences and differing levels of comfort when it comes to contributing to the project. Other young people can provide their ideas through meetings, written communication or using visual tools such as photography.
* Assign roles according to interests and skills: Outline your project’s roles and responsibilities and make sure that they are meaningful. Allow your peers to select the roles they want based on their interests and skills they would like to strengthen.
* Facilitate learning opportunities: Let your peers know of opportunities where they can develop new skills such as training sessions, workshops or networking opportunities. You can reach out to Parachute to facilitate specific skill-building workshops.
* Make decisions together: Create a space where your peers are accepted and are provided with the opportunity to participate in brainstorming, planning and providing feedback. It also means that they can voice their ideas and concerns without being judged or disempowered.
* Celebrate each other and your successes: Provide your peers with rewards and opportunities that will benefit them such as an honorarium, skill development or mentorship. Also, celebrate the efforts of your peers to motivate them and to let them know that you recognize their efforts.

It’s also important to play to the strengths of your team of young people. Use the template below to determine what your team members are good at and where you need more training. You can then look for opportunities to work on those skills, including reaching out to Parachute, which can direct you to resources.

|  |  |
| --- | --- |
| [ ]  Effectively organize my time | [ ]  Public speaking |
| [ ]  Prioritize tasks | [ ]  Facilitation |
| [ ]  Clearly express my ideas and thoughts | [ ]  Social media content creation |
| [ ]  Take initiative and be self-directed | [ ]  Graphic design |
| [ ]  Manage conflicts | [ ]  Photography |
| [ ]  Acknowledge diverse perspectives | [ ]  Writing |
| [ ]  Working with others | [ ]  Working with technology |
| [ ]  Flexible and adaptable | [ ]  Event planning |
| [ ]  Asking for help | [ ]  Managing money |
| [ ]  Managing stress and self-care | [ ]  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| [ ]  Thinking outside the box | [ ]  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| [ ]  Self-confidence | [ ]  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| [ ]  Critical thinking  | [ ]  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

Building momentum

Building momentum means keeping your project going even after Parachute’s Youth Road Safety Grant Program ends to increase your reach and make a positive impact. This momentum can create more-lasting change: it can help increase awareness and mobilize community support around the road safety issue that you’re focused on, put pressure on decision-makers to prioritize your road safety issue and encourage safer driving behaviour change. Collectively, these can drive meaningful change to make roads safer not just for young people but for your entire community. There are many ways to build momentum to make a real difference using your road safety project:

* Share your project with media outlets: Reach out to local media outlets such as television stations, radio stations or print publications to share your project and help raise awareness about your road safety issue. In addition to sharing the outcomes of your project, you and your peers can share personal stories and statistics around your road safety issue to help educate the public and build support for your initiative.
* Use social media for road safety advocacy: Social media is an incredibly powerful tool to help you in your advocacy. Share information about your project such as the activities and outcomes bring awareness of your road safety issue to a larger audience. Choose the right platforms and create content such as informative posts using statistics and data, videos, infographics and personal stories of those who have been impacted by road safety issues. Use social media to get your community talking and asking questions about road safety.
* Meet with your local government representatives: Meeting with government representatives gives you the opportunity to show the importance of your road safety issue, the impact it has had on your community and potentially influence decision-making around the issue. Prepare information such as data, statistics, the impact of your project and other evidence to present your case and make specific requests for what you would like to see changed in your community e.g., infrastructure changes, policy changes or more funding. Once you have met with your representatives, keep the relationship going and follow up on action items to keep the momentum going.

Evaluation

You need to evaluate your project to learn what worked well and what can be improved in the future. Evaluation can also help you see how your project has made a difference. When you plan your project, create a plan to evaluate your project. To help you evaluate your project, consider the following steps:

* Remind yourself of the project’s objectives: Objectives are what you wish to achieve through this project. Objectives should be SMART – specific, measurable, achievable, relevant and time-bound. Whether or not you meet your objectives will be what you are evaluating.
* Determine what factors tell you if your project reached its goals and had a positive impact: These factors are called key indicators. Key indicators are specific measures to see if you met your project’s objectives and got the outcomes you wanted to achieve. Key indicators can measure reach, participation, knowledge change, behaviour change, and attitude change. Examples include number of attendees at your activity or event, change in incidences of distracted driving, number of road safety improvements in your community, and number of project partnerships formed. You should also account for any key indicators that your project partner or funders would like you to track.
* Collect data to support the project’s outcomes and results: You need data to evaluate your project. Determine what kind of data you need based on the key indicators you will be measuring. You need to develop easy-to-use data collection tools such as surveys, observation checklists and interview guides. Types of data collected can be quantitative, using numbers or percentages such as statistics, counts or demographic information, or qualitative, using descriptive language or visuals such as feedback, photographs or observations.
* Put together your findings: Organize your data in a way that makes sense for your project. Take all your data together and look for common themes as well as interesting findings. This can help you understand your project’s outcomes and whether or not you met your objectives.
* Develop recommendations for improvement: Determine whether your project has met its objectives and addressed the road safety issue you are trying to tackle. Based on this, determine your project’s strengths and areas of improvement to develop recommendations that build on its strengths and provides solutions to address the areas of improvement. Once you have created your recommendations, develop a plan to apply them to your community.
* Share your project results to funders and partners: This can demonstrate the outcomes and positive impact of your project and potentially convince funders and partners to continue supporting your project and ideas with more funding and resources. For Parachute’s Youth Road Safety Program, you will be required to submit an expense report, photos of your project in action and answer a few questions on a feedback form that will ask you about your findings and recommendations from your project.

Final words

We hope this action guide gives you a useful framework on how to plan, implement and evaluate your road safety project. Youth leadership, collaboration and partnership are key factors for making sustainable, lasting changes to road safety. If you have any questions, or have any feedback on the guide, you can reach us at roadsafetygrants@parachute.ca.

Be sure to follow us on social media to receive up-to-date information on our programs and initiatives:

Instagram: [@parachutecanada](https://www.instagram.com/parachutecanada/)

YouTube: [youtube.com/parachutecanada](https://www.youtube.com/parachutecanada)

Twitter: [@parachutecanada](https://twitter.com/parachutecanada)

Facebook: [facebook.com/parachutecanada](https://www.facebook.com/parachutecanada)

LinkedIn: [linkedin.com/company/parachute---leaders-in-injury-prevention](https://www.linkedin.com/company/parachute---leaders-in-injury-prevention)

Appendix A: Road safety data and statistics

***What is road safety?***

Road safety is the measures, practices and policies that prevent road crashes and keeps everyone safe on the road by decreasing injuries and death. Effective road safety means that everyone has access to safe, affordable and reliable transportation, which is supported by infrastructure, policies and education. There are many factors that contribute to road safety. This includes driving behaviour, road design and engineering, vehicle safety, and rules and regulations. Road safety is a team effort among all levels of government (municipal, provincial/territorial, federal), road users, engineers, law enforcement, vehicle manufacturers, public health agencies and more. Road safety is everyone’s responsibility.

If you want to learn more about road safety in Canada, visit [Parachute’s page on road safety](https://parachute.ca/en/injury-topic/road-safety/).

***Why is road safety important?***

Road crashes are a serious threat to the wellbeing and quality of life to everyone in Canada. It is one of the leading causes of injury and death among Canadians. In addition to injuries and fatalities due to road crashes, there are other consequences such as the emotional toll on those who get into road crashes and their families, and the financial costs to individuals due to medical bills, vehicle repairs and property damage. Good road safety also creates more sustainable environments and tackles climate change. Safer roads enable people to use multiple transportation modes such as active transport (e.g., cycling and walking) and public transportation. This means that we rely less on cars that produce greenhouse gases, which are bad for the environment.

To learn more about the link between road safety, youth and climate change, check out [Youth For Road Safety’s policy brief on sustainable cities and communities](https://www.youthforroadsafety.org/news-blog/news-blog-item/t/the-youth-coalition-launches-its-sdg-11-policy-brief).

***What are pressing road safety issues among youth in Canada?***

In youth aged 15 to 24 years old, motor vehicle collisions are the third-leading cause of death with youth and young adults killed in road crashes at a higher rate than any other age group under 75 years old. Here are some road safety issues that significantly impact young people in Canada:

* **Distracted driving:** Distracted driving involves driving where the driver does not have their eyes on their road and their mind is off the road. Examples of distractions can include eating, talking to passengers, using phones and fiddling with the radio. Maturity level and driving experience make young drivers at higher risk than middle-aged drivers for distracted driving. Teen and young adult drivers are also more likely than older drivers to use new technologies and use them while driving, overestimating their ability to multitask while driving.
* **Speeding**: Speeding includes driving over the speed limit, driving too fast for conditions or racing. Speeding increases crash risk due to decreased time to react, longer time to stop and decreased ability to dodge obstacles on the road. Speeding plays a factor in one-third of teen driver deaths in Canada.
* **Impaired driving:**  Alcohol plays a factor in half of the motor vehicle crashes that kill 16- to 25-year-old drivers. Young drivers are the least likely to drive impaired by alcohol but those who do are at high risk of crashes. In almost two-thirds of multiple vehicle crashes in which alcohol was a factor, it was the fatally injured young driver who had been drinking alcohol, rather than the other drivers. With respect to cannabis, many young people believe that cannabis does not have a big impact on driving, with 10 per cent saying that they have driven under the influence of cannabis and 20 per cent reporting driving with a driver who is under the influence of cannabis.
* **Seatbelt use:** Ninety-five per cent of Canadians use seatbelts when driving but having 100 per cent of Canadians using seatbelts would save many lives. In 2021, 29% of drivers and 36% of passengers killed in crashes in Canada were not wearing seatbelts. Factors that impact whether young drivers and passengers are likely to put on their seatbelts include driving late at night, blood alcohol content, whether the driver is alone, if there are passengers under the age of 29, and where they live.
* **Infrastructure changes and accessible transportation:** Young people have expressed that there are not enough affordable and accessible transportation options. Lack of options can impact driving behaviour. Possible areas of improvement include making existing transportation services cheaper, providing convenient access to bike and e-scooter rentals, and improving public transportation services with suburban or rural areas.

While these issues can be addressed by changing driving behaviour, we also need to improve broader factors such as policies, regulations, engineering, enforcement and technology. These broad areas for improvement should also be addressed in partnership with young people to ultimately achieve safer roads not just for youth, but for everyone.

***Why are young people at greater risk of serious road injuries and deaths?***

There are several factors that place young people at greater risk of serious road injuries and death in Canada. Some of these factors are:

* **Beliefs and perceptions:** Young people’s thoughts and how they see risk plays a big role in their driving behaviour. Young drivers are more likely to underestimate the dangers of unsafe driving and to overestimate their driving abilities. Young drivers report that they engage in unsafe driving to feel more independent, increase their self-confidence, and to show off to friends.
* **Inexperience**: Driver inexperience can look like decreased knowledge and understanding of road rules, inability to safely navigate through dangerous driving environments and scenarios and trouble controlling their vehicle. While graduated driver licensing (GDL) systems have helped reduce young driver crashes, drivers are less likely to follow the rules as they progress through the GDL system. More experienced drivers were also found to be less likely to follow new road rules. The safest period for young drivers is the newly licensed learner stage, where supervision decreases risk.
* **Peer influence**: Young drivers’ friends have an influence on driving behaviour. Peer influence is affected by whether unsafe driving behaviour is positively received by young drivers’ friends. On the other hand, if a young driver’s friends disapprove of unsafe driving, young drivers are less likely to drive unsafely.
* **Brain development**: Changes in the brain during adolescence have an influence on risky driving behaviour. The brain is not fully developed until age 25, particularly in males. The prefrontal cortex, which is in charge of making decisions and controlling behaviour, matures into adulthood. An immature prefrontal cortex can result in making impulsive decisions, seeking excitement, making poor judgements, and not paying attention as well as we should.

Appendix B: Youth Road Safety Grant Program Project Plan template

|  |  |
| --- | --- |
| Project title |  |
| Project start date |  |
| Project end date |  |
| Target audience |  |

|  |
| --- |
| Project team |
| Name | Role(s) | Contact information |
|  |  |  |
|  |  |  |
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|  |  |  |

|  |
| --- |
| Project partners |
| Name | Role(s) | Contact person and information |
|  |  |  |
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|  |
| --- |
| Project goals and objectives |
|  |

|  |  |
| --- | --- |
| Project activities | Resources needed |
|  |  |

Appendix C: Budget Tracker template

Use this template to plan how you will spend the money you have received for your project and to track your expenses. Feel free to modify and add to the template as needed. When creating your budget, please keep in mind the following eligible and ineligible costs under the Youth Road Safety Grant program.

Eligible costs:

* Fees and honorarium e.g., for youth leads, speakers, facilitators
* Materials and supplies e.g., posters, flyers, banners, apparel
* Technology equipment e.g., virtual reality headset, video equipment, audio rental, Zoom Pro and Canva Pro
* Local travel expenses e.g., for youth to travel to activity and event sites, parking
* Prizes and giveaways e.g., gift cards, promotional items
* Costs to increase activity accessibility e.g., translation, interpretation, remediation

Ineligible costs:

* Expenses incurred before or after the grant period starts and ends
* Fundraising activities or charitable donations
* Personal expenses e.g., meals, rent, utilities, entertainment
* Costs outside the scope of the road safety project

Expected sources of funding

|  |  |
| --- | --- |
| Source  | Amount |
|  |  |
|  |  |
|  |  |
| Total |  |

Budget Template

|  |  |  |
| --- | --- | --- |
| **Item** | **Estimated expense** | **Actual expense** |
| Human resources (e.g., honorarium, speaker fees, service fees) |
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| Event and hospitality (e.g., space rental, food, transportation) |
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| Marketing and communication (posters, social media platforms, printed materials) |
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| Equipment and technology (e.g., virtual platforms, audiovisual equipment, safety gear) |
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| Other |
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|  |  |  |
| Backup (e.g. miscellaneous, unexpected expenses) |
|  |  |  |
|  |  |  |
| **TOTAL** |  |  |

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