



TIPS for a successful road safety project

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Do you have an idea on how to make roads safer in your community but are not sure what to do next? There are many different, creative activities that you can do to educate friends and community members on road safety and advocate for safer, better roads. Here are some tips on how to create your own road safety project and turn your ideas into action and impact. For a more detailed action guide, visit parachute.ca/ntdsw.

Planning 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. Examples of road safety issues that significantly impact young people in Canada include road safety policies, rule and regulation enforcement, poor infrastructure, distracted driving, speeding, impaired driving, and seatbelt use. Some ways to identify what road safety issues impact your community include:

- identifying your own interests and goals
- having conversations with friends, police, community leaders
- observing safety in your neighbourhood
- identifying other initiatives that have been done in your community

3. Figure out what you need to complete your project

To complete your project, you will need:

- a budget to ensure that costs are within the available funds
- partners with whom you can collaborate to maximize the impact of your project
- resources for implementing your project.

For a comprehensive list of resources as well as a budget template, visit the [Youth Road Safety Grant Program Action Guide](#).

2. Find a strategy to raise awareness or advocate about your issue

Think about the objectives you want to achieve through your project. Your objectives should be SMART – specific, measurable, achievable, relevant and time-bound. Use your desired objectives to come up with activities to address your road safety issue. Ideally, the activity you choose for your project would:

- have a positive impact on your target audience
- be in line with your project team's interest and skills
- be implemented within the budget and time frame of the project, and
- potentially lead to positive changes (e.g. slower speeds, crosswalks)

Specific
Measurable
Achievable
Relevant
Time-bound

4. Determine potential risks/barriers and solutions

It is important to determine what could potentially go wrong during your project that could prevent you from implementing your project and develop a plan to address these issues. Examples of common risks and barriers include: inadequate funding, inability to access equipment, technology or materials, difficulty engaging peers with activities, inactive participation and support from partners and adults, limited ability to balance project activities and other commitments.

Engaging youth in your project

It is important to ensure that you and your peers are actively involved in the project's planning, implementation, and evaluation. There are many ways to ensure that other young people are meaningfully engaged in your project:

- **Allow for different ways of contributing** such as through attending meetings, through written communication or through visual mediums such as photography.
- **Assign roles** according to interests and skills.
- **Facilitate learning opportunities** to develop new skills such as training sessions, workshops or networking opportunities.
- **Ensure equal decision-making** and space to voice their ideas and concerns without being judged or disempowered
- **Acknowledgement and celebrate successes and hard work** through incentives such as honorarium, skill development or mentorship.

Building momentum

Building momentum using your project means keeping it going in the long term and using it to expand your reach and impact. Building momentum can help increase awareness, 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 foster safer driving behaviour change.



Share your project with media outlets such as television stations, radio stations or print publications.



Use social media for road safety advocacy by bringing awareness of your road safety issue through statistics, data, videos, infographics and personal stories.



Set up a meeting with your local government representatives to demonstrate the importance of your road safety issue and impact it has had on your community.

Evaluating your progress

Evaluation is needed to learn from your project, including what worked well and what can be improved in the future. It can also help you see what impact your project has had. Consider the following steps when evaluating your project:

1. Remind yourself of the project's SMART objectives.
2. Determine what factors would tell you if your project was successful or impactful.
3. Collect data to support the project's outcomes and results.
4. Summarize your finding to determine if your project is meeting its objectives.
5. Develop recommendations for improvement.
6. Submit evaluation findings to funders and partners.

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. For more information about road safety and to access further resources, please visit parachute.ca.