



## Key Messages

### Youth are vulnerable road users

- Youth and young adults are injured in crashes at a higher rate than any other age group – and are killed at a higher rate than anyone except those over 70 years old.
- Road crashes are the third-leading cause of death among young people aged 15 to 24 in Canada, making youth some of the most vulnerable on our roads.



### Youth as Changemakers

Here's the good news: youth are a main part of the solution.

As young people inherit the imperfect transportation systems of today, they also have the power to reshape them. Their voices, ideas and actions are essential to making our streets safer.

When youth come together to improve road safety, it shifts the conversation from focusing on how people drive to how the transportation system as a whole can be more accessible and safer for everyone.

Youth are the experts of their own experiences and bring valuable ideas, energy, creativity and perspective to addressing road safety issues. Engaging youth in road safety creates opportunities for them to develop new skills, enables them to contribute positively to their communities and ultimately leads to healthier, safer young people.

## **Our theme for 2026: Young voices. Bold ideas. Safer roads.**

### **Our key activity: Snap for Change**

Through our key activity, Snap for Change, Parachute invites people of all ages across Canada to share their voices and advocate for road safety measures in their communities. Together, we can make safe, sustainable and inclusive roads a reality.

- Is there an area in your neighbourhood that feels unsafe to walk, bike, scooter or drive? Maybe it's an intersection with poor visibility or a street without sidewalks and pedestrian crossings, or an area where the speed limit is higher than 30 km/h.
- Share your voice with us by joining the Snap for Change Initiative! Take a picture of the problem area, tell us what you think would make this area safer, advocate for change, and receive a \$100 gift card for your submission. Your voice matters and together we can make our future roads safe for all.

[Read more about Snap for Change and submit your entry.](#)

### **New resource for youth: Youth Road Safety Advocacy Toolkit**

Maybe you wish there was less speeding traffic on your route to school. Maybe you love biking to see your friends, but your neighbourhood doesn't have enough separated bike lanes to make that ride feel safe. Whatever the issue, you don't have to just live with it - you can help change it.

But how do you start? To help you, Parachute has launched our new Youth Road Safety Advocacy Toolkit, a step-by-step resource designed to help young people turn their concerns into real change.

The Youth Road Safety Advocacy Toolkit walks you through the entire advocacy process, including how to:

- Identify a road safety issue in your own community
- Gather evidence and stories to back up your case
- Understand who makes decisions about your roads (and how to reach them)
- Write compelling emails and letters to key decision makers and community influencers

- Build support from classmates, neighbours and local organizations
- Follow up and keep the momentum going after you've made your ask

[Read more about the Youth Road Safety Advocacy Toolkit](#)

## **Factors that impact road safety and proven measures to protect young people**

### **Safe speeds**

Speeding is a contributing factor in one in four fatal crashes in Canada. A pedestrian hit at 50 km/h is six times more likely to die than if hit at 30 km/h.

Proven measures:

- Keeping speeds at 30 km/h in areas where people walk, cycle and play.
- Traffic calming measures such as speed bumps, roundabouts and road narrowing to ensure that speeds remain low.
- Automated speed enforcement, or safe speed cameras, have been shown to reduce speeding in school zones by 45 per cent and to have the biggest effect on the drivers going at the highest speeds (15 km/h or more over the speed limit).

### **Active transport**

Walking, cycling and other active ways to get around are great ways to boost our health and reduce pollution – but we need to be able to do it safely. Youth are more likely to choose active transport when roads are built to keep them safe.

Proven measures:

- Separated bike lanes reduce injuries and deaths by up to 90 per cent.
- Pedestrian pathways and transit connections make active travel an easy choice.

## Public transit access

Cars and trucks produce 40 per cent of Canada's transport emissions. Expanding public transit is one of the clearest ways to reduce the impact of our travel on the environment. Transit isn't just a climate solution: 40 per cent of low-income residents in big cities lack reliable access to jobs, healthcare and other essentials without it. In rural and northern communities, where routes are limited or non-existent, that gap is even wider.

Proven measures:

- Expanding public transit routes reduces collisions and pollution, making roads safer for everyone.
- Reliable and accessible public transit closes gaps in equity, connecting communities to jobs, healthcare and other essential services.

## Impaired driving

Among drivers aged 16 to 24 injured in a crash, almost half test positive for alcohol, cannabis, or other drugs.

Strategies that have an impact:

- Harm reduction methods such as designated drivers, rideshare access and public transit can prevent impaired driving.
- Youth can raise awareness of these strategies and encourage their peers to choose safe options.

## Distracted driving

Distracted driving is a contributing factor in almost 18 per cent of fatal crashes in Canada.

Strategies that have an impact:

- Before hitting the road, drivers should set themselves up to focus: silence the phone and keep it out of reach, and skip eating, drinking or getting ready in the car. One thing deserves driver's full attention: driving safely
- Youth can model and encourage safe driving behaviours among peers.