



# ROAD SAFETY **AMBASSADORS**

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## *Teacher's Guide*

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## PROJECT PRESENTATION

The Road Safety Ambassadors project aims to educate secondary school students about road safety. The project emphasizes outreach by peers and aims to identify ambassadors in schools who will act as messengers.

This project gets its strength from putting young people at the heart of outreach efforts. They address their peers to champion responsible behaviour by talking about personal experiences and using language that speaks to them.



## TEACHER'S ROLE

1. Identify ambassadors.
2. Organize, with the help of partners, a testimonial or a visit to a health care centre.
3. Supervise each ambassador during in-class presentations and verify the accuracy of his or her statements.
4. Supplement the ambassador's interventions as needed by using the additional information provided in this guide.
5. If desired, order and distribute the documents or publications suggested at the end of each presentation. You can find them on the SAAQ's Web site, in the [Documents and Publications](#) section.
6. Using the material provided, give the SAAQ feedback and the names of the ambassadors (see the evaluation form on the [SAAQ's Web site](#)).

## IN-CLASS PRESENTATIONS

The project is flexible. In-class presentations can be adapted according to lesson plans and given at times that work for the teacher and ambassador. Eight presentations are suggested. There are no deadlines to meet; the important thing is to give the presentations by the end of the school year.

If a testimonial or a visit to a health care centre is organized at the beginning of the project, the ambassador's first mission is to talk about the experience. The other presentations deal with road safety issues. A summary presentation is planned for the end of the year, as prom night approaches.

1. Health care centre visit (or testimonial)
2. Seat belts
3. Speeding
4. Cell phones and texting
5. Fatigue
6. Alcohol
7. Drugs
8. Recap - Prom night





Each presentation is structured the same way:

1. Introduction (“On your marks!”)
2. Video presentation (“Lights, camera, action!”)

The videos must be downloaded from the [SAAQ's YouTube channel](#) (*Ambassadeurs de la sécurité routière* playlist). Make sure that the device used for the in-class PowerPoint presentations is connected to the Internet. As needed, you can order a DVD containing the humorous video clips #cpasdesfarces from the [Documents and Publications](#) section of the SAAQ's Web site.

3. Background information (“Hey, did you know that?”)
4. Penalties (“It’s dangerous, but how much does it cost?”)
5. Solutions (“So, what now?”)
6. Topics of discussion (“Let’s talk!”)
7. Conclusion (“There you have it.”)
8. To find out more (“You want more?”)

For each presentation, folders or other documents are suggested in the “You want more?” section. You can order these documents in advance from the [Documents and Publications](#) section of the SAAQ's Web site and hand them out to the students.

**IDEA:** The quizzes can be used to facilitate a question period where the ambassador asks the class questions and then provides explanations.

The content of the presentations is outlined in the following pages. The presentations may be given in the company of a police officer or an SAAQ road safety advisor. They lead to discussions, testimonials and sharing of opinions.

The boxes suggest information to supplement the ambassador’s interventions, if you deem it necessary.

PowerPoint presentations to complement the in-class presentations are also available on the [SAAQ's Web site](#).

Ambassadors can enhance their knowledge by visiting the [www.idrivemyownlife.com](http://www.idrivemyownlife.com) Web site.

Thank you for your commitment!





# SEAT BELTS

## *“On your marks!”*

### Introduction

Seat belts reduce the risk of dying or being seriously injured in a crash by half. In the event of an accident, they can mean the difference between life and death.

- 30% of deceased drivers and passengers were not wearing their seat belts.
- 41.5% of male drivers and passengers under 50 who were killed in a traffic accident were not wearing their seat belts.

## *“It’s dangerous, but how much does it cost?”*

### Penalties

- Failure to wear a seat belt:
  - 3 demerit points (that’s a lot if you have a learner’s licence or a probationary licence)
  - Fine between \$80 and \$100
- Passengers younger than 16 who are not wearing a seat belt:
  - 3 demerit points (for the driver)
  - Fine between \$80 and \$100 (for the driver)

## *“Lights, camera, action!”*

### Video presentation

#cpasdesfarces clip on seat belts (in French)

## *“Hey, did you know that?”*

### Some background information

If an accident occurs at 50 km/h, the impact multiplies the weight of a person or an object by 20. If you weigh 150 pounds, you become a 3,000-pound projectile. That much force can seriously injure you, kill you, or kill someone else (imagine the driver being struck in the back!).

## *“So, what now?”*

### Solutions

- It’s simple: buckle up!
  - If you are the driver, show the example by always buckling up and making sure that everyone else is buckled in before starting your vehicle.
  - If you are a passenger, show the example by always buckling up.





## “Let’s talk!”

### Topics of discussion

- You are with a group of several friends and want to go somewhere, but there is only one car available. What do you do?
- Why is having too many passengers, or putting passengers in the trunk, a bad idea?

Carrying more passengers than there are seats equipped with seat belts is prohibited.

## “You want more?”

### To find out more

Web: [www.idrivemyownlife.com](http://www.idrivemyownlife.com)  
(Web site intended for 16-24 year-olds)

Facebook: [www.facebook.com/SAQQC](http://www.facebook.com/SAQQC)

Twitter: [www.twitter.com/saaq](http://www.twitter.com/saaq)

Handout: *Seat Belt* quiz

**IDEA:** Organize a lunchtime activity with the *Bouclez-la!* rollover simulator. Contact [Operation Red Nose](#) to find out more.

## “There you have it!”

### Conclusion

Buckle your seat belt.

Always.

It’s that simple.





# SPEEDING

## “On your marks!”

### Introduction

Speeding kills approximately 155 people each year in Québec.

- Speeding is a factor in 55% of fatal accidents involving drivers aged 16 to 24.
- Drivers aged 16 to 24 are more often involved in accidents caused by speeding. This can be explained by inexperience and recklessness.

## “Lights, camera, action!”

### Video presentation

#cpasdesfarces clip on speeding (in French)  
Latest SAAQ message on speeding



## “Hey, did you know that?”

### Some background information

Speeding:

- Prevents you from seeing everything on the road

At 100 km/h, your brain eliminates a lot of information, causing your field of vision to be reduced by half.

- Increases the severity of accidents

An impact at:

- **50 km/h** is equivalent to falling from a **4-storey building**.
- **75 km/h** is equivalent to falling from an **8-storey building**.
- **100 km/h** is equivalent to falling from a **14-storey building**.

During an accident, passengers are violently thrown (against the steering wheel, windshield, dashboard or other passengers). So are their internal organs, such as the liver, heart, brain and lungs (except inside the body).

- May make your car skid
- Increases braking distance
  - The faster a vehicle is going, the longer you need to brake before stopping.

When you brake at 70 km/h, you travel the length of half a football field before stopping. That makes it hard to avoid an obstacle.



- Doesn't make you save time!
- **Over 10 kilometres**, driving at 70 km/h in a 50 km/h zone saves you barely **4 minutes**.
  - **Over 15 kilometres**, driving at 90 km/h in a 70 km/h zone saves you barely **3 minutes**.
  - **Over 20 kilometres**, driving at 110 km/h in a 90 km/h zone saves you barely **2 minutes**.
- Increases fuel consumption
- The faster you drive, the more fuel you use. Slowing down helps you save on fuel and reduce pollution.

## *“It’s dangerous, but how much does it cost?”*

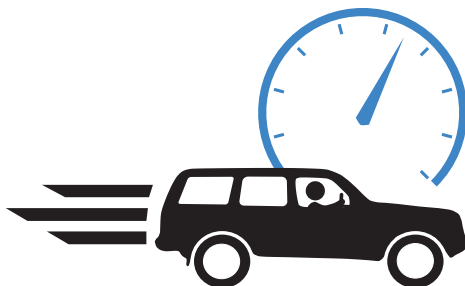
### Penalties

- Fines and demerit points: see [www.idrivemyownlife.com](http://www.idrivemyownlife.com) (section on speeding) for real-life examples
- Excessive speeding: fines are doubled, demerit points are doubled, your driver's licence could be suspended and your vehicle seized and impounded

## *“So, what now?”*

### Solutions

- If you are a passenger, ask the driver to slow down. If the driver refuses, ask to be let out.
- If you are the driver, slow down and listen to your passengers.
- If you think you are going to be late, let people know **before you leave**.



## *“Let’s talk!”*

### Topics of discussion

- If you are a passenger and the driver is going too fast, what can you say to him or her?
- Why are some people shy to ask the driver to slow down?
- Do you know anyone who has been in an accident caused by speeding? What have you learned from that person's experience?

## *“There you have it!”*

### Conclusion

**Hey! Take it easy!**

**Woah! Knock it off!**

**Are you crazy? Chill!**

**Go easy on the gas!**

Whatever words it takes to get a friend to slow down.

As a driver, listen to your passengers and slow down.

## *“You want more?”*

### To find out more

Web: [www.idrivemyownlife.com](http://www.idrivemyownlife.com)

Facebook: [www.facebook.com/SAQQC](http://www.facebook.com/SAQQC)

Twitter: [www.twitter.com/saaq](http://www.twitter.com/saaq)



# CELL PHONES AND TEXTING

## *“On your marks!”*

### Introduction

When you text and drive, your eyes are away from the road for 4 to 6 seconds. At 90 km/h, that's like travelling the length of a football field with your eyes closed!

Driving is a complex task that requires your full attention. Cell phones are one of the main causes of distracted driving.

## *“Lights, camera, action!”*

### Video presentation

#cpasdesfarces clip on texting at the wheel (in French)  
Latest SAAQ message on texting at the wheel

## *“Hey, did you know that?”*

### Some background information

→ When you are driving, touching your cell phone is prohibited. It doesn't matter if you want to text, talk, change the music or just check the time — you cannot touch your cell phone, even if you are stopped at a red light or because of a traffic jam.

- 50% of drivers who have a cell phone admit to occasionally making or taking a call while driving.
- The vast majority of drivers (87%) recognize that it is very dangerous to read or write text messages while at the wheel, and yet many of them admit that they occasionally read or write text messages while driving (36% of drivers between the ages of 18 and 34 who have a cell phone).

## *“It's dangerous, but how much does it cost?”*

### Penalties

- Fine between \$80 and \$100
- 4 demerit points

- 4 demerit points when you have a learner's licence or a probationary licence means that you lose your licence. You will have to pass a test to obtain a new one.
- Police officers use various methods to identify drivers who are using their cell phones. For example, plainclothes police officers may stand on street corners and look inside vehicles to check whether drivers are using their cell phones. Police officers also sometimes rent unmarked SUVs in order to better see inside vehicles without being recognized. Even if you think there are no police officers around to catch you using your cell phone while at the wheel, you may be surprised!





## “So, what now?”

### Solutions

- Download an application that blocks text messages and phone calls, such as Focus Mode.
  - **It's free!**
  - If someone calls you, the call is automatically sent to your voicemail.
  - If someone texts you, that person receives an automatic reply stating that you are driving and will call them back once you have arrived at your destination.

**IDEA:** Ask the students to take out their cell phones and download the Focus Mode application from Google Play. The application cannot be downloaded on an iPhone.

- Place your cell phone in airplane mode or sleep mode.
- Turn off your cell phone before heading out on the road.
- Ask your passengers to read and write your text messages and to make and receive any calls for you.
- Park your car before using your cell phone to call or text someone.

If you want to use your cell phone without running the risk of getting stopped, pull over onto the shoulder (in zones of 60 km/h or less) or park in a safe place (parking lot or highway rest area).



## “Let's talk!”

### Topics of discussion

- What strategies do you use to avoid using your cell phone while driving?
- Do you know anyone who has been in an accident because he or she was using a cell phone while driving?
- What other sources of distracted driving are you familiar with, aside from cell phones? (smoking, drinking, eating, switching radio stations, changing CDs, entering an address into a GPS, putting on make-up, etc.)

## “There you have it!”

### Conclusion

No text message is urgent enough to risk dying for. Most of the text messages we send are trivial (*what's for supper? what are you up to? where are you? when are you arriving?* etc.). Don't risk your life for a trivial message.

## “You want more?”

### To find out more

Web: [www.idrivemyownlife.com](http://www.idrivemyownlife.com)

Facebook: [www.facebook.com/SAQQC](http://www.facebook.com/SAQQC)

Twitter: [www.twitter.com/saaq](http://www.twitter.com/saaq)

Handouts: Anti-texting window cling  
Some Words Hit Hard leaflet

Invite the class to join the movement against texting at the wheel by distributing the **anti-texting static window cling**. The window cling can be displayed on the rear window of a vehicle (whether it be the student's own vehicle, or the vehicle of a friend or parent).





# FATIGUE

*“On your marks!”*

## Introduction

Every year, an average of 84 people are killed and nearly 9,000 people are injured in fatigue-related accidents.

*“Lights, camera, action!”*

## Video presentation

#cpasdesfarces clip on fatigue (in French)  
Latest SAAQ message on fatigue



*“Hey, did you know that?”*

## Some background information

- Fatigue is not something you can overcome or compensate for, no matter how determined, experienced or motivated you are.
- Like alcohol, fatigue negatively affects your ability to concentrate and your judgment, and slows down your reflexes.

Remember that fatigue can heighten the effects of alcohol and drugs.

- The main signs of fatigue are:
  - Frequent yawning
  - Nodding off
  - Eyes that burn
  - Trouble keeping your eyes open
  - Having a hard time finding a comfortable position
  - Difficulty concentrating (missing an exit, for example)
  - Trouble maintaining a steady speed and keeping the vehicle on a straight course
  - Slower reaction times
  - Memory lapses (you can't remember driving the last few kilometres, for example)
  - Seeing things that aren't there (thinking you see an animal on the road, for example)



## “It’s dangerous, but how much does it cost?”

### Penalties

This point does not appear in the *Ambassador’s Guide*. If a student asks a question on this subject, mention that driver fatigue is not an offence.

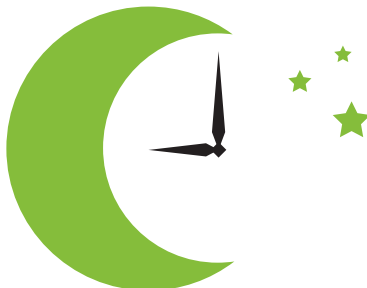
## “So, what now?”

### Solutions

- Stop in a safe place to take a break, stretch your legs or, ideally, take a nap.

Safe place: the parking lot of a rest area, business or church, or any other accessible area other than the shoulder of the road. In addition to being prohibited on a highway, stopping on the shoulder is not safe.

- Call a taxi, Operation Red Nose, parents or friends. You don’t have to be under the influence of drugs or alcohol to ask for a lift.
- Sleep over.
- Beware! Drinking coffee or energy drinks (such as Red Bull), rolling down the window to let in some fresh air, turning up the radio, singing, shifting in your seat, chewing gum or talking to your passengers are not real solutions. The effects are temporary at best, with signs of fatigue quickly reappearing.



## “Let’s talk!”

### Topics of discussion

- How many hours of sleep do you think adolescents and young adults need each night in order to drive safely? (*answer: at least 9 hours*)

- Adolescents and young adults tend to lack sleep. They need more sleep than adults: at least 9 or 9 1/2 hours each night.
- Poor or insufficient sleep can have a negative effect on a person’s overall health: weight gain, diabetes, high blood pressure, weakened immune system, decrease in motivation, mood swings, memory and learning disorders, etc.

## “There you have it!”

### Conclusion

There is no quick fix for beating driver fatigue. If you are tired, take a break before you drive off the road!

## “You want more?”

### To find out more

Web: [www.idrivemyownlife.com](http://www.idrivemyownlife.com)

Facebook: [www.facebook.com/SAQQC](http://www.facebook.com/SAQQC)

Twitter: [www.twitter.com/saaq](http://www.twitter.com/saaq)



# ALCOHOL

## *“On your marks!”*

### Introduction

Drinking and driving is a criminal offence. On average, 160 people are killed each year in a crash involving alcohol.

Nearly half of all victims between the ages of 16 and 24 killed in a traffic accident had alcohol in their systems.

## *“Lights, camera, action!”*

### Video presentation

#cpasdesfarces clip on alcohol (in French)  
#cpasdesfarces clip on complicity (in French)  
Latest SAAQ message on drinking and driving

## *“Hey, did you know that?”*

### Some background information

- The zero alcohol rule applies to all drivers under 22 years of age. You are prohibited from driving after consuming any alcohol at all, even just one beer.
- Important: If you drive with a blood alcohol concentration above 0.08, or if your ability to drive is impaired, you may face criminal charges.

- Blood alcohol concentration is measured in terms of milligrams of alcohol per 100 millilitres of blood using a calibrated screening device, also called a breath alcohol detector or breathalyzer.
- You don't have to drink a lot or have a blood alcohol concentration above 0.08 in order for your ability to drive to be impaired. Even just a small quantity of alcohol can affect your ability to drive. You can face criminal charges even with a blood alcohol concentration below 0.08.

→ Only time can lower your blood alcohol concentration, not

- dancing and sweating;
- eating a lot;
- drinking a lot of water;
- drinking coffee;
- drinking only juice-based cocktails.

→ It is not a good idea to refuse to obey the orders of a police officer, such as the order to breathe into an alcohol-screening device. If you do refuse, you are considered to have obtained a result that is double the legal limit, which automatically leads to stiffer penalties.

### CARE OR CONTROL OF A VEHICLE

The law not only prohibits impaired driving, but also having the care or control of a vehicle while impaired.

Here are some examples:

- Sitting in the driver's seat, even if the vehicle is stopped.
- Being in the vehicle (even asleep on the back seat) and having the possibility of starting the engine.
- Being near the vehicle (e.g. brushing snow off the car, putting things in the trunk, listening to the radio).





## “It’s dangerous, but how much does it cost?”

### Penalties

Drinking and driving is very expensive.

- For a violation of the zero alcohol rule (if you drive with alcohol in your system)
  - Licence suspended for 90 days
  - 4 demerit points
  - Fine between \$300 and \$600

If you have a learner’s licence or a probationary licence, 4 demerit points means you lose your licence. You will have to pass a test to obtain a new one.

And it might not stop there. You could face criminal charges if your blood alcohol concentration is above 0.08, if your ability to drive is impaired or if you refuse to obey the orders of a police officer.

- In such cases, the consequences are much more serious:
  - Criminal record
  - Loss of your driver’s licence
  - Possible prison sentence
  - Obligation to drive only a vehicle equipped with an alcohol ignition interlock device
  - Fine
  - Costs: between \$1,700 and \$12,000, plus lawyer’s fees; higher personal automobile insurance premiums, etc.
- Having a criminal record can be a barrier when it comes to:
  - becoming a member of a professional corporation or obtaining a professional licence
  - practicing various trades and professions (e.g. police officer, locksmith, lawyer)
  - finding an insurer who will accept to insure you
  - travelling abroad

## “So, what now?”

### Solutions

- Designated driver (the one who hasn’t had anything to drink, not the one who drank the least!)
- Taxi ([Cool Taxi](#): prepaid taxi coupons) (information available in French)
- Public transit (bus, metro)
- Drive-home services (such as Operation Red Nose)
- Sleeping over
- Friends or family

## “Let’s talk!”

### Topics of discussion

- If you call a parent or a friend in the middle of the night because you have been drinking, do you think they will be angry or relieved?
- What do you do if a friend insists on driving home after drinking at a party?

## “There you have it!”

### Conclusion

If you drink, don’t drive!

**IDEA:** Ask the students to take the *Test Your Abilities* quiz and then have a draw for Cool Taxi coupons among the participants.

## “You want more?”

### To find out more

Web: [www.idrivemyownlife.com](http://www.idrivemyownlife.com)

Facebook: [www.facebook.com/SAAQQC](http://www.facebook.com/SAAQQC)

Twitter: [www.twitter.com/saaq](http://www.twitter.com/saaq)

Handouts: *Impaired? Don’t drive!* folder  
*Test Your Abilities* quiz



# DRUGS

## *“On your marks!”*

### Introduction

Drugs are detected in the blood of 31% of drivers who die in traffic accidents (nearly one in three deceased drivers).

## *“Lights, camera, action!”*

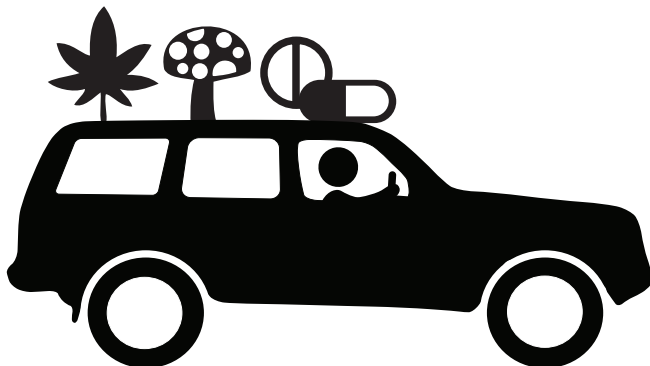
### Video presentation

#cpasdesfarces clip on drugs (in French)  
Latest SAAQ message on drugs

## *“Hey, did you know that?”*

### Some background information

- Driving under the influence of drugs is a criminal offence, just like drinking and driving.
- Police officers are trained to detect drivers who are high, regardless of the drug they have taken.
- Physical coordination tests are tests carried out on the side of road to assess a person’s ability to drive.



### THERE ARE 3 PHYSICAL COORDINATION TESTS:

- **Eye movement test (following a pen)**  
Drivers are asked to follow a pen with their eyes while a police officer checks for the presence of nystagmus (fast, uncontrollable movements of the eyes). This test cannot be fooled.
- **Walking test (walk-and-turn test)**  
Drivers are asked to walk along a straight line, turn around, and walk back.
- **Balance test (one-leg stand test)**  
Drivers are asked to balance on one leg while counting out loud.

- Drug recognition experts are police officers at the police station who administer a series of more extensive tests (temperature, heart rate, urine sample, etc.).

### MORE SPECIFICALLY, THESE EXPERTS EXAMINE:

- the driver’s pulse, body temperature and blood pressure
- the driver’s eyes, in particular the size of the pupils
- the insides of the driver’s nostrils and mouth
- the driver’s muscle tone: depending on the drug that was taken, a person’s muscles may be either more contracted or more relaxed
- the driver’s arms and neck, in order to find any possible injection sites

The driver is also asked to provide a sample of a bodily substance (e.g. urine).



## “It’s dangerous, but how much does it cost?”

### Penalties

- A conviction for driving under the influence of drugs has same consequences as a conviction for drinking and driving:
- Criminal record
  - Loss of your driver’s licence
  - Possible prison sentence
  - Fine
  - Costs: between \$1,700 and \$12,000, plus lawyer’s fees; higher personal automobile insurance premiums, etc.

## “Let’s talk!”

### Topics of discussion

- Which drug is the one most frequently detected in the blood of deceased drivers? (*answer: cannabis*)

It’s not true that cannabis is less dangerous. Like any other drug, cannabis affects your ability to drive. Cannabis slows down reaction times, makes it more difficult to keep a straight course and negatively affects your ability to coordinate your movements.

## “So, what now?”

### Solutions

- Don’t take drugs!
- As with alcohol, if you do take drugs, don’t drive. Adopt the same solutions you would if you had been drinking:
- Designated driver (the one who hasn’t taken any drugs at all, not the one who is the least high!)
  - Taxi (**Cool Taxi**: prepaid taxi coupons) (information available in French)
  - Public transit (bus, metro)
  - Drive-home services (such as Operation Red Nose)
  - Sleeping over
  - Friends or family

## “There you have it!”

### Conclusion

All drugs can be detected. No drugs and driving.

## “You want more?”

### To find out more

Web: [www.idrivemyownlife.com](http://www.idrivemyownlife.com)

Facebook: [www.facebook.com/SAQQC](http://www.facebook.com/SAQQC)

Twitter: [www.twitter.com/saaq](http://www.twitter.com/saaq)

Handout: *Drugs and Driving* quiz





# RECAP – PROM NIGHT

## “Lights, camera, action!”

### Video presentation

*Commence pas ta vie par la fin – Bal des finissants* video clip on prom night

## “Hey, do you remember?”

### Some reminders

What do you remember from the various subjects dealt with this year?

#### SEAT BELTS

- Always buckle up.
- Make sure everyone is buckled in before leaving.
- There must be as many seat belts as there are passengers.

#### SPEEDING

- Ask drivers who are going too fast to slow down.
- Listen to your passengers and slow down.

#### CELL PHONES AND TEXTING

- No text message is worth risking your life.
- Holding your cell phone is prohibited, even just to check the time.
- Use a mobile application such as Focus Mode.
- Don't text and drive!

#### FATIGUE

- There is no quick fix for beating driver fatigue.
- If you are tired, take a break before you drive off the road!
- Even if you haven't had anything to drink, sleep over if you are tired.

#### ALCOHOL

- Drinking and driving is a crime and it's expensive.
- Don't drink and drive!
- After just one drink, your ability to drive is already affected.
- Don't forget that you are subject to the zero alcohol rule. Zero means zero!

#### DRUGS

- Police officers can detect all drugs.
- All drugs act on the brain and can impair your driving.
- Even cannabis can significantly affect your ability to drive.
- No drugs and driving!

## “Let's talk about the after-party!”

An unforgettable prom is a well-planned prom: your look, your dress, your bowtie, your hair, the limo –you have to think of everything!

To make sure your prom and the after-party are memorable, don't forget to plan how you will get home afterward. Add that to your “to do” list.

#### How can you get home after the after-party?

- Ask your parents to come pick you up.
- Sleep over where the party is.
- Take a taxi or use your [Cool Taxi](#) coupons.
- Use public transit.

Look out for your friends and make sure that no one gets behind the wheel after having used drugs or alcohol.

**IDEA:** The school could organize transportation services for the students.

## “There you have it!”

### Conclusion

This advice also applies to all the parties we'll have this summer! **Have a great prom!**

