



ROAD SAFETY **AMBASSADORS**

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Ambassador's Guide

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PROJECT PRESENTATION

The Road Safety Ambassadors project aims to decrease the number of young drivers who are killed or injured on our roads. By deciding to become an ambassador, you commit to encouraging students in your group to be safe drivers and passengers. Your role is to make others aware of risks and dangerous behaviours, and to help them discover solutions for preventing accidents and tragedies.

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AMBASSADOR'S ROLE

1. Make in-class presentations on the topic of road safety.
2. Prepare well for each presentation by reading the content provided on the subject being presented and by becoming familiar with the PowerPoint presentation.
3. Set a good example outside of school and intervene when actual dangerous situations occur.



IN-CLASS PRESENTATIONS

If a visit to a health care centre or a testimonial is organized at the beginning of the project, your first mission will be to talk about your experience with the other students in your class.

The other presentations deal with issues of road safety (seat belts, speeding, cell phones and texting, fatigue, alcohol and drugs). A summary presentation is planned at the end of the year.

To prepare for these presentations, carefully read the detailed content provided on the subject you will be presenting in class. That content is found in the following pages. You can also use the PowerPoint presentations as tools during your talk.

Your teacher has also been given the content of the presentations. He or she is there to support you and supplement your presentation as needed.

You can also visit www.idrivemyownlife.com to find out more about the different subjects that you will discuss.

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.

“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!).

“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)

“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?

“There you have it!”

Conclusion

Buckle your seat belt. Always. It’s that simple.

“You want more?”

To find out more

- Web: www.idrivemyownlife.com
(Web site intended for 16-24 year-olds)
- Facebook: www.facebook.com/SAQQC
- Twitter: www.twitter.com/saaq
- Handout: *Seat Belt* quiz





SPEEDING

“On your marks!”

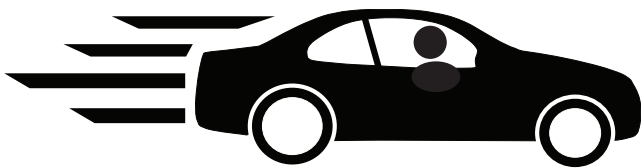
Introduction

Speeding kills approximately 155 people each year in Québec.

“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
- 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**.

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

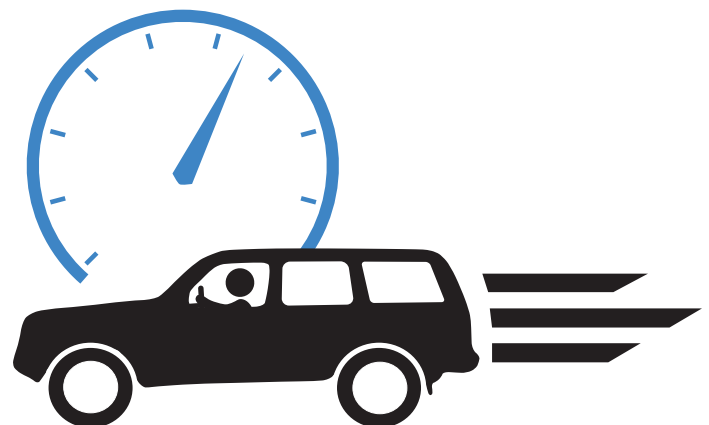
“You want more?”

To find out more

Web: www.idrivemyownlife.com

Facebook: www.facebook.com/SAQQC

Twitter: 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!

“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.

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

Penalties

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

“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.
- 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.





“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.)

“You want more?”

To find out more

Web: www.idrivemyownlife.com

Facebook: www.facebook.com/SAAQQC

Twitter: www.twitter.com/saaq

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

“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.





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.
- 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)



“So, what now?”

Solutions

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

“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

Facebook: www.facebook.com/SAQQC

Twitter: 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.

“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.
- 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.

“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

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.





“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!

“You want more?”

To find out more

Web: www.idrivemyownlife.com

Facebook: www.facebook.com/SAAQQC

Twitter: 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!”

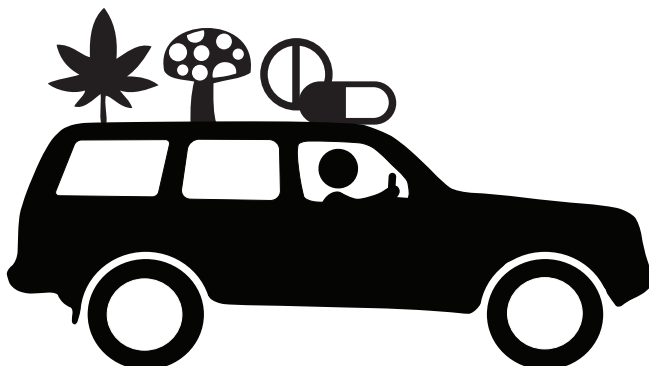
Video presentation

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



“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.

“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



“Let’s talk!”

Topics of discussion

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

“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

Facebook: www.facebook.com/SAAQQC

Twitter: 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!”

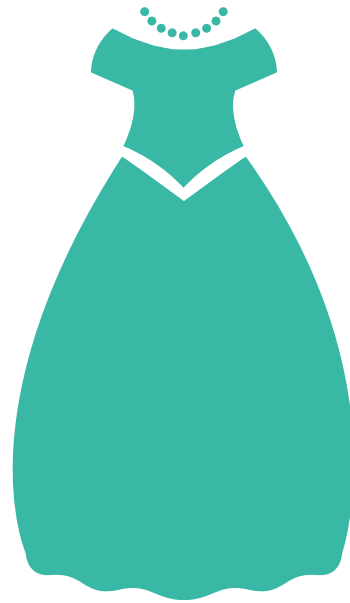
An unforgettable prom is a well-planned prom: your look, your dress, your bowtie, your hair, the limo —you have to think of everything!

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.

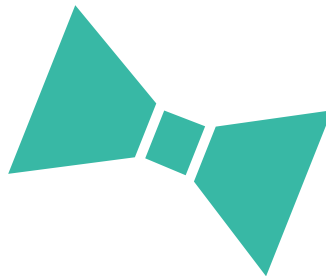
Look out for your friends and make sure that no one gets behind the wheel after having used drugs or alcohol.



“There you have it!”

Conclusion

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



*Société de l'assurance
automobile*

Québec 