



ROAD SAFETY **AMBASSADORS**

Project Organization Guide



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HOW THE PROJECT GOT STARTED

The Road Safety Ambassadors project was launched in the Montérégie region in 2013. The initiative, developed by the Agglomération de Longueuil police department, the McGill University Health Centre and the Société de l'assurance automobile du Québec, has led to the deployment of the project throughout Québec.

PROJECT PRESENTATION

The road safety record of drivers aged 16 to 24 has improved significantly in recent years. However, young drivers remain overrepresented among traffic accident victims. In Québec, they make up 10% of driver's licence holders, but are involved in 20% of accidents resulting in injury or death.

Alcohol, drugs, fatigue, speeding, failure to wear a seat belt or the use of cell phones at the wheel coupled with inexperience and recklessness constitute the main causes of accidents. Peers may also have a positive or negative influence on risk-taking. Furthermore, the risk of being involved in an accident increases considerably when passengers of a comparable age are also on board the vehicle.

Young people are part of the solution, and this is why the Road Safety Ambassadors project was created. It allows students to get involved in awareness efforts by acting as messengers. This project gets its strength from putting young people at the heart of the outreach efforts. They address their peers to champion responsible behaviours through personal experiences and using language that speaks to them.



GOALS

1. Encourage and support responsible behaviours on the road.
2. Raise awareness about risky behaviours (alcohol and drugs, speeding, failure to wear a seat belt, cell phones, fatigue).

STARTING THE PROJECT

The Road Safety Ambassadors project is flexible. The suggested process may be adapted according to lesson plans and the availability of contributors.



Materials provided

The documents required for the project are available on the SAAQ's Web site (saaq.gouv.qc.ca/en/ambassadors) and include:

- Poster: to promote the project and recruit ambassadors.
- *Project Organization Guide*: this guide.
- *Ambassador's Guide*: support document for the student.
- *Teacher's Guide*: support document for the teacher. It may also be used by any contributor who accompanies the student in class (e.g. police officer, student life coordinator, etc.)
- PowerPoint presentations: one for each subject discussed in class.
- Certificate of recognition: to be given to the ambassadors at the end of the year.
- Evaluation form: to be filled out by the teacher in charge of the project.

Overall schedule of activities

Secondary 5 ambassadors are designated in schools (ideally, one per group). They begin their training by visiting a health care centre (hospital, rehabilitation centre, etc.) or by hearing a testimonial from a resource person (police officer, paramedic, physician, accident victim, etc.). This will help them better understand the experience of traffic accident victims in order to share this experience with their peers.

The *Ambassador's Guide* provides interesting background knowledge that will allow the ambassadors to give in-class presentations throughout the school year.



Main steps

1. Identification of the ambassadors

The school solicits students interested in the project and designates those that would make good ambassadors. The *Ambassador's Guide* is given to the students to help them prepare for the presentations they will have to make.

2. Health care centre visit (or testimonial)

In cooperation with a hospital (emergency ward or trauma centre) or a rehabilitation centre, the ambassadors attend a presentation that will help them better understand the reality of a traffic accident victim and the consequences of an accident.

The school may also call upon a resource person (police officer, paramedic, physician, accident victim, etc.) to give a testimonial to the group of ambassadors. These testimonials may be given in person or via teleconference.

Video testimonials are also available on the SAAQ's YouTube channel. ([youtube.com/user/saaq](https://www.youtube.com/user/saaq))



3. In-class presentations

During the school year, the ambassadors give in-class presentations lasting a few minutes on the following subjects (the content is detailed in the *Ambassador's Guide* and the *Teacher's Guide*):

1. Health care centre visit (or testimonial).
The ambassadors talk about their experience.
2. Seat belts
3. Speeding
4. Cell phones and texting
5. Fatigue
6. Alcohol
7. Drugs
8. Recap – Prom night

The precise schedule is to be determined by the teacher and the ambassador. Presentations may be given in the company of a police officer or an SAAQ road safety advisor. The presentations lead to discussions, testimonials, sharing of opinions and the promotion of safe behaviours.

In addition to the presentations, ambassadors are invited to continue playing their part outside of school by being models of road safety in their daily lives (during parties with friends, for example). They may also participate in parallel activities related to road safety (for example, acting as volunteers for Operation Red Nose or getting involved in organizing ways to return home safely after prom night).

4. Recognition

The commitment and contribution of ambassadors are recognized. To that effect, a recognition certificate from the SAAQ is included in the material provided. The SAAQ will also draw two iPads from among all Québec ambassadors.



ROLES AND RESPONSIBILITIES

The project will evolve in various ways depending on the realities of different regions, schools and partners. The level of commitment of partners can vary greatly from one place to another. The roles and responsibilities listed below are possible avenues, but are not restrictive.

Schools (administration, teachers, student life facilitator)

- Identify ambassadors.
- Coordinate, with the help of other partners, a visit to a health care centre or a visit from a person delivering a testimonial (may also be by teleconference) and ensure the funding of the activity, if required.
- Authorize the absences and visits made by the ambassadors.
- Supervise in-class presentations.
- Recognize the commitment and contribution of ambassadors by organizing a recognition activity or offering a certificate.
- Provide feedback to the SAAQ for improvement purposes.
- Ensure the visibility of the SAAQ in public communications related to the project (see the Public Communications section).

Police forces

- Support ambassadors at certain times of the year, depending on their availability (e.g. accompany them during the health care centre visit, during some in-class presentations or during the recognition activity).
- Participate, as required, in educating ambassadors about the various subjects to be discussed.

Health care centres and injury prevention organizations (or testimonials)

- Welcome the groups of ambassadors and coordinate an on-site visit related to the goals of the project.
- In the case of a testimonial: meet with the groups of ambassadors and provide a testimonial in connection with the goals of the project.

Société de l'assurance automobile du Québec (regional road safety advisors)

- Advise and support the school when launching the project and at other moments throughout the year, depending on availability (e.g. accompany ambassadors during the visit of a health care centre, during some in-class interventions or during the recognition activity).
- Participate, as needed, in educating the ambassadors on the subjects to be discussed during in-class presentations (in person or by teleconference).

Parents

- Support the ambassadors in parallel activities related to road safety.



PUBLIC COMMUNICATIONS

The Road Safety Ambassadors project was developed by the SAAQ for use in schools with Secondary 5 students. We request your cooperation so that each communication action or public relations activity reflects the contribution of the partners involved in the project.

The following practices apply to any and all public relations activities related to the project.

Public events (e.g. press conferences)

- Invite an SAAQ representative to speak.
- If no SAAQ representative is available, mention that the Road Safety Ambassadors project was developed by the SAAQ in partnership with the region.

Press releases

- Mention that the Road Safety Ambassadors project was developed by the SAAQ in collaboration with various partners, by adding the following paragraph:

“The Road Safety Ambassadors project was developed by the SAAQ in collaboration with various partners. The project promotes peer-to-peer awareness raising, good driving behaviour and the sharing of experiences and solutions.”

Promotional material

The production of any additional material must first be approved by the SAAQ.

Requests regarding public communications in connection with the Road Safety Ambassadors project should be addressed to the SAAQ regional road safety advisor.

FEEDBACK

As part of its commitment to ongoing improvement, the SAAQ requests the cooperation of schools to assess and improve the material provided. It is therefore important that teachers fill out and return the evaluation form to ambassadeur@saaq.gouv.qc.ca, by **May 1 at the latest**. The form is available on the SAAQ's Web site (saaq.gouv.qc.ca/en/ambassadors), along with the rest of the material.

Two iPads to be won

At the end of the school year, the SAAQ will draw two iPads from among all Québec ambassadors. Teachers must write down the names of the ambassadors in the space provided on the evaluation form to enter the ambassadors in the draw. The SAAQ will contact the teachers of the winning ambassadors.





CONTACT INFORMATION FOR REGIONAL ROAD SAFETY ADVISORS

Questions, comments or specific inquiries should be directed to the regional advisor in your region.



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- Capitale-Nationale
 - Chaudière-Appalaches
 - Bas-Saint-Laurent
 - Gaspésie-Îles-de-la-Madeleine

418 528-3333, poste 82189

- Outaouais
- Abitibi-Témiscamingue
- Nord-du-Québec
- Hautes-Laurentides

819 772-3386, ext. 266

- Estrie
- Mauricie
- Centre-du-Québec

819 820-3222, ext. 264

- Saguenay-Lac-Saint-Jean
- Côte-Nord

418 548-9197, ext. 227

- North shore of Montréal
- Laval
- Lanaudière
- Laurentides

450 978-6000, ext. 5033

- South shore of Montréal
- Montérégie

450 468-2323, ext. 548

**Société de l'assurance
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