

# SADD Alberta

## Monthly Activity Guide

### 2015 - 2016





# Welcome!

*SADD Alberta is pleased to provide this resource to Alberta schools to assist them in raising awareness about the dangers of impaired driving and promoting SADD in their schools and communities.*

At the request of many of our Alberta SADD Chapters, we have compiled a set of activities which many SADD Chapters across Alberta, and even Canada, have done in the past to help raise awareness. We hope that this Monthly Activity Guide will provide schools with our recommendations for a more structured curriculum to follow throughout the year.

As this is just our recommended guide, you do not necessarily have to proceed with all of these suggested activities. The more events you introduce to your students and community, the more awareness you will create and you will also ensure that your community is aware of your dedication in supporting this cause.

SADD Alberta is proud to partner with Alberta Transportation in supporting the Alberta Traffic Safety Plan. Resources, statistics and information can be found by visiting **Safe Roads** on the web. Some of the following months will identify these safety topics.

The guide is also designed in that you don't have to complete each event in the month listed however, we will be trying to share each SADD Chapter's activities, as well as community events, through our Facebook and Twitter accounts as much as possible. We will also be sending resource information to Alberta schools and stakeholders bi-monthly, based upon this event calendar. You can order more of the related supplies from our website at the **resources link**. You may also find more details about the monthly activities on our website.

We always look forward to any pictures or updates from our schools and communities to share with others who are also dedicated to reducing impaired driving through education!

If an individual or organization would like to donate to SADD Alberta, we now provide the option to donate securely online through CanadaHelps.org. Simply click on the **donations link** on our website.



We wish you the best of luck with your events and sincerely thank you for your support in our campaign to educate and eliminate impaired driving among Alberta's youth. Please contact us at any time for resources and also to provide us with recommendations and feedback.

**We are here to assist. Email us at [info@saddalberta.com](mailto:info@saddalberta.com) or at 403.313.7233.**

## **THE TEAM AT SADD ALBERTA**

Friends Don't Let Friends Drink & Drive

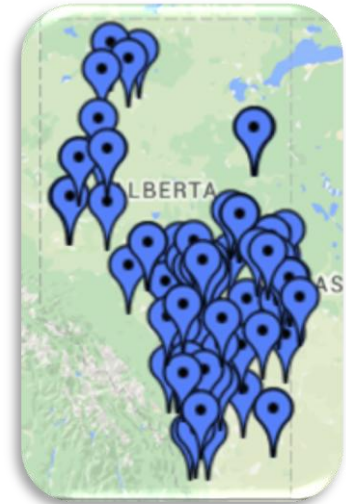
# September

## Activity

- **Register Your SADD Chapter**
- **New SADD Chapters Start**
- **SADD Alberta Poster Contest**

## Objective

Starting a new school year can be pretty hectic. That's why SADD Alberta wants to help you get your SADD group off to a great start. Pre-planning for your events and activities in September can make your group have vision and will make planning a lot easier for the school year.



## Resources

Once you register your SADD Chapter for the 2015 - 2016 school term, you will receive a Chapter Resource Kit filled with promo and other print material to help inspire some ideas for events and activities students can do at your school to promote safe and sober driving.

Full details for the SADD Alberta poster contest will be on our website when we launch. Details will also follow to Chapters via email.

## Instructions

Here is a list of some of the planning activities you can do in September to get your SADD Chapter off to a great start:

- Register your Chapter online with SADD Alberta
- Plan a school meeting with students interested in being part of your SADD Chapter
- Review this years' **Monthly Activity Guide** and decide which activities or events the students would like to do throughout the year.
- Brainstorm with the students to see if they have any ideas of their own
- Determine if any events will require additional financial assistance and discuss whether sponsorship may be available or if fundraising activities may be required
- Check out the posters and promo SADD Alberta has on their website to see if there is anything you can use at your school

## Tips for a Successful Activity

There are many different activities you can do throughout the year so it's a good idea to plan early and pick the ones you think will have the biggest impact at your school.

There are no limits to what your SADD Chapter can do or achieve, so make it the best it can be!

Contact SADD Alberta with any questions you might have or for any assistance.

# October

## **Activity**

- **Focus on Occupant Restraints**
- **National Teen Driver Safety Week (NTDSW)**

## **Objective**

Bi-annually, Alberta Transportation's safety focus is on Occupant Restraints. While seatbelts have been mandatory in Alberta since 1987, we continue to see collisions resulting in serious injury and fatality as a result of occupants not buckling up. Continued education and reminders of the dangers of being unrestrained in a vehicle are this month's safety focus.

National Teen Driver Safety Week will be held from October 19 – 25, 2015. Alberta schools and communities will take part in continuing the conversations with our youth about safe driving. SADD Alberta will be supporting Parachute Canada in asking you to take part. Young people in Canada make up only 13% of all licensed drivers, but they account for approximately one quarter of all road-related injuries and fatalities. Most of these injuries and deaths can be prevented. National Teen Driver Safety Week (NTDSW) is an awareness week that seeks solutions to unnecessary teen road-related deaths through youth and community engagement. The key messaging this year will focus on texting and driving as we know driver distraction is a factor in between 15%-19% of all fatal collisions involving teen drivers.

## **Resources**

We will be providing Alberta schools with our most recent seatbelt safety poster for posting in their schools. Additional posters can be found on our [resource page](#). Statistical information and additional messaging can be found at [saferoads.com](http://saferoads.com), on Alberta Transportation's website.

There are many ways for SADD Chapters to get involved in NTDSW. A community toolkit will be available to order from Parachute by mid-September which will feature information and resources, promotional materials, and pre-packaged activities to execute at the school and local community level. Additionally schools, SADD groups and communities can become involved by participating in Parachute's social media activities through the week, becoming a regional teen driver safety Ambassador/media spokesperson, and initiating community or school activities.

Visit the [Parachute website](#) to find more information about and National Teen Driver Safety Week, or contact Jacqueline Nadeau at [jnadeau@parachutecanada.org](mailto:jnadeau@parachutecanada.org).

## **Instructions**

Working with law enforcement and safety associations within your community will not only create positive relationships but it will also provide you with current insight on the concerns in your specific community. Invite your local law enforcement and health professionals to participate in this month's events.

## **Tips for a Successful Activity**

Community engagement will assist and give this month's event local relevance.

# November

## Activity

- **Contract For Life**
- **White Out Day**

### Objective

The leading cause of death among teenagers remains road crashes. In approximately 55% of these crashes, it is apparent that alcohol, drugs or both are factors. To give students and staff a visual representation of how many people are killed, SADD members will "white people out" throughout the event to give students a visual, and often emotional, representation of the impact of a loss due to impaired driving.



### Resources

You can download the Contract For Life from our website [resource page](#). For this event, your SADD Chapter will provide white face paint and signs to be worn by your white-out participants. Tombstone neck signs will be available for download from the SADD Alberta website prior to this month's events. Current statistics on youth and impaired driving are available on the web at [MADD Canada](#), as well as links to multiple additional related organizations.

### Instructions

Start in the school office with a student list. Every 23 minutes throughout the day, randomly select a student from the list to represent the next 'victim'. The SADD students go to the selected students class and 'white them out' by painting their face white and putting a sign around their neck that tells the story of their death due to impaired driving. Some SADD Chapters have used T-shirts to show that someone had been "killed" and on the back of them it said, "I have been a victim! Please don't drink and drive!"

### Tips for a Successful Activity

It is important to find students who want to be the "victims", as it will make more of an impact if they are on-board with the event. It is always best to use SADD students as opposed to random students but use what you have available. This event should be in conjunction with morning announcements so that students understand what is happening. It is also important to have all of the 'victims' meet at the end of the school day, where students can see the final numbers.

### Other Notes for November

November 18, 2015 is National Day of Remembrance for Road Crash Victims. [Click here](#) for more information.



# December

## Activity

- **Liquor Bag Campaign**
- **Candy Cane Check Stops**

### Objective

SADD Alberta, in conjunction with the Alberta Gaming and Liquor Commission (AGLC), is pleased to once again be having our liquor bag campaign. The objective of this campaign is to provide students of all ages a hands-on activity that allows for the discussion of the dangers of impaired driving.

Candy Cane Check Stops have students to partner with local law enforcement to participate in a local Check Stop program. Students will provide a positive presence at the Check Stop by giving drivers a 'Candy Cane Check Stop' card and thanking them for not drinking and driving. This event remains a favorite for students.

### Resources

SADD Alberta, in partnership with the AGLC, will provide paper liquor bags to your school or group at **no cost**. Specific information on this campaign is available through our website.

Candy Cane Check Stop cards can be ordered through our [resource page](#) on the web. Contact local businesses and law enforcement with assistance in setting up dates for you to accompany them at a local Check Stop event.

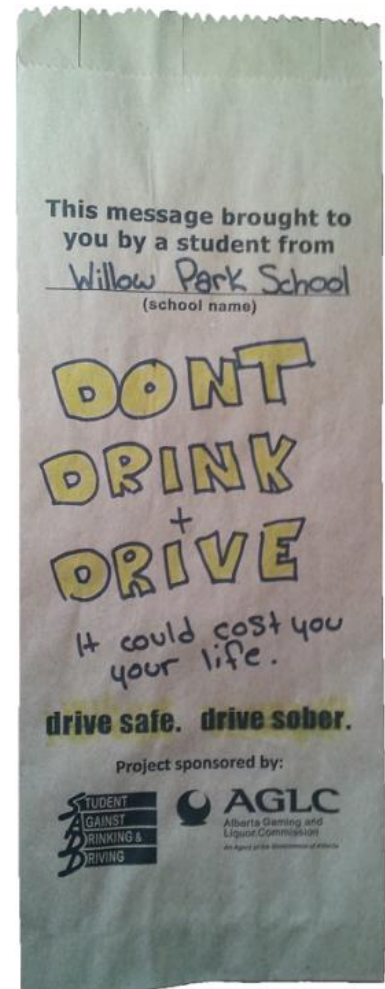
### Instructions

Establishing supporters within your school, neighboring schools, local liquor stores and the local community will be essential. This will include planning to have students and/or youth in the community begin their plans as to when and where they will complete the artwork on the liquor bags. Once you have established your initial supporters, contact SADD Alberta to order your liquor bags. The order form is available on the web page along with the full details on the campaign.

### Tips for a Successful Activity

In many cases, members of a SADD Chapter will partner with younger students at a local elementary school to assist them with designing the bags. Please be sure to double check the bag designs before they are returned to the liquor store to be used in customer distribution.

Local media will often run a story if your SADD Chapter engages the community, so be sure to let someone at your local media outlet know about your event! Please send photos of your event or remarkable bags to SADD Alberta as well.



# January

## **Activity**

### ➤ Body Outlines

#### **Objective**

Youth in Canada have the highest death rate per kilometer driven among all drivers and are rated the highest among all age groups for death and injury in motor vehicle collisions. On average in Canada, five lives are taken daily in road crashes.

For this activity SADD students place body outlines on the floor throughout the school to represent those who may have passed away that day. This event is engaging and often fun as the students enjoy creating the outlines and telling the stories.

#### **Resources**

It is also important to check with administrative and custodial staff before starting this project to make sure you are not damaging any school property or creating safety hazards. Students will require masking tape to create the body outlines on the floor and posters can be hung throughout the school for added awareness. If masking tape is not approved, then students can also trace each other on large sheets of paper, cut the outlines out and put them on the floor.

You can find out additional information from MADD Canada's website by [clicking here](#).

#### **Instructions**

Start by putting the correct number of body outlines on the floor with masking tape. SADD Chapters then put an activity postcard (supplied by SADD Alberta) in the outline with the SADD logo on it and a message saying, "I was killed by a drunk driver on my way home from school at 3:23 PM" or similar. An outline that has had a great impact was the one of a mother and small baby in a very busy area of the school. The postcard saying, "I was killed by a drunk driver on my way home from the hospital, 10 days old".

#### **Tips for a Successful Activity**

Taking time to plan the sayings for on the cards, as well as making the body outlines, will help with the success of this activity. Place the outlines where they are going to be seen (high traffic areas) and place them all over the school so that they create an impact on as many as possible. Please be sure to talk to your custodial staff at your school before this event and also make sure to remove all of the masking tape at the end of the event.



## February

### Activity

- SADD Candygram Valentines
- Distracted Driving

### Objective

Students and staff can send a valentine to someone and donate money to their school's SADD Chapter by hosting a candygram fund-raiser. Whenever a candygram is purchased, the proceeds can go to the SADD Chapter to help with future events, conference fundraising, etc. This activity is simple, but effective.

Continued reminders about distracted driving are needed. This month take the opportunity to highlight distracted driving in your educational time.

### Resources

SADD Valentines cards can be ordered online through SADD Alberta's [website](#) in the weeks prior to Valentine's Day. These can either be given for free, or schools can purchase candy or lollipops to accompany the valentines and can then sell the candygrams to raise funds for your SADD Chapter. They come in a strip with a variety of designs.

This month's poster will focus on distracted driving. It will be sent with the bi-monthly mail out but can also be ordered from SADD Alberta's website. There will also be a downloadable 'toe tag' on the web that you can use if you wish to highlight a victim of distracted driving. You can always find the most current information related to Alberta's traffic safety initiatives at [saferoads.com](http://saferoads.com).

### Instructions



Set up a table in the lobby, office or the front of the school with a sign promoting your event. Make sure that you have the permission and support of the school and make sure that you create a buzz around the event. The Valentines cards can be personalized by the sender. The more people who know about it, the more candygrams you will sell! Give everyone enough time to order and participate and to also make sure the activity is accessible to everyone in the school.

### Tips for a Successful Activity

Enlist volunteers to help distribute the valentines. This easy and fun event is also a good way to encourage others to get involved in SADD. Adding candy to this activity seems to consistently make it a great success.





# March

## Activity

- **Pep Rally/SADD Presentation**
- **Seatbelt Safety**



## Objective

Most high schools have at least one pep rally per year. This opens up a positive marketing opportunity for your SADD Chapter to take part in the pep rally and give a presentation to the entire school on impaired driving, seat belts, etc. Time to share your message on a larger scale with a bigger audience.

Time to, once again, send a reminder that seatbelts save lives.

## Resources

SADD Alberta is happy to provide you with a video presentation on the tragic results of impaired driving. The video of a live school presentation by speaker Michael Buckingham can be used to present to your students and staff. Please check out website for further details or contact us at [info@saddalberta.com](mailto:info@saddalberta.com). We were fortunate to have Michael travel to Alberta to do his presentation at many of our schools as well as at our Provincial Conference on a number of occasions. We encourage you to use this video this month, to spread his message as a legacy to his lifelong passion to change people's attitudes and save lives. Michael made a difference.

Establish a relationship with your local law enforcement personnel. They are a great resource to provide support during pep rallies, etc.

This month's traffic safety poster is focusing on seatbelt safety. Remind your students that seatbelts save lives!

## Instructions

Your group can put together a video presentation, a play or skit, a car drop or a mock crash. Bring in a speaker to share their personal story. Show a video related to impaired driving or seat belt crashes. Look for a spokesperson from the school that will make an impact and will get the message heard.

## Tips for a Successful Activity

Invite the public and media. Ensure that your group plans the activity out and you stay positive on the message, and, most of all have fun while you are doing your presentation! You could also choose to have some sort of food/snack for this event as everyone loves events with food.

# April

## Activity

### ➤ SADD Ribbon Campaign

#### Objective

To bring awareness by tying a white SADD ribbon to the antenna of vehicles.

#### Instructions

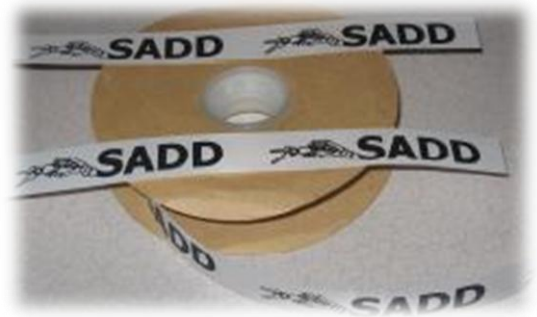
You can do this in conjunction with other activities while you 'ribbon' the school parking lot. You would tie a SADD ribbon on vehicle antennas and leave a message under the windshield wiper.

#### Resources

You will be able to order your SADD ribbon from our website at [www.saddalberta.com](http://www.saddalberta.com). Other resources required for this event are cost effective – construction paper, paper, pens, pencil crayons, etc. It does not have to be elaborate and the messages can even be hand written for additional impact.

#### Tips for a Successful Activity

Consider doing a community ribboning blitz. Chose a location like a shopping mall, local business, etc. make sure you have the required permissions, and tie ribbons onto the parked vehicles.



**Friends  
Don't Let  
Friends  
Drink & Drive**

# May

## **Activity**

- **Grad Safety Awareness**
- **Positive Ticketing Event**

### **Objective**

Public recognition of conscientious behaviour will encourage students to feel comfortable making safe and smart decisions around their peers. No better time to encourage students to make positive decisions than now, before the graduation ceremonies and events begin.

The purpose of the Positive Ticketing Event is to inspire and reinforce positive student attitudes and behaviours. Rather than emphasizing the negative consequences of drinking and driving, this event provides reinforcement of responsible conduct.

### **Instructions**

Planning for a safe grad can include small or grandeur undertakings. We commend everyone who attempts to reinforce the message that drinking and driving has tragic results and there is a high risk of this preventable behaviour during graduation season. Consumption of alcohol by those under the age of 18 in Alberta is illegal. While we provide resources for your event, we leave the planning to you. Many recommendations for safe grad activities can be found on the web. [Click here](#) and this will bring you to just one of the sites that you may find informative.

The Positive Ticketing Event has students print or type positive messages on small slips of colourful paper. You can use the template that is on our website on the [resources page](#). Have students distribute these messages around school. This can include 'ticketing' students and teachers during school, or slipping tickets into lockers or under the windshield wipers of cars parked at school.

### **Resources**

SADD Alberta representatives are available to come to your grad events, career fairs, student conferences, etc. Contact us to find out more and to discuss the details of your event.

Have students brainstorm positive messages such as 'Thanks for not drinking and driving this weekend!' or 'No fine for responsible decisions (thanks for not drinking and driving)'. The tickets are most effective when they look like a real ticket (for example, they include a ticket number, date, officer signature, etc.). [Click here](#) for a template for the 'ticket'.

### **Tips for a Successful Activity**

SADD Alberta has a number of promotional items available that focus on grad. Visit the promo page on our website to order these items prior to your event.

Don't ticket on a windy day! The primary objective of the Positive Ticketing Event is to provide positive reinforcement in a public environment. Ticketing students who are purchasing food in the cafeteria or slipping tickets into gym lockers will help students feel comfortable discussing safe driving in a positive atmosphere with their peer group.

# June

## **Activity**

- **Graduation Events**
- **Activity Wrist Bands**

### **Objective**

We spend our school years looking forward to an exciting and milestone day- GRADUATION! SADD Alberta wants to focus on continuing to send the message that you have been sending all year – Friends Don't Let Friends Drink and Drive. Never drive if you have been drinking and never get into a vehicle with someone, no matter who they are, who has been drinking.

### **Instructions**

As noted in May's page, we will leave the planning of your safe graduation celebration to you. This month, there will be grads throughout Alberta and we wish everyone a safe and successful event.

Have everyone put on a SADD Wristband to show their support of the event and also to show that they plan ahead when they need a ride. The orange bands throughout the event will impact the crowd.

### **Resources**

Local business, radio, law enforcement and fire departments are great resources to assist with this event. Allow your community, local law enforcement and businesses to share in this positive event.

SADD Alberta has activity wrist bands, grad dinner table cards, grad posters, etc. You can find these on the website under the promo tab on the **resources** page.

### **Tips for a Successful Activity**

It is important for the students to make sure they talk to all community members and make it a community event to make this event a huge success. Another Idea is to have a school sponsored BBQ with it as well, to show more support as well as a final farewell for students.

Having everyone wearing their activity wristbands will show that the crowd is like minded and together in the fight against impaired driving.

