



MADD Canada's

WEED OUT THE RISK



WEED OUT

THE RISK

KEY FACT:

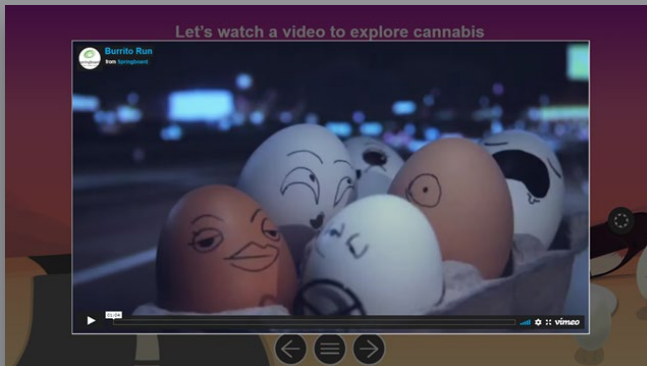
41% OF TEENS SAY THEY ARE NOT CONCERNED ABOUT
GETTING INTO A CAR WITH SOMEONE WHO HAS BEEN USING
DRUGS (*PARTNERSHIP FOR A DRUG FREE CANADA, 2014*).

PRESENTED BY:

madd 
No alcohol. No drugs. No victims.


springboard
CONNECT. INSPIRE. ACHIEVE.

WEED OUT THE RISK: **An Anti-Crash Course for Canadian Youth**



WHAT IS ***Weed Out the Risk:***

Weed Out the Risk (WOTR) is an interactive harm reduction program, developed by Springboard with additional content from MADD Canada, which informs young people of the risks associated with using cannabis and driving. This program is endorsed by the Centre for Addiction and Mental Health Canada (CAMH), Cannabis Council of Canada, teachers, and most importantly, by thousands of students who have participated in the program.

This classroom program, led by a trained facilitator, engages teens through interactive discussions, games, activities and videos.

WOTR challenges teens' misconceptions about cannabis and presents the real risks of using cannabis and driving, or being a passenger in a vehicle with an impaired driver, in a non-judgemental manner.

HOW THE **Program Works:**

Our trained facilitators deliver this one period program to schools across Canada focused primarily on grades 9-12 but where feasible, we also present to grades 7 & 8. Our program messaging has been directly linked to the school curriculums and the program can be accommodated within the scheduling complexities of your school.



In Canada, the **average age** of first cannabis use among grade 7-12 students was **14.2** years old.



Among 29 of the world's most wealthy countries, Canadian 11, 13 and 15 year olds have the **highest rate** of past-12-month cannabis use at **28%**.



The past-3-month cannabis use rates among those 15 years of age and over are **significantly higher** in 2018 than they were in 2015 in every Canadian province excluding BC and Quebec.



11.3% of grade 12 students have driven after using cannabis or alcohol and **37.3%** have been a passenger in a car with a driver who had used cannabis or alcohol.

(Source: Alcohol, Cannabis and Impaired Driving, R. Solomon, July 11, 2018)

Common Myths & Misconceptions Among Youth:



BEING HIGH
HELPS ME
CONCENTRATE
SO I'M A
BETTER DRIVER



IF I'M DRUNK,
SMOKING
WEED HELPS
ME SOBER UP



IT'S SAFE IF
THE DRIVER IS
HIGH AS LONG
AS THEY'RE
NOT DRUNK



THE COPS
CAN'T TELL IF
I'M HIGH



Program Results:

- More than 170,000 youth have participated in *Weed Out the Risk* since 2015.
- Our partnership with Springboard enables us to bring this program across Canada and increase the number of youth who participate each year.
- 98% of students said they would suggest this program to other youth.
- 95% of students said they were better aware of the risks around smoking cannabis and driving.
- *"Covers a topic students need to hear, and one that parents and teachers might find difficult to talk about. Dynamic use of videos, quiz and stats. Presenter is knowledgeable."* – Teacher
- *"Valuable information presented in a great way. Having a different presenter (not teacher) makes a difference. Meaningful information and relevant."* – Teacher
- *"I like that it gave me real life examples instead of only statistics."* – 16 year old Student

We look forward to the opportunity to present this program to your school.

Book now at 1-800-665-6233 or info@madd.ca

Check out the *Weed Out the Risk* PSA and promo video:

madd.ca under *School Programs*



1-800-665-MADD | madd.ca

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