

MADD Canada's Youth Manual



***ASK THE QUESTIONS. DEBATE THE ANSWERS.
CHALLENGE THE NORMS. EMPOWER YOUR PEERS!***

madd 
Saving Lives, Supporting Victims

www.madd.ca
2016 – 2017

INTRODUCTION

Please never lose sight of the fact that as an student, you have the power not only to be a leader, but to influence your fellow peers... challenge them to look at their morals and ideals to ensure they are making the best choices for themselves!

The MADD Canada Youth Resource Manual is designed to assist youth in reinforcing the important message that drugs, alcohol and driving don't mix.

Our hope is that by bringing these exercises into the classroom, you will be reinforcing the message never to mix alcohol and drugs with driving.

This manual was created to assist with planning events that promote greater awareness of the seriousness of driving under the influence of alcohol and/or drugs. All that is needed is a little imagination and innovation, and you will be on your way to organizing a successful event, either individually, in a group or in a community.

Vehicle crashes are the #1 cause of death among youth age 16-25; 55% of those are alcohol and/or drug related. By facilitating these events in your school and community, you are creating awareness about the dangers of impaired driving, while empowering your peers to make a difference.

The manual has been divided into three sections:

- **Education and Awareness** events are manageable, which can be completed by an individual or small group. (pages 3-15)
- **Fundraising** events involve moderate planning and volunteers. (pages 16-24)
- **MADD Canada Chapter/Community Leader** events require considerable planning, a committee of students and require community involvement. (pages 25-29)

"Additional Resources" provides a list of organizations and websites for more assistance, and some statistical information. It also includes a list of other organizations working in the fight against impaired driving.

We are always looking for new ideas to add to this manual, so we welcome you to send your suggestions and feedback to dregan@madd.ca for consideration.

The ideas have been compiled from schools, conferences and student groups which focus on educating and mentoring students who want to influence their peers. With your built-in target audience of students and parents - together with volunteers that can donate their time – your school can really make a difference in your community.

Take charge, save a life.

**MADD
Canada's
Mission:**

**To stop
impaired
driving
and to
support
victims
of this
violent
crime.**

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Education and Awareness

The following activities are suggestions for individuals or groups that require minimal to moderate planning, which can be completed by a group of students with some assistance from a staff member. These activities offer a good starting point, which can be incorporated with other sections of the Youth Resource Manual.

ANNOUNCEMENTS



Instructions:

- Incorporate trivia, statistics, and challenges with morning P.A. announcements about impaired driving.
- Stimulate interest in Homeroom by giving out rewards.
If you give rewards, staff and students will have incentive to participate.
- Make sure to be positive and use appropriate language.

Resources required:

1. PA system
2. Statistics and facts (refer to “Additional Resources” for suggestions)
3. Download MADD Canada’s radio public service announcements from <http://madd.ca/pages/programs/awareness-campaigns/television-and-radio-ads/>

POSTER CAMPAIGNS

Instructions/Ideas:

- Create impaired driving awareness posters. The more creative the posters, the better.
- Announce that there will be prizes for the top entries (seek donations to help you out).
- Display posters around high traffic areas.
- Schools have put up posters at local bars in their community hoping to catch the eye of someone who is considering driving impaired. This requires special permission from the location(s), perhaps in writing.
- Enter posters into MADD Canada’s poster contest (see www.madd.ca for contest details).

Resources/Supplies required:

1. Paper
2. Art Supplies
3. Creativity
4. Locations to display the posters in and around the community

MY DECISIONS

MY VOICE

MY

RIGHT TO A SAFE RIDE HOME

MY

MADD YOUTH:

- * Make smart choices by not mixing alcohol, drugs and driving.
- * Educate their friends to stop mixing alcohol, drugs and driving.
- * Plan ahead and take turns being a designated driver.
- * Refuse to get into a vehicle driven by an impaired driver.

MADD Canada is committed to working with today's youth to help make our roads safer.

madd.ca

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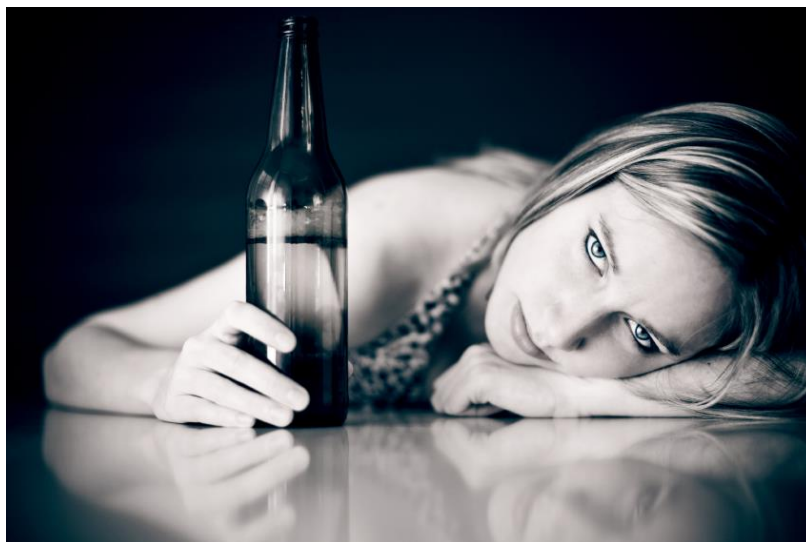
ALCOHOL/DRUG PREVENTION AWARENESS DAY

Instructions/Ideas:

- April is Alcohol Awareness month. Designate a day (if possible during April) during the school year, approved by your administration to support alcohol/drug prevention.
- In order to increase the impact of the day, consider holding the event close to a time when impaired driving may be the most prevalent (i.e. graduation, summer vacation, Christmas holidays, etc.).
- Try to make the day full of fun activities, while also trying to raise awareness about the deadly effects of impaired driving.
- Some options used in the past: displays of student “bodies” in the halls that have been “killed” or “injured” in impaired driving crashes; students create drama skits related to impaired driving to be presented at an assembly at the end of the day (i.e. include a variety of activities from the **Education and Awareness** section).
- Posters and games can be created for this event. Posters can be used to promote the event; however they can be posted year-round if they appear to be effective.

Resources/Supplies required:

1. Volunteers
2. Art supplies (Bristol board, markers, etc.)



CHOOSE YOUR RIDE

Instructions/Ideas:

- Partner with your local Emergency Medical Services (EMS).
- These individuals will come and explain to your peers what can happen in impaired crashes, but also what to do if an emergency should arise.
- Offer this experience to other students, parents, and your community by advertising throughout your community.
- Participants get to take a ride in an ambulance, police car, hearse, or taxi. This can be a ride anywhere depending on location of the event.

Resources/Supplies required:

1. Emergency Services co-operation
2. Location
3. Promotion of the event(s)



HEALTH FAIRS

Instructions/Ideas:

- Choose a location - big or small.
- Include fun activities, presentations, contests, and information booths, whatever you think helps to get the message across.
- Booths can contain information on the effects of alcohol and drugs on the body as well as the consequences of excessive drinking and drug use. You may want to ask your local Health Unit or Health Nurse for resources and ideas.
- The more interactive the event is, the better the response will be.
- Research the target group so that the event will suit the needs of the participants of the fair.
- Venue, funding, and volunteers are needed to run the fair.
- Fair should be promoted to reach the intended audience effectively. For example, if it is in a high school you could make announcements about it in the morning or create posters to put up around the school asking students to come out and participate.



Resources/Supplies required:

1. Volunteers
2. Funding
3. Information – needs to be informative on the issue of impaired driving (refer to “Additional Resources” section)
4. A means of getting the information out – a stand, games, announcements, etc.



ANTI-IMPAIRED DRIVING GROUP

Instructions:

- Identify at least one person who can assist you in forming the group.
- Put out a general announcement for volunteers (post flyers, ads in newsletters, email, and/or send out individual letters).
- Alternatively, you can post one or more volunteer sign-up sheets.
- Make a list of people your peers who you think might want to be involved.
- Once you have determined your members make a master membership list of all the volunteers.
- Students should sign a contract outlining the terms and conditions of their participation on the group.
- Set a date and a time for your meetings. If you have a small group you should contact each member yourself. Be sure to inform all members of the date, time, and location.
- Contact local anti-impaired driving student groups for start-up assistance (TADD, SADD, OSAID). You can also contact a MADD Chapter in your area (visit www.madd.ca for chapter listings).



Resources required:

1. Staff/teacher support
2. Students that are interested and willing to commit

What you can do:

- With this group you can use their support to help organize and run the various events in this manual and help create awareness for impaired driving.



DISPLAYS

Instructions:

- Students create art, posters or displays associated with impaired driving.
- Display in visible places throughout the school.
- These pieces can be completed as part of a competition or part of an art assignment (see www.madd.ca for MADD Poster Contest information).

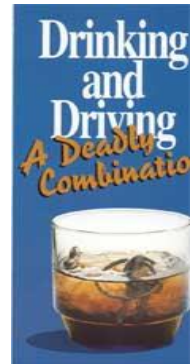
Resources required:

1. Art supplies
2. Students willing to complete the displays
3. Staff support
4. Prizes if done as a competition

BROCHURES

Instructions:

- You will create a promotional brochure for MADD Canada. The brochure should include: Statistics, preventative alternatives, and important information regarding alcohol and/or drug impaired driving.
- These can be part of a class assignment
- Create your own brochures, or use existing literature from MADD Canada, and place them around the school or give them to homeroom classes.
- Microsoft Publisher (Windows)/ Brochure Maker (Mac) can be used.



Resources/Supplies required:

1. Access to www.madd.ca web site
2. Paper, Pens, Pencil, Printer
3. Information can be collected from “Additional Resources” section at the end of the manual

TRIVIA GAME

Instructions:

- Ask a trivia question on the announcements every morning.
- Each homeroom class sends their answers down to the office and the results are collected over the duration of the Trivia event.
- The class with the most correct answers is awarded a prize.
- The answers to the Trivia questions that are put on the PA system in the morning can be found either on posters around the school or the classes will research to find the answers.



Resources/Supplies required:

1. Statistics/Facts (refer to “Additional Resources”)
2. Prizes
3. PA system

BLACK-OUT DAYS

Instructions:

- Recruit students to dress in black. Students do this to represent victims who died from impaired driving. Those dressed in black are not allowed to speak for the duration of the day.
- Think of an intriguing way to grab the attention of your peers over your PA system. For example, sounds of a crash can be played to get students attention.
- Explain the situation to students and the point of this exercise.
- Throughout the day, student volunteers will announce statistics/information about impaired driving.
- The students will take a vow of silence to simulate they are victims of impaired driving. The purpose is to make their classmates understand the feeling of losing a close friend due to impaired driving.



- The volunteers would also have the option of wearing tombstones around their neck that indicate how they were “killed” or relay statistics related to impaired driving.

Resources/Supplies required:

1. Promotional material (i.e. posters, announcements, etc.)
2. Volunteers
3. Black clothing
4. Art supplies
5. P.A. System
6. Sign-up sheets/ Volunteer agreement form

TOMBSTONE



Instructions:

1. Buy cardboard and wooden sticks; cut cardboard into tombstone shape.
2. Glue or tape wooden stick on the back of the tombstone.
3. Find an approved area that is accessible to the entire school to place the headstones.
4. Arrange the headstones around to create a cemetery effect.
5. Have fictitious names on the tombstones and include the date of death and place them nicely into the grass.
6. The day the tombstones are put on display, explain “how they died” (i.e. impaired driving).
7. Put statistics related to alcohol and/or drug impaired driving on the tombstones.
8. Display the tombstones around the school to raise awareness about the risks of driving while impaired.

There are two different options that the tombstones can represent:

Option 1:

A victim memorial is any physical object created, erected or installed to commemorate those involved in or affected by an impaired crash. Generally memorials are erected by local communities or groups associated with those remembered such as parents, siblings, friends, etc.

Each memorial is unique. It represents that community’s chosen method of remembrance. By creating these tombstones you are showing the impact of impaired driving on a very real level. The names of those recorded on a memorial may only be

remembered on that monument, making it important to preserve it to commemorate that individual's sacrifice.



Option 2:

The names of those killed or injured by an impaired driving crash recorded on a memorial wall. The names may be fictitious. This is just an approach to show the continuing relevance of impaired driving and how it affects the local community.

They link the past to the present and enable people to remember and respect the impact of those who died, were injured, or were affected by impaired driving.

Resources/Supplies required:

1. Art supplies
2. Staff support

BODY SKETCHES/ CHALK OUTLINE

Instructions:

- Outlines of bodies are sketched on the ground throughout the school to look like the scene of a crime.
- Draw outlines on bodies on black construction paper and place them around the school.
- Each hour during the day, increase the amount of the outlines.
- Place them throughout the school. This will create the effect that as every hour passes more and more people are affected by impaired driving.

Resources/Supplies required:

1. Chalk or tape
2. Permission by administration
3. Black construction paper



TRICYCLE OBSTACLE COURSE

Instructions/Ideas:

- Pick a location (school gym, parking lot, etc.)
- Create your own course, and be as creative as possible. The harder the course, and more realistic, the better.
- Allow the participants to pedal through the course with and without fatal vision goggles (you can contact a local MADD Canada Chapter to see if they may have some impairment goggles that you could borrow). First let them ride the course without the goggles, and then let them go for a test ride with the goggles on.
- If fatal vision goggles are not available, you can have participants bring in a pair of glasses and use paper with a tiny hole over them to create the same effect.
- This event may be most effective if you make the obstacle course as realistic as possible. Add STOP signs, light signals, R.I.D.E. /sobriety checkpoint, pedestrians on the street, etc.



Resources/Supplies required:

1. Tricycles
2. Fatal Vision goggles
3. Something to maneuver around (i.e. pylons, clear tape)
4. Time and place



MOCK CRASH

Instructions/Ideas:

- Call local automobile wreckers and ask to borrow a damaged vehicle and set up a crash at your school or in your local community.
- Ensure it is a place that is visible to many people.
- Cooperation from Emergency Services (police, paramedics, firefighters) in your area is required.
- Students can volunteer ahead of time to play characters in the crash including the part of a driver impaired by alcohol and/or drugs; they can ask questions and assist in the planning & set-up of the event.
- All Emergency Services need to be represented at the crash: police, paramedics and firefighters. This will ensure that the event runs smoothly, that there are no mishaps. It also makes the event more realistic.
- The scene: Emergency Services stage a crash scene to demonstrate how they would handle the emergency situation and consequent clean-up.
- Emergency services are in charge of what happens at the crash scene. It is important to follow their instructions **carefully**.
- Invite local media to cover your activity.



Resources/Supplies required:

1. Wrecked car (local dump company)
2. Emergency Services
3. Safety equipment (e.g. caution rope)
4. Volunteers
5. Proper location



A NIGHT TO REMEMBER

High school prom and grad time is a time to celebrate. Unfortunately many of the all-night parties following the prom or graduation ceremonies involve the use of alcohol and/or drugs. No matter how parents try to supervise and control the amount of alcohol that is consumed, the risk remains too high. Too often the fun turns to tragedy, particularly when alcohol or drugs are mixed with driving.

If your school doesn't already have an all-night dry party after these events, you can talk to your school advisor about starting a new tradition to keep students safe on one of the highest-risk nights of their lives. The evening is a night that all grads and their guests will remember.

This high-energy party has a wide variety of entertainment going on throughout the night, draws for some terrific prizes and lots of food. The entire evening is alcohol and substance free and is supervised by adult volunteers. Your goal would be to have a majority of all the graduating students attend.

An evening like this has already been implemented at high schools across Canada and can be very successful. Some schools have reached 100% attendance by grads.

You can also find templates and tips at www.safegradevent.com.



Fundraising

Fundraising events require slightly more planning than the Education and Awareness events. They require more time and involvement to facilitate, and the help & commitment of multiple people. If you are looking to create community awareness with some fun activities, then this is the section for you.

FUNDRAISING ITEMS

Instructions:

- Choose the products you want to sell. Popular with high schools are the "school spirit" type of item - such as candies, wristbands, pins and key chains.
- Determine the cost of the product. It is possible that a local store would donate products for some kind of recognition or advertising.
- Settle on how much money the group will need to raise.
- Increase your fundraising goal based on number of sellers, response for programs, time period (candy sales typically last two weeks).
- Assign one person to be responsible for collecting the money.
- Determine a deadline to have all the money given to the assigned money collector.



Resources/Supplies needed:

1. Committee/ Leader
2. A team to sell the product
3. Supplier
4. Marketing material
5. High traffic area to sell products

MOCKTAILS, ROOT BEER FLOATS & MILKSHAKE STAND

Instructions:

- Drinks can be sold at school/community events such as a dance, barbeque, or at lunch time in order to raise money for school/community programs.
- The goal is to heighten awareness and create a fun activity.
- The mocktails, root beer floats and milkshakes remind students that you can have fun without drinking alcohol.



Supplies/Resources needed:

1. Drink supplies (cups, ice, juice, etc.)
2. Staff support
3. Promotional information
4. A venue to sell the mock tails
5. Members of the community to judge the mocktails to increase community involvement
6. Prizes – donated or purchased

Note: Mocktail recipes and responsible serving tips are also available on:

http://www.mynslc.com/Content_CommunicationsPages/Content_CorporateResponsibility/Content_SocialResponsibility/Responsible%20Consumption/Mocktails.aspx

http://www.ylc.yk.ca/mocktail_recipes.html

http://www.lcbo.com/content/lcbo/en/catalog/spirits/cocktail-lounge/mocktails.html?inbound=/mocktails#.VIYX0k1_mik

Mocktail Example: *Elephantini Mocktail*

Ingredients:

3 oz. chocolate milk
2 tsp. caramel sauce
2 tbsp. whipped cream
Banana slice
Cinnamon
White sugar
Ice



Directions:

In a cocktail shaker filled with ice, add 3 oz. chocolate milk, 2 tsp. caramel sauce and 2 tbsp. whipped cream. Shake sharply and strain into a cocktail glass. Dip a banana slice in equal parts cinnamon and white sugar, and garnish. (Available at

http://www.lcbo.com/socialresponsibility/content_elephantini.shtml

CAR WASH

Instructions/Ideas:

- Host the event in an empty parking lot, or a suitable location that can accommodate a lot of vehicles.
- Organize volunteers into groups (recruiters, washers, dryers, concession).
- While the customer's car is being washed, offer refreshments and snacks to generate extra donations.
- This is one of the easiest ways to raise awareness about impaired driving. People can tie MADD Canada red ribbons to their cars or keys; every time they drive they are reminded about the serious consequences associated with impaired driving.
- You can have donation boxes along with the ribbons so that you are not only raising awareness about MADD Canada and the impact of impaired driving but you are also helping to fund the fight against impaired driving in Canada.

Resources/Supplies required:

1. Parking lot
2. Soap/Hose/Buckets/Sponges/Rags
3. Bristol board and markers for signs
4. Cash and coins for change
5. Towels
6. MADD Canada red ribbons and/or donation boxes – these can be obtained from your local MADD Canada Chapter, or MADD Canada's National Office.

BARBECUE

Instructions/Ideas:

- Set a date and location.
- Recruit peers and parents to volunteer throughout the day.
- Ask for food/beverage donations from local grocery stores.
- Charge a small amount (\$5-\$10) as a fee for food and drinks to help increase donations.
- Ask local stores for product donations to create a gift basket to be used as a raffle prize, sell raffle tickets either before or during the event. Announce the winner at the end of the BBQ.

Resources/Supplies required:

1. Volunteers
2. Food/beverages
3. Cooking utensils
4. BBQ
5. Raffle tickets/gift basket products



TALENT SHOW

Instructions/Ideas:

- Get permission from your administration for a possible date and venue for the show.
- Allow yourself plenty of time and recruit lots of volunteers.
- Approach members of the community for donations and assistance.
- Set-up auditions for possible talent performers.
- Start promoting the show; it is important to do this well in advance to create buzz and interest.
- Determine if you will sell tickets, or have guests pay when they arrive (this will help to determine the need for ticket collectors or cash flow).
- Once you have enough performers, set a date for a dress rehearsal to practice before the actual date (you may have to do it multiple times to make sure it runs smoothly).
- Contact all event sponsors, volunteers, and performers to go through the process of the night, and your expectations of them.
- Offer a silent auction during intermission, and provide your audience with some refreshments and snacks (see the **Education & Awareness** section for ideas).
- Make sure to thank all sponsors, volunteers, and performers. This is important to encourage their help for upcoming years.
- During the event you can hand out MADD Canada red ribbons.
- Lastly, SIT BACK AND ENJOY!!



Resources/Supplies needed:

1. Volunteers/ Team Leaders
2. Participants/ Acts
3. Stage/Location
4. Donations for snacks, materials, etc.
5. MADD Canada red ribbons and/or donation boxes – these can be obtained from your local MADD Canada Chapter, or MADD Canada's National Office.

SCHOOL DANCE FUNDRAISER

Instructions/Ideas:

- To organize a good school dance is not difficult, but it does require helpers and support from your school to make it successful.
- Choose a theme (for example, Hawaiian theme). Once you have a theme use it to plan designs for tickets, posters, flyers, and decorations. If possible get your art department to help.
- Decide on the venue. Your school will most likely host it in the cafeteria or gym.
- Arrange the music. Determine if you need a DJ or if you have to supply the music yourself. It is more cost effective to play the music yourself, but a DJ will lessen the load of responsibility.
- Selling tickets for your fundraiser can be done by volunteers at lunchtime, and also in homerooms. It is important to do your total expenses when pricing tickets. Do what you need to cover costs, and then aim to try and make more for the donation.
- Refreshments are part of the fun of attending a dance. Your peers will be buying drinks and food, so use **Education & Awareness** ideas to assist you in that area.
- Supervision on the night will be from either the Parent Teacher Association or parent volunteers. Make sure to contact them in advance and the day before to make sure they understand their responsibilities.
- It is important to have one or two parents at the front and by the washrooms to take care of any problems.
- At the end of the function give the students MADD Canada red ribbons.
- Make sure your volunteers stay after to help with the clean up.
- Advertise this fundraiser to students at other schools, parents, and your community.
- As an added activity, participants get to take a ride in an ambulance, police car, hearse, or taxi. This can be a ride anywhere depending on location of the event.

Resources/Supplies required:

1. Committee/Volunteers
2. Proper location
3. DJ
4. Refreshments
5. Promotional materials (flyers, posters, etc.)
6. Theme- Decorations



MADD CANADA BAND CHALLENGE

Background:

The **MADD Pam Day Band Challenge** was started by the MADD Nipissing Chapter in the memory of Pamela Ranger who was killed by an impaired driver on July 17, 2000. The Band Challenge is an all-day event, and has many different activities that take place.

It involves extensive planning and it is highly recommended to start far in advance of the event. The event can be as big or small as you wish. It can be held within a school or throughout the local community.



Ideas for the event:

The event can be hosted in memory of anyone that was killed or injured by an impaired driver. The Band Challenge involves local bands; they are encouraged to create songs about the effects of impaired driving. **The MADD Pam Day Band Challenge** specifically involved songs about Pam. You can make the criteria for the judging whatever suits your community. It is important however, that bands know what the expectations are when they enter the contest so that there is no confusion. You need to make sure that the guidelines are specific and easy to follow as well as appropriate for the audience in attendance.

It is also important to award the winner with an appropriate prize. If possible, the best way to obtain prizes is through local donations. MADD Nipissing offered scholarships from the local College, which was donated by the College.

What we would suggest when planning this event is to create job titles (i.e. Director of Planning, Director of Finance, etc.) with specific job descriptions of what individuals are supposed to do in that position. This creates a positive atmosphere; ensure everyone is clear about their job expectations/requirements.

Another important thing to consider is the size of the event. If it is going to be strictly a school event, then you do not need to do quite as much planning as compared to a community event. If you are planning to hold it in the school, you can use your



cafeteria, auditorium, gymnasium, or wherever you usually hold large presentations. In this situation, promotion of the event would be confined to within the school through posters and announcements.

If you choose to go bigger, then you would need to consider an off-site location. If an off-site location is required, you may need to fundraise in order to pay for the space (if possible get the space donated or the cost of space can be covered by the price of the

ticket). You will also need to look into insurance for holding the event.

Once you have decided on your target audience, you can then choose what time and type of location is best suited for that audience (i.e. if it is directed towards youth it is probably better at night, whereas if it is directed to families, during the day is probably better). This is a very important factor to take into consideration because you want the maximum number of people to be in attendance to raise the most awareness and perhaps profit as a result.

Write letters to local companies requesting donations for the event. In exchange for their donation, companies could receive recognition on the event program and promo materials.



Decide whether to make food and drinks available for purchase at the event. If so, try to get it donated so that you can raise more money. If you are planning to hold the event outdoors during the day it would be advisable to have water available to avoid dehydration and the need for medical attention. Safety is the most important factor in holding this event, so have a plan for medical emergencies (i.e. a first aid station, St. John's Ambulance in attendance).

If you are holding the event for the community, you will need more advertising than just in your school. Contact your local newspaper or the local radio stations to see if they will provide free advertising space in return for advertisement at your event. You should still advertise through school, where the majority of your contestants will come from.

Decide on the timeline of the event. Do you want the event to run all day or all evening? Along with this decision you will have to decide whether you want other events (i.e. a BBQ, mocktails, etc.).

Resources/Supplies required:

1. Teachers/Volunteers
2. Funding and budget
3. Location: school gym/auditorium, outside venue
4. Food and drinks
5. Sound system
6. Bands and musical instruments
7. Posters
8. Decorations

OC“SOBER” FEST OR MAY MADNESS



Instructions/Ideas:

- During the month host various events ranging from Mocktail sales to BBQs.
- For Oc“sober” Fest or May Madness to be successful you can pick which events you wish to hold throughout the month.
- Events listed in this manual can be used, or create your own. Consider serving mocktails at lunch, announcements on the PA system every morning, placing posters around the school, etc.
- Have a barbeque at the end of the month rewarding all the work the school has done throughout the month.
- A budget should be established to determine what materials/supplies you have and need throughout the month.
- Important to note: when planning these events evaluate the realistic cost(s) of the more complex activities. Additional fundraising may be required in order to hold these events. Bake sales, yard sales, and used book sales are all great ideas for fundraising.
- Create a committee responsible for all the events suggested. Elect individuals such as an event coordinator or event director to keep the event organized.

Resources/Supplies required:

1. Volunteers
2. Time
3. Budget for materials/supplies
4. At an event look to provide refreshments and food to guests (i.e.: include a variety from the **Education & Awareness** section).

DRAMA PLAYS

Instructions:

- Plays can be rehearsed and performed in drama class as a part of the school curriculum, or they can be an after school project put on by a drama club.
- Try to incorporate the effects of impaired driving.
- This initiative will require planning and assistance from a staff member but is sure to leave a lasting impression.



Resources/Supplies required:

1. Space to host the performance
2. Students committed to participate in the play
3. Space to practice and prepare
4. Teacher supervision
5. Funding for props and costumes

GOLF TOURNAMENT

Instructions/Ideas:

- Speak with a golf course, and determine how much it will cost. Obtain this information to determine the possibility of hosting a tournament at their course.
- Determine the expenses and the projected amount you would like to earn for the event.
- Once you have determined that the tournament is possible, begin recruiting help.
- Set a date. Consider weather, availability and other events that may conflict.
- Post promo posters for tournament.
- Begin approaching individuals to be players at your tournament. Create sign-up sheets, emails, or any communication method to reach out to potential players.
- Determine the number of golfers. Teams may consist of foursomes or individual golfers. Make a list of all the costs each team must pay (rental carts, course costs, food, etc.)
- Use funds from previous fundraising events
- Set a registration deadline. Upon payment give information and description of the day's events. All participants should be informed so no conflict or confusion disrupts the day.
- Provide golfers and guests with refreshments and food
- To keep the flow of the day exciting have some side games going for guests and visitors, such as, closest to the pin, lucky ball, etc.

Resources/Supplies required:

1. Participants (aim for 10 teams)
2. Committee
3. Volunteers
4. Golf course
5. Golf equipment
6. Golf Pro/Golf course manager
7. Corporate/Local sponsors
8. Score cards
9. Goodie Bags
10. Emcees
11. Invitations/Flyers



MADD Canada Chapter/Community Leader

MADD Canada events involve the most work. The events outlined in this section require extensive planning and contacting outside parties to make the event happen. If you are looking for a challenge then this is the section to consider. These events have proven to be fun for students as well as the community. We hope that you are up to the challenge!

MADD CHAPTER AND COMMUNITY LEADER VOLUNTEERING

- Get as much literature and information from the website and local Chapter or Community Leader to educate yourself about the organization.
- Look at different programs, training sessions, and events that you can get involved in.

To find your local MADD Canada Chapter visit:

<http://madd.ca/pages/contact-madd-canada/#volmap>

Or contact:

- Western Region, 1-877-676-6233, tcrawford@madd.ca
- Ontario Region, 1-800-665-6233, ext. 243, rcvitkovic@madd.ca
- Quebec Region, 1-877-392-6233, mcmorin@madd.ca
- Atlantic Region, 1-866-798-6233, atlantic@madd.ca



MADD CANADA SCHOOL ASSEMBLY PROGRAM

Ideas/Instructions:

MADD Canada's School Assembly Program brings a captivating, drug and alcohol awareness and risk prevention message to schools across Canada. Each year grade 7-12 students in over 1500 schools across the country see MADD Canada's unique Canadian productions.

The School Assembly Programs have been a key component of MADD Canada's youth services education and awareness initiatives since 1994. The annual productions have encouraged youth to take a closer look at their values and perceptions and communicate directly with young people on their level and in their language. It is MADD Canada's goal to reduce the number of young Canadians becoming impaired driving statistics.

In each year's presentation, there is a fictional story which portrays different high-risk scenarios that youth are likely to face. The story shows how certain actions have terrible and sometimes deadly consequences. Then three real-life victim stories are presented to further enforce the message. Please visit the link below for more information.

http://www.madd.ca/madd2/en/services/youth_services_school.html

For more information about cost, availability or to book a presentation please call MADD Canada at: 1-800-665-6233/Toronto area: 905-829-8805 (please see below for the representative for your Region):

Alberta, Saskatchewan, BC & Ontario – Rahul D'Cunha, ext. 232 or email rdcunha@madd.ca

Northern Ontario, Manitoba Quebec & Atlantic Provinces – Annie Lebel, ext. 234 or email alebel@madd.ca

South & Central Ontario – Laura Laidman, ext. 233 or email llaidman@madd.ca

Resources/Supplies required:

1. Staff contact to organize assembly
2. Delegation of staff/student(s) organizing event with MADD Canada
3. Location
4. Funding

PROJECT RED RIBBON CAMPAIGN

Instructions/Ideas:

- **Project Red Ribbon** is a MADD Canada campaign. The goal is to create awareness of impaired driving by distributing MADD Canada Red Ribbons at an event.
- The National campaign runs annually by MADD Canada from November 1st to January 1st but can be held locally any time.
- You can have donation boxes along with the ribbons so that you are not only raising awareness about MADD Canada and the impact of impaired driving but you are also helping to fund the fight against impaired driving in Canada.
- Public Service Announcements, banners, flags, and posters can also be included to raise awareness.

Resources/Supplies required:

1. MADD Canada red ribbons and/or donation boxes – these can be obtained from your local MADD Canada Chapter, or MADD Canada's National Office.
2. Volunteers
3. Other resources (optional) – posters, Public Service Announcements, bookmarks, etc.



THE BEST DAY OF HER LIFE
JUNE 18, 2012

THE LAST DAY OF HER LIFE
AUGUST 31, 2013

CHRISTA STEPHANIE MICHAUD
WAS KILLED BY AN IMPAIRED DRIVER.

SUPPORT PROJECT RED RIBBON

madd
Saving Lives, Supporting Victims
1-800-665-MADD • madd.ca

TEXT MADD TO 45678 TO DONATE \$5



CANDY CANE ROADSIDE CHECK

Instructions/Ideas:

- Held at R.I.D.E. program/sobriety checkpoint: Students, along with the police officers, hand out candy canes and MADD Canada red ribbons to drivers who are not impaired.
- Event requires co-operation from Police Services to allow students to be stationed at the R.I.D.E./sobriety checkpoint(s).



Resources/Supplies required:

1. Co-operation with Police Services
2. Candy canes
3. Volunteer permission forms
4. MADD Canada red ribbons– these can be obtained from your local MADD Canada Chapter, or MADD Canada’s National Office

STRIDES FOR CHANGE

Strides for Change is MADD Canada’s annual walk-a-thon. The annual 5 km walk supports Chapters and Community Leaders in their efforts to educate the public about the dangers of impaired driving and to help victims in their communities. The campaign is also an opportunity to keep safe and sober driving top of mind during the spring and summer months when the rate of alcohol-related crashes are traditionally higher.

Events are held in communities across Canada over the late spring and early summer. In addition to a leisurely walk along local parks or trails, the events feature a number of activities and attractions for participants.

For more information on *Strides for Change*, how you can participate and tips on raising pledges, please visit the website below:



www.stridesforchange.ca

Additional Resources

STATISTICS AND RESOURCES

- Canadian Centre for Substance Abuse: <http://www.ccsa.ca>
- Canadian Injury Prevention and Control Curriculum (CIPCC): www.canadianinjurycurriculum.ca
- Canadian Public Health Association: www.cpha.ca
- Centre for Addiction and Mental Health: www.camh.net/
- Directory of Canada Alcohol & Drug Education and Prevention Programs: <http://www.canadadrugrehab.ca/Drug-Alcohol-Education-Prevention.html>
- MADD Canada Statistics: http://www.madd.ca/madd2/en/services/youth_services_statistics.html
- Ontario Physical Health and Education Association: www.ophea.net

OTHER ANTI-IMPAIRED GROUPS

- Ontario Students Against Impaired Driving: www.osaid.org
- Teens Against Drinking and Driving (Manitoba): <http://www.taddnb.ca/en/cyaid.html>
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- Students Against Destructive Decisions (Founded as Students Against Drunk Driving): www.sadd.org

OTHER MADD CANADA INFORMATION

- MADD Canada Youth: http://www.madd.ca/madd2/en/services/youth_services.html
- Impaired Driving Laws: <http://madd.ca/pages/impaired-driving/stopping-impaired-driving/impaired-driving-laws/>
- Find your local MADD Canada Chapter or Community Leader: www.madd.ca/english/volunteer/chapters.html#map