

Youth Resource Manual

Ask ~~the~~ **questions.**

Debate *the answers.*

Challenge the norms.

Empower *your peers!*

madd 

No alcohol. No drugs. No victims.

madd.ca

Introduction

Never lose sight of the fact that as a student, you have the power to 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!

Why?

Road crashes continue to be the leading cause of death among **16 to 25 year olds** and alcohol and/or drugs are a factor in **55%** of those crashes. We believe that the best person to talk to a teenager is... **a teenager!** By facilitating these events in your school and community, you are creating awareness about the dangers of impaired driving, while also empowering your peers to make a difference!

What?

The MADD Canada Youth Resource Manual, was designed to assist youth, in reinforcing the important message that drugs, alcohol and driving do not mix. Our hope is that by bringing these exercises into the classroom, you will be reinforcing that message among your peers.

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

How?

This manual, has been divided into the following sections:



Education and Awareness – These activities don't need a lot of planning and can be completed by an individual or a small group. The goal here is to inform your peers.
(Pages 4 to 17)



Fundraising – These activities need a little more time for planning and more volunteers. The goal here is to raise funds for the cause. (Pages 18 to 27)



Chapter or Community Leader – These activities require considerable planning, a committee of students and community involvement. (Pages 28 to 33)

Where?

The final section, **"This could help!"** offers a lot of factual and statistical information as well as a list of useful websites. All of the ideas presented in this manual, 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, and together with volunteers that can donate their time, your school can make a difference in your community!

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

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, and can be completed with some assistance from a staff member. These activities offer a good starting point and can be incorporated with other ideas from this manual!

Let us know what you're up to! Post photos of your events and activities to MADD Canada's social media, and we'll give a shout out to your school in recognition of your hard work in the fight against impaired driving!

ANNOUNCEMENTS & QUIZ

Instructions:

- Incorporate trivia, statistics, and challenges with morning PA announcements about impaired driving.
- Classes can submit their answers to the administration office for the duration of the game.
- Stimulate interest in Homeroom by giving out rewards. If you give rewards, staff and students will have incentive to participate!
- To find the right answers, students must do some research. You can also display them in key locations throughout the school and turn it into a scavenger hunt!
- Of course, make sure to be positive and use appropriate language!

You will need:

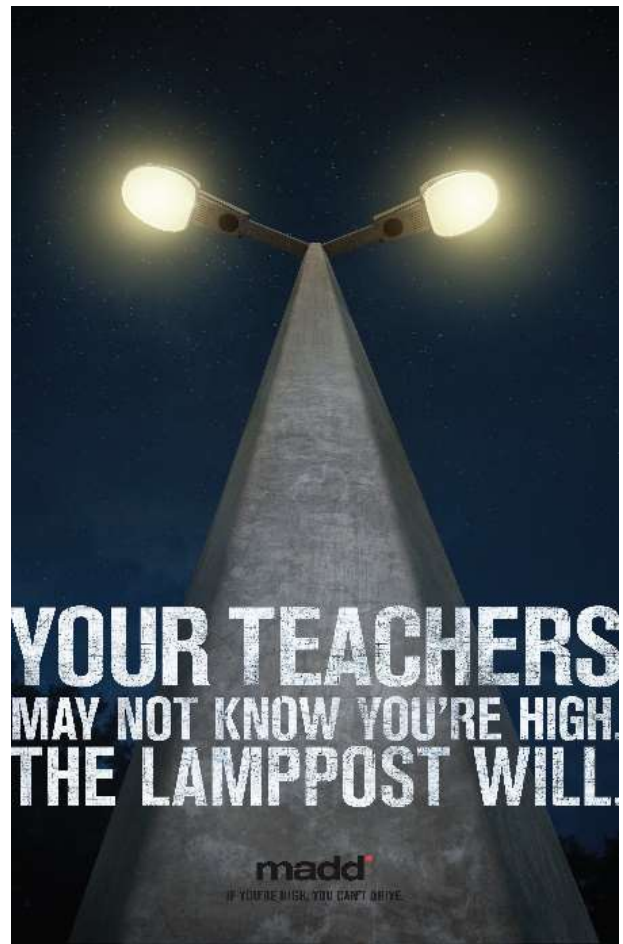
- Authorization to use your school's PA system
- To do some research first.
 - Refer to the last section of this manual, "This could help!", for statistics and facts.
- Go to <https://madd.ca/pages/programs/awareness-campaigns/television-and-radio-ads/> to be inspired by or to download MADD Canada's radio public service announcements and play them during **your** announcements!
- Prizes (Rewards) – You can ask the principal or teachers for suggestions (i.e. a free pass on homework or gym time), also local businesses and parents might be able to donate small prizes!



POSTER CAMPAIGNS, ONLINE OR ON PAPER

Instructions:

- Together with your friends, create impaired driving awareness posters. The more creative they are, the more visible they will be!
- You can seek donations (either monetary or in goods and services) and offer prizes for the best creations!
- Display posters around high traffic areas.
- You can also have MADD Canada posters printed out and display them throughout the school.

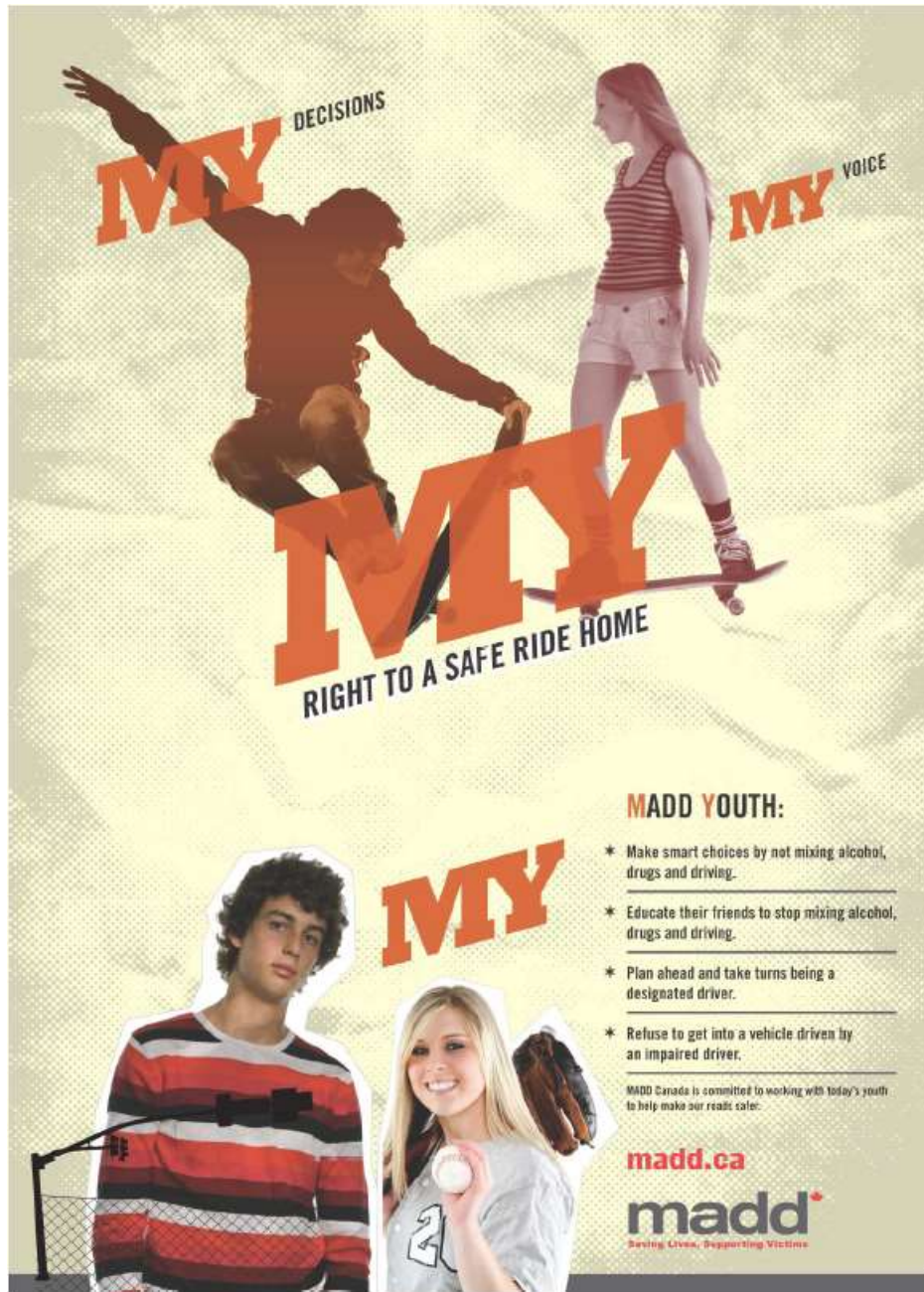


Did you know?

It is sometimes possible to display posters in local bars in the hope of attracting the attention of someone who might be considering driving impaired. You will need permission from these locations– written, preferably – and you would then be having a direct influence on these people’s decision to make the right choice.

You will need:

- Paper and art supplies OR a computer and your graphic designing skills!
- Creativity!
- Locations to display your posters in your school and around your community.



CONTRACT FOR LIFE

Instructions:

- The Contract for Life is a document that incites both parties to say NO to impaired driving by committing, on the one hand, to asking for help if put in a situation that could lead to impaired driving, and, on the other hand, by accepting to provide the same help.
- Have a few copies of the contract printed out and distribute them to your friends, incite them to sign it with their family and friends.
- Do you have your driver's license? Why not hand out a signed copy of the contract to your closest friends, promising that you will be there for them if needed!

Contract for Life

***Help your friends and family stay alive - don't let them
drink or use drugs and drive!***

A reality check between friends and family members...

I understand the dangers involved in operating a motor vehicle while impaired.
I WILL NOT DRIVE if I have been drinking or using drugs. If I am placed in a situation
where a person driving is impaired, I PROMISE to call you to ask for advice or a ride,
regardless of the hour or circumstances.

NAME

Because I care about you and others, when you contact me I PROMISE to do my best
to help you through any situation in a non-judgmental way, either by
suggesting possible solutions, or by volunteering to provide or find alternative
transportation, no matter what the hour or circumstances.

NAME

HOW THIS CONTRACT WORKS

- Both parties must read, discuss and reach an agreement on the terms.
- Both parties may choose to attach terms to this contract, to better suit their situation.
You can use the reverse side of this form.
- This contract can be made between family members, friends and others.

This agreement provides an arrangement that has proven to be effective for many!

This contract is also designed to be used as a forum for discussion between individuals.
It can be a practical step in dealing with the realities of situations that involve
impaired driving.

Plan a sober ride home before setting out !

**#DesignatedDriver #CallMomOrDad #TakeACab #Walk
#SleepOnTheCouch #PublicTransport #Uber**

BLACK-OUT DAYS

Instructions:

- Student volunteers (ideally from all grades) completely dressed in black - and why not go the extra mile and paint their faces with white make-up! - playing the roles of deceased victims of impaired driving crashes.
- For the duration of the day, these students (ghosts) cannot speak (quite the personal accomplishment, right?!) The goal behind their silence is to bring awareness to students of how badly they would feel if they lost a friend forever because of one bad decision.
- In order to get everyone's attention and set the stage for this activity, with the help of a teacher or the administration, you can broadcast the soundtrack of a car crash over the PA system and announce to the student body that the ghosts of these victims will be among them for the entire school day!
- 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.

You will need:

- Students ready for the challenge!
- Black clothes
- White make-up
- Art material and/or a computer program to help you create your signs
- PA system and an accomplice to access it!
- Soundtrack of a car crash



CRIME SCENE

Instructions:

- Using white tape, trace crime scene silhouettes of bodies on the floor throughout the school. You can also use chalk and draw silhouettes in the schoolyard or draw outlines of bodies on black construction paper and place them around the school.
- Add more silhouettes as the day goes on, drawing attention to the increasing number of victims of impaired driving crashes every passing hour.
- You can create and print out signs to display around the silhouettes explaining the scene.

You will need:

- Authorization from the administration
- White tape and chalk / Black construction paper
- Art material and/or a computer program to help you create your signs



BODIES IN THE HALLWAYS

Instructions:

- Place a few of your friends at strategic locations in the school hallways or other busy areas during breaks. They will need to position themselves (on the ground or laying back) as if dead or badly hurt following an impaired driving crash.
- You can pair each friend with another student, who can explain what happened or you can put up an explanatory poster in full view.

You will need:

- Students ready for the challenge!
- Authorization from the administration
- Art material and/or an online program to help you create your explanatory posters (Optional)
- Fake blood if you want to make an impact!



ON STAGE!

Concept:

- With friends or with the school's theatre class or company, you can put on a play focusing on the consequences of impaired driving.

You will need:

- Actors!
- A script
- An adult Project Supervisor
- Stage props (costumes, decor, make-up, etc.)



CHOOSE YOUR RIDE

Instructions:

- Ask for support from your municipal emergency services, requesting that they bring one of their vehicles to your school.
- Ask for the collaboration of a local taxi company - or a parent or teacher- and a local funeral home to provide a hearse on site.
- The representatives of the emergency services will come and explain what can happen during an impaired driving crash, but also what is done in an emergency.
- Ask if the representatives would agree to let students climb in and maybe take them for a little ride!
- You can do this activity during lunchtime or even outside of school hours if you publicize your event or are located in a busy area.
- Invite students, parents, family, friends and, why not, the whole community and local media!

You will need:

- The collaboration of different emergency services
- An area to park the vehicles with authorization of concerned parties
- Resources to promote the event (posters, social media posts, advertising in local newspapers, etc.)



INFORMATION BOOTHS OR HEALTH FAIRS

Instructions:

- If you organize a health fair, all information pertaining to the setting up of a booth applies. Your fair will include a number of booths, so use some of the following ideas for inspiration!
- Ask the authorization of the administration to set up your booth in a high traffic area.
- You will need to discuss the feasibility with the administration if you decide to organize a health fair.
 - An area to set up (cafeteria, auditorium, gym, schoolyard, etc.)
 - The best time to hold the event: for example, is there a free afternoon available for students to participate in the activities?
- Plan fun activities, presentations, contests and information booths (information doesn't have to mean boring!) – In short, everything you can think of that is relevant to getting the message across!
 - For example, one of your booths could present information about the physiological effects of drugs and alcohol as well as the consequences of over-consuming.
 - Try to get a pair of *Fatal Vision* goggles (they simulate the effects of alcohol or cannabis), you could have interactive activities with your fellow students (have them walk a straight line, draw something, throw an object at a target, etc.).
 - You could ask your municipal emergency services and school nurse to be present at your event or to provide suggestions, resources and ideas.
 - Discuss your project with your local taxi/ride share company and see if you can get discount coupons!
 - The more interactive and fun your activities are, the more positive the reaction will be!
- Remember to promote your event. For example, you could announce it on the school's PA system; you can put up posters in busy areas of the school (cafeteria, lockers, bathrooms, etc.) and take advantage of social media.

You will need:

- Funding (if needed)
- Volunteers
- Tables and chairs, audio-visual material (if needed) and posters
- Do some research to provide accurate and relevant information!
- A lot of preparation is required to present an interesting activity to your fellow students!



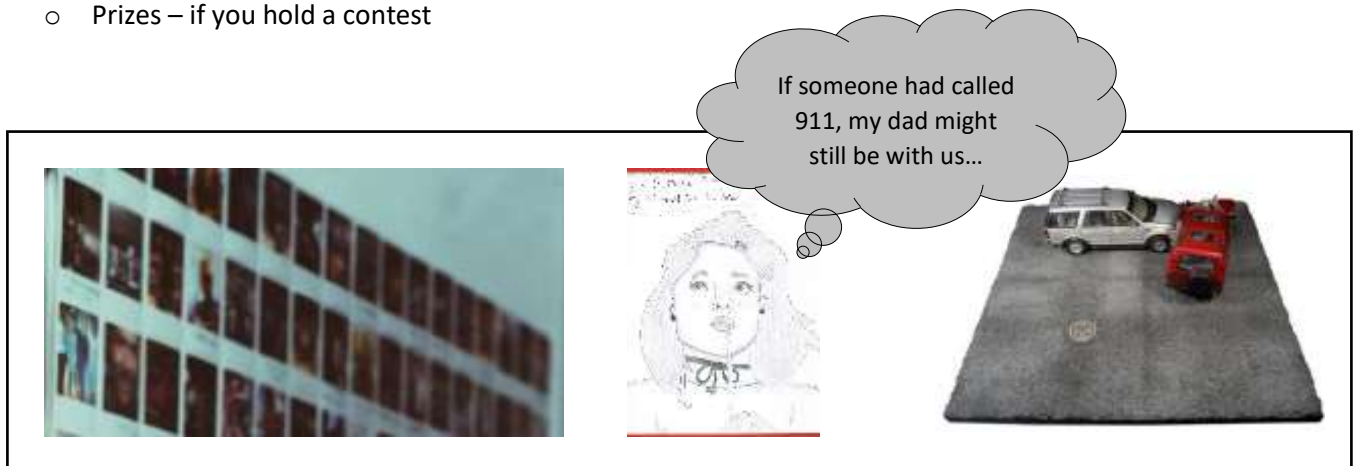
EXHIBITIONS

Instructions:

- You and your fellow students create art projects (drawings, posters, picture booklets, displays, etc.) on the subject of impaired driving.
- Display your creations so that they are visible throughout the school.
- This could be carried out as a contest, or as a project for your art class.

You will need:

- Art material
- Support from the teaching staff
- Artists!
- Prizes – if you hold a contest



BROCHURES

Instructions:

- Produce a promotional brochure for MADD Canada. You could include facts, statistics and safe options for getting home safely thanks to resources in your community (public transit, taxis, Uber, etc.).
- Create your brochure from scratch, or use our publications and display them throughout the school, distribute them in classrooms or even in public areas near your home.

You will need:

- Software such as Microsoft Publisher (Windows) or Brochure Maker (Mac) and a printer.
- Information to share: refer to the last section of this manual (This could help!).

ANTI-IMPAIRED DRIVING GROUP

Instructions:

- Find at least one person who can assist you in forming the group.
- Spread the word! Put out a general announcement for volunteers (post flyers, ads in newsletters, e-mail, social media and/or send out individual letters).
- Alternatively, you can post one or more volunteer sign-up sheets.
- Make a list of people among 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 in the group.
- Set a date, a location and a time for your meetings. If you have a small group, you should contact each member yourself. Be sure to inform all the members of the date, time and location.
- Contact local anti-impaired driving student groups for start-up assistance (TAAD, SADD, OSAID). You can also contact a MADD Chapter or Community Leader in your area (visit <https://madd.ca/pages/about-us/who-we-are/chapters-and-community-leaders/> for Chapter and CL listings).



You will need:

- Staff/teacher support
- Students willing to commit
- Great ideas!

TOMBSTONES

Instructions:

- Make sure to have authorization from the school to place tombstones on the school grounds in a grassy area accessible to everyone.
- Get the material you will need: cardboard or Styrofoam, wooden spikes, crayons or paint.
- Cut the cardboard or Styrofoam into the shape of tombstones and write fictitious names and dates on them and then attach wooden spikes to the back.
- You could also set aside some of the tombstones to record statistics on impaired driving.
- Place the tombstones by driving the spikes into the ground; arrange them to give a graveyard effect. You can also put up just a few and add more before each break to indicate that the number of deaths due to impaired driving is steadily increasing.
- Don't forget to find a way of explaining to students why these people are dead (either by an announcement, posters, someone in place to explain, etc.)!

You will need:

- Authorization from the administration
- Art material



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

TRICYCLE OBSTACLE COURSE

Instructions:

- 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.

You will need:

- Tricycles
- Fatal Vision goggles or diving masks with paper or plastic wrap
- Something to maneuver around (i.e. pylons, clear tape)
- Time and place



MOCK CRASH

Instructions:

- 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 set up in a location 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 and 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**.
- AFollowing the Invite local media to cover your activity.



You will need:

- Wrecked car (from a local dump company)
- Emergency Services
- Safety equipment (e.g. caution rope)
- Volunteers
- Proper location

ALCOHOL/DRUG PREVENTION AWARENESS DAY

Instructions:

- April is Alcohol Awareness month. Designate a day during the school year (approved by your administration) to support alcohol/drug prevention (in April if possible).
- 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 and the posters can also be used to promote the event. These posters, can even be displayed year-round if they appear to be effective.

You will need:

- Volunteers
- Art Supplies (Bristol board, markers, etc.)



A NIGHT TO REMEMBER

High school prom and graduation is a time to celebrate. Unfortunately, many of the all-night parties following the prom or graduation ceremony 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 frequently, the fun turns to tragedy when alcohol and/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 items – such as candies, wristbands, pins and keychains. There is a wide range of possibilities:
 - Gourmet products such as artisan breads, oils, fine chocolate, spices, etc.
 - Sweets such as candy, cookies, cupcakes, in short anything and everything to indulge the students’ and teachers’ sweet tooth!
 - Candles or aromatic ambiance products
 - Organic cleaning products; there is a passion for health products!
 - Headphones and accessories for smart phones
 - Bracelets, key rings, stickers, etc.
 - Anything else you can think of!
- ✓ Many of these products target parents and guardians, who are generally good buyers!
- ✓ Several companies have catalogues with various items for fundraising campaigns. It’s up to you to decide which option you choose to go with.
- ✓ You can also turn to businesses in your neighbourhood that will sometimes donate products in exchange for advertisement.
- 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, and timeframe (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.

You will need:

- Committee/Leader
- Team of vendors to sell products
- One or more suppliers
- Marketing material
- High traffic location to sell products (if applicable)



MOCKTAILS, FLOATS AND MILKSHAKE STAND

Instructions:

- Drinks can be sold at school/community events, such as dances, sporting events, barbecues, or at lunchtime in order to raise money for school/community programs.
- The goal is to heighten awareness and create a fun activity.
- The mocktails, floats and milkshakes remind students that you can have fun without drinking alcohol.
- You can also turn this fundraiser into an activity and invite your friends to compete for the best drink!
- Do on-line research to find many amazing recipes! Here's a little description if you're wondering what these drinks are:
 - A mocktail: it's simply a cocktail without alcohol!
 - A float: it's a scoop of ice cream floating in a glass of pop (usually root beer).
 - A milkshake: whipped milk and ice cream (blended with fruit)—definitely a favourite!

You will need:

- Drink supplies (cups, ice, juice, mixing spoons, etc.)
- Staff support
- Promotional information
- Judges or some method of electing a winner if it's a contest to increase community involvement
- Prizes – donated or purchased



For inspiration!

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 the chocolate milk, the caramel sauce and whipped cream.

Shake sharply and strain into a cocktail glass.

Dip a banana slice in equal parts cinnamon and white sugar, and garnish.

NOTE: More mocktail recipes are available on:

<https://www.bbcgoodfood.com/search/recipes?q=mocktails>

CAR WASH

Instructions:

- Host the event in an empty parking lot, or a suitable location that can accommodate many vehicles.
- During the car wash, you could also sell drinks and snacks to your customers to raise more funds.
- Several businesses and grocery stores donate their products in sponsorship to a good cause. Just ask, because you never know!
- Organize your 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. Use this opportunity to hand out a MADD Canada red ribbon to each customer and encourage them to tie it to their car or keys. That way, every time they drive, they are reminded of the serious consequences associated with impaired driving.
- You can also use MADD Canada donation boxes with red ribbons, where people can drop their change or donate an amount of money using the Quick Response (QR) barcode. Every penny goes towards helping the fight against impaired driving, and to support victims and survivors!

You will need:

- A site or parking lot
- Equipment for washing cars (soap, hose, buckets, sponges, rags, etc.)
- Posters to attract customers!
- Cash and coins for change
- Towels
- Red ribbons and/or donation boxes – these can be obtained from your local MADD Chapter or MADD Canada's National Office.



BARBECUE

Instructions:

- Set a date and a location.
- Recruit students, parents or teachers 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 and use it as a raffle prize. Sell raffle tickets either before or during the event. Announce the winner at the end of the BBQ.

You will need:

- Volunteers
- Food, condiments and drinks
- Kitchen equipment (barbecue and cooking utensils)
- Raffle tickets and gift basket



TALENT SHOW

Instructions:

- Bring out the artistic talents of students in your school and encourage them to climb on stage for a good cause!
- You must first talk to the administration to ensure their collaboration and to have the authorization for the show date and location.
 - Allow yourself plenty of time to recruit the artists, volunteers and sponsors.
- Approach members of your community for donations, sponsorships and assistance.
- Set-up auditions for possible talent performers (in the music or theater room, student lounge, gymnasium and any other locations where students who might be interested usually gather).
- Don't forget to use social media — the ultimate promotional tool! Ask the person in charge of the pages at your school for help.
- Promote the show as early as possible to create a buzz and interest.
 - However, first determine if you will sell tickets in advance, or have guests pay when they arrive (this will help to determine your cash flow and the need for ticket collectors).
 - Both options have advantages; it is up to you to decide which option works best for you!
 - ✓ Ticket sales: if you have expenses for the show (depending on the show location, if you have access to the necessary equipment, if you have sponsorships, etc.). Cash will be available before the event takes place. You will also have a good idea of the number of spectators.
 - ✓ Cover charge at the door: you will not need to manage money over an extended period from multiple people.
- When you have selected all your artists, set a date for the dress rehearsal to practice before the actual date of the show - you may need to do more than one to make sure the evening goes smoothly.
- Contact all event sponsors, volunteers and performers to go through the process of the night, and your expectations of them. Don't forget to thank them, one way or another - it is important to encourage their future support and to give them the recognition they deserve!
- Offer a silent auction during intermission and provide your audience with some refreshments and snacks (see the **Education and Awareness** section for ideas).
- You can hand out MADD Canada red ribbons during the event.
- Lastly, SIT BACK AND ENJOY!

You will need:

- Volunteers/Team leaders
- Participants/Acts
- Stage/Location
- Donations for beverages and snacks, materials, auction items, etc.
- MADD Canada red ribbons and/or donation boxes – these can be obtained from your local MADD Canada Chapter or Community Leader, or MADD Canada's National Office.



SCHOOL DANCE FUNDRAISER

Instructions:

- To organize a successful dance is not difficult, but still requires organization, the support of your school and the help of a few friends to form the committee.
- Choose a theme - for example, a popular movie or video game, superheroes, seasons, etc. Once you have a theme, use it to help 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 for the music. Determine whether you will need a DJ or will need to provide the music yourself. It is more cost effective to play the music yourself, but a DJ will lessen the load of responsibility (you won't have to spend the evening behind your music list and dealing with special requests!).
- Volunteers can sell tickets for your fundraiser at lunchtime and 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 to 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 the Education and Awareness ideas to assist you in that area. You can offer soft drinks or take the idea a step further and plan a few mocktails, floats or milkshakes!
- 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 the event to make sure they understand their responsibilities.
 - For example, it is important to have one or two parents at the entrance, at the drink table, and near the washrooms to deal with problems, if necessary.
- Make sure the volunteers will stay after the dance to help with the clean up.
- At the end of the function, give students MADD Canada red ribbons.
- Advertise the fundraiser to students of other schools, parents and your community.
- To end the evening on a high note, participants get to ride in an ambulance, police car, hearse, or taxi. This can be a ride anywhere depending on the location of the event.

You will need:

- Committee/Volunteers
- Proper location
- Promotional material and tickets
- A theme and decorations
- A DJ or a music list
- Drinks and snacks
- The collaboration of different emergency services



OCT“SOBER” FEST OR MAY MADNESS

Instructions:

- During the month, host various events ranging from mocktail sales to BBQs.
- For Oct”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.
- Establish a budget to determine what materials/supplies you have and need for 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.
- Have a barbecue at the end of the month (with sponsored food and drinks) to celebrate and reward all the work the school has done throughout the month!

You will need:

- Volunteers
- Time
- Budget for materials/supplies
- At an event, look to provide refreshments and food to guests (i.e. include a variety from the **Education and Awareness** section).



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 were 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, and ensures 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 only take place 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 cover the cost of the space with the ticket price). 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 type of location is best suited for that audience and the timing of the event (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 attend in order 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 your school, since the majority of your contestants will come from there.

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.).

You will need:

- Teachers/Volunteers
- Funding and a budget
- Location: school gym/auditorium, outside venue
- Food and drinks
- Sound system
- Bands and musical instruments
- Posters
- Decorations



GOLF TOURNAMENT

Instructions:

- Organize a friendly golf tournament where everyone will enjoy a beautiful day while supporting a good cause! Contact one or more golf clubs in your area to determine the costs and see if they offer a special price for such events.
- Determine the expenses and the projected amount you would like to earn for the event.
 - When you are ready to recruit players, draft a more precise budget by making a list of the costs that each team will have to pay (i.e. is the price of a round of golf, golf cart, food - included in the price or not?, etc.)
- Once you have determined if the golf tournament is possible, recruit a few people to help with the event.
- Set a date. To do this, consider the weather, the availability of the golf course, and other events that may also be taking place that could interfere with your tournament. Remember to choose a strategic date to accommodate as many participants as possible - take into account statutory holidays, construction, vacations, etc.
- Promote your event and 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 deadline for the registrations. Upon payment, give information and description of the day's events. All participants, should be well informed, so that 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. You could try to get sponsorships to offer prizes to the participants - door prizes or goodie bags and prizes for the winning team.

You will need:

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





MADD Canada's Chapter or 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 events 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. Do you feel up to the challenge? We hope you do!

BECOME A VOLUNTEER FOR MADD CANADA!

Volunteers are the heart and soul of MADD Canada.

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

To find your local MADD Canada Chapter or Community Leader, 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, ssteeves@madd.ca

You can help!

MADD Canada offers many opportunities to individuals who wish to participate in the fight against impaired driving, and supporting victims and survivors.

We are confident that your involvement with us will be as satisfying and rewarding for you as it is for our current volunteers!



MADD CANADA SCHOOL PROGRAM

MADD Canada's School 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 Program has 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 communicates 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 that 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.

<https://madd.ca/pages/programs/youth-services/school-programs/>

For more information about cost, availability, or to book a presentation, please call MADD Canada:

1-800-665-6233 / 905-829-8805 (Toronto area)

You will need:

- Staff contact to organize the program
- Delegation of staff/student(s) organizing event with MADD Canada
- Location
- Funding

PROJECT RED RIBBON CAMPAIGN

Instructions:

- **Project Red Ribbon** is a MADD Canada campaign put in place to raise awareness of the dangers of impaired driving by distributing red ribbons.
 - Our iconic red ribbon, no matter how small, symbolizes the importance of sober driving and pays an eloquent tribute to the innocent victims and survivors of impaired driving.
- The national campaign runs from November 1st to January 1st each year, but can be organized locally at any time during the year.
- 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.
 - The boxes are now equipped with a QR code which allows you to make a donation from your phone!
- During the campaign, several patrimonial sites are illuminated in red to support Project Red Ribbon! Ask your city, shops and public places in your community to participate — you might be pleasantly surprised!
- Public Service Announcements, banners, flags, and posters can also be included to raise awareness.
- **Do you have your red ribbon?**
Get yours today and **Tie it! Wear it! Show it! Share it! Live it!**
 - **Tie it!** On your backpack, satchel, purse, bike, car, etc.
 - **Wear it!** Wear red clothes on November 1st to show your support for the campaign.
 - **Show it! Share it!** Spread the campaign spirit by sharing pictures on MADD Canada's social media: Facebook (@maddcanada.ca), Twitter (@maddcanada), and Instagram (madd_canada). Don't forget to tag your publications with #ProjectRedRibbon!
- For more information and promotional material, go to the campaign page on the MADD Canada website.
<https://madd.ca/pages/programs/awareness-campaigns/>

You will need:

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




CAMPAIGN 911

Instructions:











- *Campaign 911* is a pan-Canadian program designed to empower citizens by encouraging them to call 911 to report suspected cases of impaired driving.
 - Impaired driving crashes are completely preventable. By calling 911 to report suspected impaired driving incidents to police, all Canadians can help keep roads safe and reduce crashes, deaths and injuries on the road.
- Promote this campaign and encourage your peers to speak out if they suspect someone is driving impaired by alcohol and/or drugs.



You will need:

- Promotional material



10 Possible Signs of an Impaired Driver

	Driving unreasonably fast, slow or at an inconsistent speed		Overshooting or stopping well before stop signs or stop
	Drifting in and out of lanes		Disregarding signals and lights
	Tailgating and changing lanes frequently		Approaching signals or leaving intersections too quickly or slowly
	Making exceptionally wide turns		Driving without headlights, failing to lower high beams or leaving turn signals on
	Changing lanes or passing without sufficient clearance		Driving with windows open in cold or inclement weather



CANDY CANE SOBRIETY CHECKPOINT!

Instructions:

- 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).

You will need:

- Co-operation with Police Services
- Candy canes
- Volunteer permission forms
- 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 a priority during the spring and summer months when the rate of alcohol-related crashes are traditionally higher.

This event takes place 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



PRESENCE IN YOUR COMMUNITY

Instructions :

- By volunteering with MADD Canada, you will have the opportunity to participate in events within your community, and to position yourself as an active member of that community! You will forge partnerships, help deliver our campaigns, raise awareness, and support victims and survivors.
- Along with *Project Red Ribbon* and *Campaign 911*, you will participate in local campaigns such as the “Crashed Car” event. A crashed car (obtained from a scrap yard), is covered with MADD Canada decals, and is then installed in a strategic location to raise awareness with people who walk or drive by.
- You will be able to hold information booths (that can be fun thanks to Fatal Vision goggles!) during different events or in public spaces, such as shopping malls. You might be surprised to see how many people will be interested in such an activity!
- Why not participate in your community’s Holiday Parade (if one is traditionally organized in your area)?
- It is also a great opportunity to be part of important events! For example, some members of our MADD Canada family participated in a formal face-off for a Major Junior Hockey League team. Cool, right?
- Several chapters or community leaders also create memorial benches or signs in their area, and hold a launch and/or annual vigil with special guests and local media.
- Your involvement in your community will demonstrate your will and your creativity!



THIS COULD HELP!

Effects of alcohol and drugs on our ability to drive

The effects of alcohol on driving

- Increased risk taking:
 - Speeding
 - Failure to wear a seat belt
 - Recklessness
- False sense of confidence and being in control
- Difficulty maintaining a constant speed and trajectory
- Decreased attention and impaired judgment:
 - Altered vision and hearing
 - Decreased concentration
 - Slower reaction times
 - Poor physical coordination
- Drowsiness

Did you know?

We are not all equals when it comes to alcohol!

For the same amount of alcohol consumed and at the same weight, women usually have a slightly higher blood alcohol concentration than men do. However, gender has a fairly negligible effect compared to other factors, such as:

- Weight
- Rate of alcohol absorption
- Fatigue
- Medication
- Age
- State of health

The effects of drugs on driving

The effects of drugs are unpredictable and variable. They can change from one time to another, or from one person to another. Sometimes, we don't even realize we are impaired. However, depending on the type of drug, the symptoms can include:

- Drowsiness
- Slower reaction time
- Impaired trajectory control
- Poor coordination
- Vision problems
- Decreased ability to deal with the unexpected
- Aggressiveness, recklessness, risk-taking

Beware of mixing!

Mixing alcohol with drugs or medication weakens abilities a lot faster and far more intensely. For example, mixing alcohol with cannabis **multiplies** your risk of having a crash **by 15%**!

Some prescriptions and over-the-counter medication can affect the ability to drive because they can cause:

- Drowsiness
- Dizziness
- Blurred vision
- A drop in concentration
- Memory loss
- And much more

You drank or did drugs, but you are not driving far, so you think that you are okay to get home...

Wrong! About 45% of crashes occur close to home.

This is what happens:

- When a route is familiar, drivers tend to pay less attention and switch to "auto-pilot," which means that their vigilance is decreased and reaction times are slower.
- When drugs are involved, judgment is impaired. This can lead drivers to make errors that are easily noticed by police officers, or that can cause a crash.

Other Resources

Sobriety Field Testing:

- Horizontal Gaze Nystagmus Test: Eye movement test
- Walking Test: Walk-and-turn test
- Balance Test: One-leg standing test

To learn more about the standardized field testing (with video examples), drug recognition experts, and blood sampling, refer to:

<https://saaq.gouv.qc.ca/en/road-safety/behaviours/drugs-and-medication/police-powers-and-screening-tests/>

- **Canadian Centre on Substance Use and Addiction**
→ <https://www.ccsa.ca>

- **Canadian Public Health Association**
→ <https://www.cpha.ca>

- **Center for Addiction and Mental Health**
→ <https://www.camh.ca>

Alcoholics Anonymous and Narcotics Anonymous Family Support: <https://al-anon.org/> and <https://www.nar-anon.org/>

MADD Canada Pages that can help you:

- **Statistics & Links – Youth and Impaired Driving**
→ <https://madd.ca/pages/programs/youth-services/statistics-links/>
- **Youth Services**
→ <https://madd.ca/pages/programs/youth-services/>
- **Impaired Driving Laws**
→ <https://madd.ca/pages/impaired-driving/stopping-impaired-driving/impaired-driving-laws/>
- **Contact MADD Canada and Find Your Local Chapter or Community Leader**
→ <https://madd.ca/pages/contact-madd-canada/>