



YOUTH & COMMUNITY WORKSHOPS

Our focus for youth & community workshops is to provide individuals with the science of **how and why** distracted driving, and distracted walking, is risky behaviour. Taking a reality-based approach, we also discuss, through sharing personal stories, the real consequences of a moment's distraction. At the end of each workshop, we want individuals to feel empowered, through increased knowledge and understanding, to be road safety ambassadors within their community.

Take Action. Prevent Distraction.

TRAFFIC INJURY RESEARCH FOUNDATION | EDUCATION PROGRAM

TIRF



DIAD's youth & community workshops are **interactive & thought-provoking.**

Key features of a youth & community workshop:

- > Do not use fear-based messaging, nor do we show graphic or shocking videos because research shows these approaches are less effective with younger audiences and are less likely to engage them and motivate behaviour change.
- > Describe new concepts to differentiate between visual, manual, auditory and cognitive distractions;
- > Demonstrate the science of distraction and its impact on cognitive functions;
- > Define the scope of distraction-related activities and the impact of distraction on the road;
- > Address risk management in relation to distractions;
- > Raise awareness that collisions are preventable and not *accidents*, and that drivers are responsible for choices made at the wheel;
- > Share vital information in an engaging, professional, non-confrontational manner;
- > Explore differences in learning styles and preferred training tools for youth and community members; and,
- > Discuss best practices and provide youth and community members with the facts and evidence to implement or adjust best practices to increase worker and community safety.

DIAD works with youth and community members to make our roads safe and protect the health of the community through education programs & awareness campaigns.

Our distracted youth and community workshops are customized to jurisdictions and the environment, features and context of individual audiences. Workshops are structured to be thought-provoking, interactive and promote dialogue to maximize learning across individuals. TIRF's **Knowledge Transfer model** is applied to the development of interactive exercises for for all audiences.



Where DIAD can help:

- > Elementary, middle & high schools
- > Post-Secondary schools
- > Community centres
- > Family resource centres
- > Not-for-profit organizations
- > Sport centres
- > Police events
- > Church groups
- > Youth camps
- > Cadets, Scouts & Girl Guides
- > Multicultural groups
- > Parent Advisory Councils



Community-based approach to road safety

All people have the right to make it home safely every day no matter whether they drive, cycle, ride, walk or use public or shared transport. Eliminating road deaths and injuries is possible, but drivers and active road users must recognize AND choose to avoid risks by adopting safer behaviours.

One of the most persuasive factors shaping our actions is the behaviour of people around us. Perceptions about the behaviours of our peers may be more influential than the actual risks to health or safety. This means we all have the power to influence and shape the behaviours of people around us. This helps create a community-based approach to road safety protecting youth & community members.

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**DIAD
DELIVERED
WORKSHOPS
TO MORE
THAN 60,000
WORKERS &
YOUTH.**

HIGHLY
RECOMMEND
USEFUL GUEST
SPEAKERS

A MUST
WORKSHOP
FOR THE
EDUCATIONAL
SYSTEM

YOU MADE ME
MORE AWARE
OF THE ROAD

What communities are saying

I would highly recommend to any school, municipality or corporation in Canada to have Drop It And Drive® attend their organization to present to their students, staff or key stakeholders.

City of Ottawa, Traffic Management and Operational Support Branch

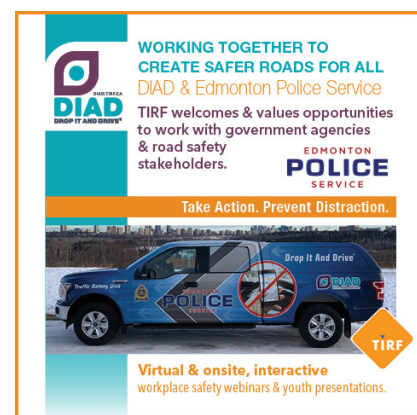
I loved hearing you guys when you came to my school. You made me more aware of the road and how dangerous it can really be. My dad is a cop, and my stepdad is a firefighter, but I never really understood how serious this is. Thank you so much :).

High School Student, Lord Tweedsmuir Secondary, British Columbia



DIAD's work with youth & community:

- > Partnered with Ontario Northland to hold a Distracted Driving Community Forum in North Bay, ON
- > Partnered with the Victoria Police to hold a Distracted Driving Community Forum in Saanichton, BC
- > Held a one-hour Lunch 'n Learn workshop on distracted driving for the North Bay Regional Health Center staff in North Bay, ON
- > Held a one-hour Lunch 'n Learn workshop on distracted driving for the Co-operators staff in Guelph, ON
- > Partnered with the Edmonton Police Service (EPS) to raise awareness about driving distracted and other road safety risks such as speeding, tailgating, and crosswalk safety.
- > DIAD speakers from Vancouver Island, BC and Langley, BC, co-presented a virtual youth workshop for the Commonwealth Catholic Charities, Foster Care Independent Living based in Richmond, Virginia.



To view of more of DIAD's school, youth & community workshops please visit:
turf.ca/downloads/diad-youth-communities

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DIAD's team of presenters are an unparalleled lineup of leaders in road safety education and have come together to present actionable insights, knowledge and innovative ideas.

To learn more about our team please visit diad.tirf.ca/about-diad/#diadbios.



Karen Bowman
Director,
Communications &
Programs



Councillor Tim Baillie
Township of Langley
(Retired Captain)
Surrey Fire Services



Staff Sergeant Bryan Fedirchuk
BCHP, RCMP
(Kamloops)



Robyn Robertson
President & CEO
TIRF



Kylee Bowman
Lead, TIRF Youth
Advisor Program



Distracted driving youth & community workshop fees

We have a limited budget to be able to deliver a select number of school workshops funded by charitable donations each year. For schools paying a fee, it is dependent upon the number of distracted driving workshops that are happening in the same geographical area. Schools can approach local businesses, their city council, or members of their community to sponsor a DIAD Distracted Driving School Workshop. Please contact us to discuss your requirements and budget.

TIRF is a registered Canadian charity and works closely with clients to accommodate budgets as is feasible.

To inquire about booking a youth or community workshop, or to request more information, please contact us via email at diad@tirf.ca or call toll-free (877) 238-5235

MAKE A DIFFERENCE. BECOME A DONOR. [TIRF.CA/DONATE](https://tirf.ca/donate)

[DIAD.TIRF.CA](https://diad.tirf.ca)

**IT IS NEVER
TO EARLY
TO HAVE
DISCUSSIONS
ABOUT BEING
SAFE ON THE
ROAD.**