PRESENTED BY:

KEY FACT:
41% OF TEENS SAY THEY ARE NOT CONCERNED ABOUT GETTING INTO A CAR WITH SOMEONE WHO HAS BEEN USING DRUGS (PARTNERSHIP FOR A DRUG FREE CANADA, 2014).
WEED OUT THE RISK: An Anti-Crash Course for Canadian Youth

WHAT IS Weed Out the Risk:

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

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

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

HOW THE Program Works:

Our trained facilitators will come to your school to provide this one period program to each of your grades 9-12 classes, one at a time, at no cost. Our program messaging has been directly linked to the school curriculums and the program can be accommodated within the scheduling complexities of your school.
In Canada, the average age of first cannabis use among grade 7-12 students was 14.2 years old.

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

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

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

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

Common Myths & Misconceptions Among Youth:

- BEING HIGH HELPS ME CONCENTRATE SO I'M A BETTER DRIVER
- IF I'M DRUNK, SMOKING WEED HELPS ME SOBER UP
- IT'S SAFE IF THE DRIVER IS HIGH AS LONG AS THEY'RE NOT DRUNK
- THE COPS CAN'T TELL IF I'M HIGH
Program Results:

• More than 80,000 youth have participated in Weed Out the Risk since 2015.
• Our partnership with Springboard enables us to bring this program across Canada and increase the number of youth who participate each year.
• 98% of students said they would suggest this program to other youth.
• 95% of students said they were better aware of the risks around smoking cannabis and driving.
• “Covers a topic students need to hear, and one that parents and teachers might find difficult to talk about. Dynamic use of videos, quiz and stats. Presenter is knowledgeable.” – Teacher
• “Valuable information presented in a great way. Having a different presenter (not teacher) makes a difference. Meaningful information and relevant.” – Teacher
• “I like that it gave me real life examples instead of only statistics.” – 16 year old Student

We look forward to the opportunity to present this program to your school. Book now at 1-800-665-6233 or info@madd.ca

Check out the Weed Out the Risk PSA and promo video: madd.ca under School Programs