



# The Safety Network Le Réseau Sécurité

Le bulletin officiel de l'Association Canadienne des Professionnels de la Sécurité Routière

## Editorial

This issue of *The Safety Network* features an article on expansion of the reach of Parachute's road safety messaging during National Teen Driver Safety Week. Also included are details on the upcoming joint CARSP/PRI Road Safety Conference to be held virtually in August. One of the benefits of being a CARSP member is that you can obtain a preferential registration fee for the conference. So, we hope that you take advantage of this and join us at the conference - and at our association's Annual General Meeting.

*Alan German  
Guest Editor*



CARSP needs you to join the Editor Board for the newsletter. (See inside for details.)

L'ACPSER a besoin de votre aide pour produire le bulletin.

## Table of Contents – February, 2021

CARSP's Editorial Board –  
New Members Wanted!..... 2

### Feature Article

When influencers talk, their followers listen  
Kelley Teahen, Parachute..... 3



30<sup>th</sup> CARSP Conference/14th PRI World Congress  
30e Conférence de l'ACPSER/14e Congrès mondial  
de la PRI..... 7

Student Competitions..... 8

Concours étudiants..... 9

Student Paper – Vehicle Safety Enhancement Award 10

Editorial Board / Comité Éditorial..... 11

## CARSP's Editorial Board – New Members Wanted!

No doubt you have realized that this newsletter doesn't follow the recent pattern of issues of *The Safety Network Journal*. In fact, long-time members may be experiencing a feeling of déjà vu. This results from the layout of our retro-cover actually hailing from April, 2007. This date marks the last occasion on which I acted as guest editor, and the commencement of CARSP's Editorial Board in its present form.



However, as noted back then, and once again on the current front cover, CARSP needs volunteers to participate in the Editorial Board in order to continue to produce issues of the newsletter.

Our current dilemma results from a number of members and in particular, Chris Poirier, the most recent Editor, leaving the Editorial Board as a result of other commitments. In consequence, the Editorial Board is in need of some new blood. If joining our team is of interest, a number of tasks are available. In particular, anyone wishing to take the lead role, as our Editor in Chief, would be most welcome. Alternatively, we can split this task in two, with a Production Editor responsible for the newsletter's layout, and a Managing Editor who would keep the group organized in terms of regular meetings and maintaining production schedules.

Other, more generic tasks, require authors, copy editors, translators, and individuals with graphic-design skills. None of these skills have to be at a professional level. After all, we are essentially producing an in-house publication that is largely intended for consumption by the membership.

So, no prior experience is necessary. In fact, you don't even have to write anything! You could just charm your colleagues to provide the text and images for the articles to be included in the association's newsletter. Of course, if you have a literary bent, and wish to write articles and editorials yourself, so much the better.

For bilingual individuals, translation of abstracts and the occasional full-length article is a task for which you could provide valuable assistance. The amount of translation is highly reliant on the availability of individuals willing to undertake such translations.

So, if you can write, edit, translate, or offer graphic design skills for the newsletter, we want to hear from you. For those CARSP members who are in the early stages of their career, assisting on the Editorial Board will be both good experience and will make an interesting entry on your curriculum vitae!

If you would like to be a member of the Editorial Board for CARSP's publications, please contact Brenda Suggett at [brenda.suggett@carsp.ca](mailto:brenda.suggett@carsp.ca)

# When influencers talk, their followers listen

Expanding the reach of Parachute's road safety messaging during National Teen Driver Safety Week.



**By Kelley Teahen**

Vice President Communications and Marketing, Parachute.

*Kelley Teahen, MA, is a senior communications professional who has led Parachute's public injury-prevention communications campaigns since joining the national charity in 2017. Her first questions as Parachute begins any new initiative: who is the audience we are trying to reach and how can we reach them?*

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**Résumé :** Kelley Teahen, Vice-présidente Communication et marketing de Parachute, explique comment l'organisation a développé les messages de la Semaine nationale de la sécurité des jeunes au volant en impliquant des influenceurs tels que des athlètes, des comédiens et des musiciens et leurs médias sociaux suivis par de jeunes conducteurs et leurs potentiels passagers.

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Parachute has nearly 18,000 followers on our social media channels, most of whom are professionals interested in our resources and messaging. When they share what we publish, their followers see our information, expanding our reach. But often, we want to connect to people who may not follow health, education, government or law-enforcement feeds. That's when we seek out people or media whose existing audience matches the audience we want to reach.

During our annual [National Teen Driver Safety Week](#) (NTDSW), we want to talk with teen drivers and their passengers. I can guarantee, however, there aren't many 18-year-olds obsessively checking their Instagram to find posts from an injury-prevention charity. To be effective, we need to get our messages delivered by people who teens already admire and follow.

While there are three major reasons why teen drivers lose control of their vehicles – distraction, speeding and impairment – in 2020, we decided to highlight the speeding factor, with the theme **#SpeedIsNoGame**. That was a prescient decision made before COVID-19 travel and gathering restrictions resulted in an uptick in stunt and race driving by young drivers on now less-travelled roads.

We concluded our best advocate would be a celebrity famous for both speed and safety – and that led us to Formula 1 racing.

Currently, Canada has two drivers competing in Formula 1: **Lance Stroll** and **Nicholas Latifi**. On [Latifi's website](#), I found an email for the [Whistle Agency](#), a sports communications and promotion firm in England. I sent an email pitch. To my surprise and delight, I quickly got a response from Steve Webb from Whistle, who agreed to meet via a trans-Atlantic Zoom call.

It helped our credibility greatly that, earlier in 2020, we ran a **#CheckForConcussion** campaign with public service announcements featuring Olympic champions **Scott Moir** (ice dance), **Marie-Philip Poulin** (ice hockey) and world wheelchair basketball champion **Cindy Ouellet**, all brought into the Parachute fold by our fourth celebrity athlete, Parachute's former president and CEO **Steve Podborski**, a World Cup downhill ski champion and Chef de Mission for the 2014 Sochi Winter Olympics.



Celebrity begets celebrity, in essence: Latifi was happy to work with a charity supported by athletes he admired. As well, our message fit his brand: race drivers take speed, and what happens when you lose control, seriously.

We initially asked him to share key messages about the dangers of speeding in regular driving situations to his followers: 170,000 on Instagram and 52,000 on Twitter. He agreed.

Many of our usual in-person NTDSW activities for youth and students, such as Positive Ticketing campaigns run with local police forces and in-school assemblies, weren't possible due to COVID-19 restrictions. To compensate, we wanted to create a farther-reaching public campaign in 2020. We contacted media companies **Bell Media** (Astral), **Media City** and **Outfront Media** – all of whom in the past donated digital board space to Parachute to promote Vision Zero road safety awareness – to ask if they would support an anti-speeding campaign featuring Latifi. They said yes. Latifi's team provided photos and approved billboard design, as did Desjardins Insurance, Parachute's Vision Zero and NTDSW sponsor. For clarity's sake, we created a new URL, [parachute.ca/speedisnogame](http://parachute.ca/speedisnogame), that redirects to Parachute's National Teen Driver Safety Week webpage.





Result: **43.2 million billboard and digital board impressions** from St. John's NL to Vancouver B.C, including vertical boards in Astral's youth-focused campus-resto network.

Through all this, I never spoke directly with Latifi: we worked through agent Webb, who in turn connected to the Williams racing team for whom Latifi drives. As well, we corresponded with **Umeeda Madhany**, who heads up "Team Latifi" in Canada as a close family friend and as Vice President of the Sofina Foundation, supported by the Latifi family and their business, Sofina Foods. She vetted us and our reputation.

While normally you pay a fee to a celebrity spokesperson for their time, effort and expenses, Team Latifi donated everything, including surprising us with a [video shot by the Williams social media team](#) about NTDSW. So far, that video has nearly 14,000 plays on Latifi's Instagram and Twitter feeds.

When CN came onboard in September 2020 as an additional sponsor for 2020's NTDSW, we had the opportunity to reach more youth with our road safety messaging as well as rail safety messaging related to **#SpeedIsNoGame**.

Our Parachute team maintains a continually updated spreadsheet of Canadian content creators, where we chart their platforms, numbers, specialties, audience appeal, and languages. That was our first stop as our timeline was tight. We had four weeks to find two people with teen audiences who would create a unique video concept, write a script based on NTDSW messaging, shoot, edit, and publish, with approvals needed at each stage from Parachute and CN. Our agreement with CN specified that the content creators would have at least 50,000 subscribers each.

We sought paid partnerships with two YouTube video makers, one English and one French, both licensed drivers whose ethos matched ours: many YouTubers with huge follower numbers are famous for doing stupid stunts, or for provocative beauty poses. We didn't want those.

**Margarita Boichuk**, our Specialist, Digital and Social Media, reached out to **Andrew Gunnadie**, aka "Gunnarolla", a video producer and songwriter with 91,000 YouTube subscribers who specializes in travel.

**Sandra Padovani**, our Specialist, Communications, speaks French and follows influencers in Quebec. Her initial choice did not respond to inquiries but she then connected with **Élie Pilon**, who has 72,000 subscribers on YouTube and who records popular, fast-paced monologues in stand-up comedy style.



More than 22,000 of Pilon’s followers – mostly young males – so far have watched his video, [Les Roadtrips en 4 étapes](#). Gunnarolla’s catchy [#SpeedIsNoGame video](#) has nearly 1,000 views each on his YouTube and IGTV channels and both shared supporting posts about NTDSW on their channels.

My first boss in a marketing job always said: “*Fish where the fish swim.*” Partnering with celebrities and content creators are effective ways to get into the waters where your fish are already swimming.



<https://parachute.ca>

## CARSP/PRI 2021 Joint Virtual Conference

The 30th CARSP Conference and the 14th PRI World Congress  
August 22-25, 2021

## Conférence conjointe virtuelle ACPSER/PRI 2021

30e Conférence de l'ACPSER et 14e Congrès mondial de la PRI  
Du 22 au 25 août 2021



**Theme - Equitability: Road Safety for all through Vision Zero and Sustainable Safety**

The conference is aimed at road safety practitioners from many disciplines, including, but not limited to: health professionals, engineers, government officials, crash re-constructionists, insurers, researchers, and enforcement personnel.

For complete details, visit our web site at:

<http://www.carsp.ca/carsp-conference/2021-joint-conference/>

If you have any questions? Please contact us at [info@carsp.ca](mailto:info@carsp.ca)

**Thème - L'équité : La sécurité routière pour tous grâce à la Vision zéro et à la sécurité routière durable**

La conférence s'adresse aux praticiens et experts de la sécurité routière qui proviennent de nombreuses disciplines, y compris sans s'y limiter, les professionnels de la santé, les ingénieurs, les représentants du gouvernement, les experts chargés de la reconstitution des collisions, les assureurs, les chercheurs et les responsables de l'application des règlements.

Pour plus de détails, veuillez visiter:

<http://www.carsp.ca/fr/carsp-conference/2021-joint-conference/>

Vous avez des questions ? Veuillez communiquer avec nous à l'adresse [info@carsp.ca](mailto:info@carsp.ca)



This year we are offering three ways students can showcase their work on a road safety topic, and potentially earn cash prizes and free registration.

In addition to the CARSP's Student Paper Competition, now in its 16th year, we are also offering a CARSP Vehicle Safety Enhancement Special Award, due to the growing need for studies on this topic, and lastly, we are bringing back the Student Poster Competition!

Participants must be registered in a Canadian university or college and must be a lead author of their work (first OR second author) with the exception of the CARSP Student Paper Award where they must be the first author.

While students are invited to participate in all competitions, each original work can be presented in no more than one option, however, non-winning papers of the Special Award will automatically be considered for the Student Paper Competition. This will be facilitated by the fact that the Special Award will be judged first, and the Student Paper Competition will be judged second. While the judging of these two competitions occurs before the conference, the Student Poster Competition, however, will be judged at the conference.

### Student Paper Competition

Brought to you by...



### Student Poster Competition

Brought to you by...



For complete details, visit our web site at:

<http://www.carsp.ca/carsp-conference/2021-joint-conference/student-competitions/>





Cette année, nous offrons aux étudiants trois façons de présenter leurs travaux sur un sujet lié à la sécurité routière et avoir la chance de remporter des prix en argent et une inscription gratuite.

En plus du Concours d'articles étudiants de l'ACPSE, qui en est maintenant à sa 16<sup>e</sup> édition, nous offrons un Prix spécial étudiant de l'ACPSE pour l'amélioration de la sécurité automobile, étant donné le besoin croissant d'études sur ce sujet, et enfin, nous ramenons le Concours d'affiches étudiantes!

Les participants doivent être inscrits dans une université ou un collège canadien et doivent être l'un des auteurs principaux de leur travail (premier OU deuxième auteur), à l'exception du Concours d'articles étudiants de l'ACPSE pour lequel ils doivent être l'auteur principal.

Bien que les étudiants soient invités à participer aux trois concours, ils doivent présenter des travaux originaux dans chacun de ces concours. Toutefois, les articles non récompensés dans le cadre du Prix spécial seront automatiquement considérés pour le Concours d'articles étudiants. Cela sera facilité par le fait que le Prix spécial sera évalué en premier et que le Concours d'articles étudiants sera évalué en deuxième. Bien que l'évaluation de ces deux concours ait lieu avant la conférence, le Concours d'affiches étudiantes sera toutefois évalué pendant la conférence.

### Concours d'articles étudiants

Présenté par...



### Concours d'affiches étudiantes

Présenté par...



Pour plus de détails, veuillez visiter:

<http://www.carsp.ca/fr/carsp-conference/2021-joint-conference/student-competitions/>

## Student Paper – Vehicle Safety Enhancement Award

In addition to the competition for the best student papers submitted to the annual CARSP Conference, a special award is being offered to student papers that use Canadian motor vehicle collision data and/or Canadian motor vehicle crash test data to promote enhanced vehicle safety.

The basic form of the special award will be a cash prize of \$1,000.00 to the winning student author, plus travel expenses to allow the student to attend the CARSP Conference and present their work.\* In the case where the winning paper integrates both motor vehicle collision data and motor vehicle crash test data in order to highlight the potential for improved safety, the cash prize will be increased to \$2,000.00 (plus conference-related travel expenses.\*)

To be eligible for this award, papers must be co-authored by a student registered at a Canadian university and submitted for consideration for inclusion in the CARSP Conference. The research must use Canadian motor-vehicle collision and/or crash test data to identify potential improvements in motor vehicle safety, including, but not limited to: improvements in vehicle design and construction, enhancements to vehicle safety systems, or reductions in the occurrence or severity of injuries resulting from crashes.

As with the regular student paper competition, the winning paper for this special award will form part of the conference proceedings. Should the conference not take place as envisaged in 2021, the paper will be published in a future issue of the *Quarterly Journal of the Canadian Association of Road Safety Professionals*.

The sponsors of this special award hope to encourage current students to identify sources of Canadian collision and crash test data, conduct research and analysis on such datasets, and disseminate new ideas on enhancements to motor vehicle safety through publication of the results of this process.

For full details of this award see:

[https://www.roadsafetyresearch.ca/special\\_award.htm](https://www.roadsafetyresearch.ca/special_award.htm) or

[https://www.djdsafety.com/special\\_award.htm](https://www.djdsafety.com/special_award.htm).

Award sponsored by:

**D.J. Dalmotas Consulting, Inc.**  
Safety is our passion - analysis is our specialty

**roadsafetyresearch.ca**

\* Note that due to the 2021 conference being a virtual event travel expenses will not apply to this year's special award

## Editorial Board / Comité Éditorial

The members of CARSP's Editorial Board are:

Geni Bahar, NAVIGATS Inc., North York, ON  
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Karen Bowman, Traffic Injury Research Foundation, Ottawa, ON & Nanaimo, BC  
Jean-François Bruneau, Polytechnique Montréal, Montréal, QC  
Mary Chipman, University of Toronto, Toronto, ON  
Robert Colonna, Western University, London, ON  
James Fitzpatrick, Graco and Baby Jogger  
Pamela Fuselli, Parachute Canada, Toronto, ON (until June 3, 2020)  
Alan German, Road Safety Research, Ottawa, ON  
Martin Lavallière, Université du Québec à Chicoutimi, Chicoutimi, QC  
Rebecca Peterniak, City of Winnipeg, Winnipeg, MB  
Julie Taylor, Parachute Canada, Toronto, ON

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and

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LE JOURNAL TRIMESTRIEL DE L'ASSOCIATION CANADIENNE  
DES PROFESSIONNELS DE LA SÉCURITÉ ROUTIÈRE