



The Broader Campaign

CQC ATV/Quad Safety Week is an initiative of the Canadian Quad Council and its provincial member organizations, engaging ATV, ROV and OHV users in the promotion of safety practices and safe messaging.

As a CQC ATV/Quad Safety Week partner, your help is needed!

Join us by hosting events in your community and use the tips in this document as an opportunity to engage the local media and fellow riders.

Key Messages

By sharing best practices, tools, and resources we will strengthen our sport-safe culture. Safe choices impact our families and the communities in which we recreate. Let's become united in our sport to continuously improve safety and awareness so that each rider returns home safe after every ride.

Together, we can build a stronger, safer Sport

2022 CAMPAIGN THEME

When we think about safety in the OHV community, we first think about things like helmets and goggles as well as riding areas and any current government/municipal restrictions.

Are there any outside stresses and distractions that can interfere with our focus and impact our decision-making abilities to our reaction times?

Riding is both physically and mentally demanding. We know that the risks are real in our choice of sport. The choices we make have real consequences for everyone around us.

Commitment to staying safe and focused on the ride shows pride and strength in our entire sporting community. Being alert, observant and always watching out for each other will strengthen our sport.

General Tips in Communicating the Safety Message through Media

- If you are not already familiar with your local media, familiarize yourself with reporters and producers who cover OHV issues.
- Call and introduce yourself to local media staff, follow up with a news release regarding the CQC ATV/Quad Safety Week. Remember, local media will be most interested in things happening in your community. Focus on projects that are highly visible. News releases should include a news hook or information that would be most interesting to the media's audience.
- Keep news releases short and concise (one page or less). Always include day and evening phone numbers of contacts on releases.
- When sending more than one release to the same media source, write "cc" with appropriate names on each person's release so everyone knows who was sent a copy. And send the copies to those individuals as well.
- Letters to the editor and guest columns are good ways to get your story told. Keep a guest column under 500 words and include a paragraph about the author along with a daytime number.
- Hashtags: #quadrules, #atv/quadsafetyweek, #ridewithrespect, #trailboxtalks, #atvsafetyweek

Demonstrate Thought Leadership in OHV Safety

CQC ATV/Quad Safety Week is an opportunity to show your community your expertise in OHV safety. In addition to submitted op-ed articles to your local newspapers, here are some other ideas for activities you can do:

- Have a special safety demonstration open to all that are interested. Examples include working with a local CASI Instructor to provide a free CASI course, or a demonstration on basic safety practices. Have the Instructor run through T-CLOC and SIPDE, what to take when riding, what to wear, how to warm up to avoid muscle strains and always suggest riding in a group. When you are alone, you are most vulnerable.
- Partner with an OHV dealer to do a safety demonstration at their demonstration days.
- When possible, organize a Family Day presentation or Touch-A-Quad event (*may be outside safety week*) to encourage families and kids. Include your local dealers as well as other clubs.
- Offer to speak about OHV safety at community events like Ag days, 4-H events, Rotary Clubs, or civic organizations.

Promotional Ideas for 2022-2023

Here are some additional promotional ideas:

- Produce a quad and side-by-side safety calendar. This item may be available as a promotional item. Distribute these calendars to all dealers, so that they give one to each new customer who purchases an OHV.
- Send press releases to journalists to notify them of OHV Safety Week.
- Invite journalists to participate at a rider training so that they can talk about it in their column.
- During CQC ATV/Quad Safety Week, host a draw for all those who share a CQC Facebook post (free rider training, loading ramps, or accessory for the quad.)
- Try to arrange patrol trips in collaboration with law/bylaw enforcement and a club agent. Consider inviting journalists to ride along.
- Host a supervised free day on the trail. (*Check with your insurance to make sure they will extend coverage for an event like this.*)
- Work with CASI Instructors and encourage them to host a CQC sponsored free CASI Student Course.

Media interview tips

Here are some guidelines for when you are interviewed by a reporter or other media representative:

- Always be factual.
- Help educate the interviewer, who likely knows less about the subject than you do.
- Know and cite statistics to back your points.
- Correct misinformation/clarify points.
- Do not speculate/guess.
- Be conversational.
- Avoid reading statements.
- Make your key points concisely – think soundbites.
- Have anecdotes or statistics to support your points.
- Write your key messages in advance so you are well-versed in the main points you want to make.

News release tips and examples

A news release is the general starting point to get media attention. Preparing your announcement from the perspective of the busy news editor who sees several requests for coverage every day is vital to the success of your communications efforts. These guidelines should be followed when preparing news releases.

- Write a brief release, limiting your information to the key facts. Begin by writing a newspaper-style headline. Include a catchy lead sentence and paragraph that will grab the attention of your audience and answer who, what, when, where, why and how. Also avoid sharing personal opinions. Make sure you point out the local angle to the story and any visual opportunities the outlet might want to capture.
- Prepare the release by using your organizations letterhead or co-branding your organization with CQC ATV/Quad Safety Week graphics. Type the words “NEWS RELEASE,” your name, title, and daytime number at the top of the first page. If copy extends to a second page, type “MORE” at the bottom of the first page. Type a brief identifier at the top of the second page (e.g.: “Canadian Quad Council Celebrates Safety Week – Pg. 2”).
- Indicate the end of release by centering “-30-” or “###” two lines after the last sentence. **Always proofread at least once before distributing.**

- When emailing the news release to local reporters, copy and paste the body of the release into the email after a few sentences to put the information in context.