**Operation Impact 2024 – Social Media Messages**

**Safety doesn’t happen by accident!**

* Safety is literally in your hands every time you get behind the wheel. You’ve got this! #OperationImpact2024
* Give your family and friends an extra reason to be thankful this Thanksgiving weekend. #OperationImpact2024
* Don’t let the impact of your decisions be a collision on our roads. #OperationImpact2024
* You are in the driver’s seat! Safety is literally in your hands. #OperationImpact2024
* Collisions are preventable; they are not “accidents”! The decisions you make have impact. #OperationImpact2024
* Help us make Canada’s roads the safest in the world. #OperationImpact2024 #Toward Zero
* Working together to eliminate behaviours that put drivers, passengers, pedestrians and other vulnerable road users at risk. #OperationImpact2024
* Each year, motor vehicle collisions #kill about 2,000 Canadians, seriously #injure about 10,000 Canadians and #injure about 165,000 Canadians. #OperationImpact2024 #TowardZero

**Don’t drive drunk!**

* DYK: 16% of serious injury collisions involved a drunk driver. Don’t take risks. #DontDriveDrunk #OperationImpact2024
* DYK: 40% of fatally injured drivers had been drinking alcohol prior to the collision. Don’t add to this statistic. #DontDriveDrunk #OperationImpact2024

**Don’t drive high!**

* Driving high can lead to incredible lows: collisions, injuries or death. #DontDriveHigh #OperationImpact2024
* Drug-impaired driving is not just about marijuana and illegal drugs. Some prescription drugs and over-the-counter medicines have effects. #DontDriveHigh #OperationImpact2024
* DYK: A drug-impaired driving offence occurs every 3 hours in Canada, each day. Be thankful, don’t risk it. #DontDriveHigh #OperationImpact2024

**Don’t be fatigued!**

* Don’t underestimate the impact of exhaustion on reaction time and decision making. If you are nodding off or veering off the road, you are impaired. #OperationImpact2020
* **DYK:** 20% of fatal collisions involve driver fatigue. That’s 1 in 5! Rest to be at your best. #OperationImpact2024

**No Distracted Driving!**

Keep your eyes on the road, your hands on the wheel, and your mind on the task of driving. No #DistractedDriving #OperationImpact2024

DYK: Checking a text for 5 seconds means that, at 90 km/h, you’ve travelled the length of a football field blindfolded. Your actions have impact. No #DistractedDriving #OperationImpact2024

**No Aggressive Driving!**

* Speed thrills but also kills. No #AggressiveDriving #OperationImpact2024
* Aggressive driving is not just about speed. It’s also running red lights, tailgating, weaving in and out of traffic, & failing to yield the right of way. No #AggressiveDriving. #OperationImpact2024

**Buckle Up!**

* **DYK:** Transport-related injuries remain the number one cause of death for Canadian children under the age of 14. #BuckleUp #OperationImpact2024
* Play it SAFE: Seatbelts Are For Everyone! #BuckleUp #OperationImpact2024