



CANADA ROAD SAFETY WEEK

Overview

- Canada Road Safety Week is an annual awareness campaign focused on encouraging safe driving behaviours.
- Canada Road Safety Week is part of [Canada's Road Safety Strategy 2025](#), which has a goal of making Canada's roads the safest in the world.
- In 2018, Canada Road Safety Week will take place from Tuesday May 15th to Monday May 21st.
- Canada Road Safety Week is a project sponsored by the Canadian Association of Chiefs of Police (CACP) and Transport Canada, but coordinated by the CACP Traffic Safety Committee.
- The objectives of the campaign are to:
 - Encourage police services across the country to promote and actively participate in the Canada Road Safety Week awareness campaign.
 - Increase public awareness and the adoption of safe driving practices.
 - Target enforcement initiatives at high-risk driving behaviours that put drivers, passengers, pedestrians and other vulnerable road users at risk.
 - Collect statistics to support evidence-based policing and *Canada's Road Safety Strategy 2025*.
- Each day of the 7-day campaign will be dedicated to a different road safety risk factor.
- The theme for the 2018 campaign is: **Taking the “D” out of “D”riving**
 - Don't Drive **D**runk: Focus on alcohol-impaired driving
 - Don't Drive **D**rowsy: Focus on fatigue-impaired driving
 - Don't Drive **D**istracted: Focus on distracted driving
 - Don't Drive **D**rugged: Focus on drug-impaired driving
 - Don't Drive **D**angerously: Focus on speed and aggressive driving
 - Don't Drive **D**etached: Focus on seatbelts
- National Enforcement Day will take place on Saturday, May 19th. The focus will be on drug-impaired driving.
- All enforcement agencies across the country are invited to participate.

Key Messages

Note: For additional statistics to support key messages, please refer to the *Canada Road Safety Week Fact Sheet*.

Day 1: Road safety in general

- Canada Road Safety Week is an enforcement-driven initiative designed to increase public compliance with safe driving measures in order to save lives and reduce injuries on our roads.
- Canada Road Safety Week is part of the broader Canada's Road Safety Strategy which aims to make Canada's roads the safest in the world.
- The campaign is focused on behaviours that put drivers, passengers, pedestrians and other vulnerable road users most at risk:
 - Alcohol-Impaired driving
 - Drug-Impaired driving
 - Fatigue-Impaired driving
 - Distracted driving
 - Aggressive driving
 - Occupant restraint use
- Road safety is a key priority for Canadian police agencies because:
 - Our country has one of the highest motor vehicle fatality rates among high-income countries in the world (at 5.2 per population of 100,000).¹
 - Impaired driving remains the leading criminal cause of death and injury in Canada.
- Impaired, distracted and aggressive drivers not only put themselves at risk, but also others with whom they share the road.
- 100% of impaired, distracted and aggressive driving incidents are preventable and not worth the risk.
- Impaired, distracted and aggressive driving affects your ability to react and increases the chance of a collision.
- We are committed to keeping Canada's roads safe, regardless of the risk factor or source of driver impairment.
- The timing of Canada Road Safety Week during the week leading up to and including the Victoria Day holiday weekend is strategic, as more people are traveling and traffic crashes are more frequent.
- Participating law enforcement agencies gather statistics with a common template to allow valid comparisons and to track progress toward *Canada's Road Safety Strategy 2025* – making Canada's roads the safest in the world.

¹ World Health Organization (2015) and Transport Canada (2016), sourced from [Parachute organization website](#)

Day 2: Alcohol-Impaired Driving – Don't Drive Drunk

- The incidence of drunk driving may be decreasing (from 20% in 2010 to 16% in 2014), but it hasn't disappeared. Until then, you will continue to hear us say: Don't Drive Drunk.
- Impaired driving laws are evolving in an effort to eliminate alcohol-impaired driving in Canada:
 - [Changes have been proposed](#) in Bill C-46 – Canada's impaired driving laws. Although the conversation primarily revolves around cannabis, some changes will touch on alcohol.
 - Alberta recently adopted new laws
- Make a **deal** with your kids. (another great “d” word for the campaign) When your teen starts to drive, it could be beneficial for you, as parents, to set some rules and expectations for them and to formalize them in a written formal agreement confirming a commitment to road safety. While your children may be quite familiar with alcohol-impaired driving rules, they may not be as familiar with, or they may underestimate, the other risk factors of road safety. This could be a great way to cover all the bases.²

Day 3: Fatigue-Impaired Driving – Don't Drive Drowsy

- Rest to be at your best, because 20% of fatal collisions involve driver fatigue. ³ That's 1 in 5!
- Canadians tend to underestimate the impact of fatigue on their driving skills. The influence of exhaustion on reaction time and decision-making can sometimes be just as strong, and the results just as devastating, as the effect of alcohol or drugs on a driver.
- Canadians often wait until they are 'nodding off' or worse yet, till they have veered out of their lane, before they recognize the risks. For many drivers, that is simply just too late.
- Prevention: sleep before a trip, sharing the drive, regular rest stops, light meals and water during the trip, 20- to 40-minute naps at a rest stop.

Day 4: Distracted Driving – Don't Drive Distracted

- Keep your eyes on the road, your hands on the wheel, and your mind on the task of driving.
- Distracted driving has caused more collisions than impaired drivers.⁴
- Distracted driving is not just about cell phones. GPS units, Smartwatches, reading, eating, drinking, smoking, grooming, adjusting music, etc. all require that you take your eyes off the road, your hands off the wheel and/or your mind off the task of driving.
- Research shows that a majority of Canadians say distracted driving is a problem; it's just not their problem. Public perception and behaviours have got to change.
- Checking a text for 5 seconds means that, at 90 km/h, you've travelled the length of a football field blindfolded.⁵
- Promote the Telus Wise infographic on Distracted Driving and [distracted driving guide](#).

² Inspired by the [Drive it Home](#) website

³ CCMTA, 2010

⁴ ICBC, 2016

⁵ [CAA Distracted Driving Statistics](#)

Day 5: Drug-Impaired Driving – Don’t Drive Drugged

- Driving high can lead to incredible lows: collisions, injuries or death.
- A drug-impaired driving offence occurs every 3 hours in Canada, each day, ⁶ making this a key policing issue for us.
- Drugs other than alcohol are found in 42% of tested fatally injured drivers.⁷
- Drug-impaired driving is not just about marijuana and illegal drugs. While most Canadians are aware that labels on their prescription drugs and over-the-counter medicines (like cold medication) caution against operating a motorized vehicle due to the possible side-effects, most underestimate the risks and often don’t heed the warning.
- Promote the [“Don’t Drive High” education campaign](#) and the infographic on [The facts about Drug-impaired driving in Canada](#).

Day 6: Aggressive Driving – Don’t Drive Dangerously

- Speeders and aggressive drivers fall into two groups: risk takers (enjoy risk and defying authority) and pragmatic drivers (speed to get to their destination faster). Regardless of your motivation, aggressive driving is illegal and can be dangerous to you and others.
- Aggressive driving is not just about speed, it includes running red lights, tailgating, weaving in and out of traffic and failing to yield the right of way.
- Research indicates that a 1% reduction in speed results in reducing the likelihood of a fatal collision by 5%.⁸
- There is a disconnect between how people perceive the risk of speeding and aggressive behaviour and how they actually drive.
- Promote the [Managing Speed](#) publication produced by the World Health Organization (2017)

Day 7: Occupant restraints (seatbelts) – Don’t Drive Detached

- Play it **SAFE: Seatbelts Are For Everyone!**⁹
- Transport-related injuries remain the number one cause of death for Canadian children under the age of 14.¹⁰
- Buckle seat belts and ensure youngsters are properly restrained in vehicles according to their age, size and weight. ¹¹

Data Collection

- Participating law enforcement agencies gather statistics with a common template to allow valid comparisons and to track progress toward *Canada’s Road Safety Strategy 2025* – making Canada’s roads the safest in the world.

⁶ [The facts about Drug-impaired driving in Canada](#)

⁷ Alcohol and Drug Crash Problem Report, 2014

⁸ OECD, 2008

⁹ Kansas Traffic Safety Resource Office

¹⁰ Parachute, 2015, sourced from [Parachute organization website](#)

¹¹ [Transport Canada website](#) : Child car seat safety