



Canadian Association of Chiefs of Police

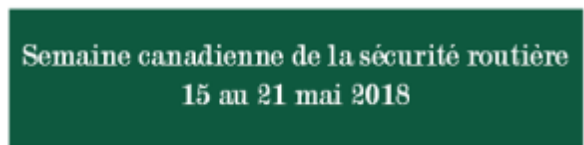
Safety and security for all Canadians through innovative police leadership

CANADA ROAD SAFETY WEEK – SOCIAL MEDIA CONTENT May 15 – 21 2018

Campaign Hashtag

#CanadaRoadSafetyWeek

Bilingual Banner



Don't Drive ...
Drunk, **D**rowsy, **D**istracted, **D**rugged, **D**angerously or **D**etached.

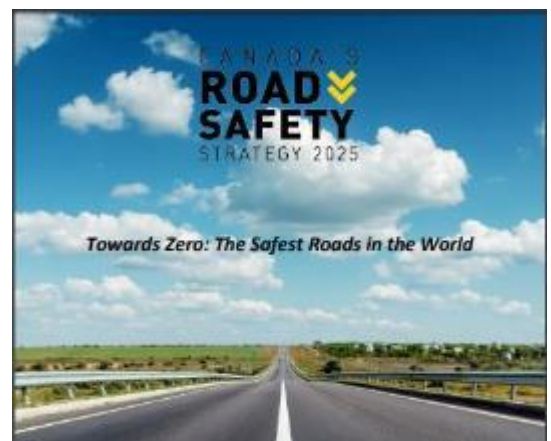


Évitez la conduite ...
délinquante, **d**ormante, **d**istraite, **d**éficiente, **d**angerense ou **d**étachée

Day 1 – Tuesday, May 15th: Launch of Canada Road Safety Week



Don't Drive ...
Drunk, **D**rugged, **D**rowsy, **D**istracted, **D**angerously or **D**etached.



- Working together to make Canada’s roads the safest in the world. #CanadaRoadSafetyWeek @CACP_ACCP
- Working together to eliminate behaviours that put drivers, passengers, pedestrians and other vulnerable road users at risk. #CanadaRoadSafetyWeek @CACP_ACCP
- Increasing public compliance with safe driving measures in order to save lives and reduce injuries on our roads. #CanadaRoadSafetyWeek @CACP_ACCP
- Impaired, distracted and aggressive driving incidents are preventable and not worth the risk. Take the “D” out of Driving! #CanadaRoadSafetyWeek @CACP_ACCP
- Impaired, distracted and aggressive drivers not only put themselves at risk, but others with whom they share the road. Take the “D” out of Driving. #CanadaRoadSafetyWeek @CACP_ACCP

Day 2 – Wednesday, May 16th: Don’t Drive Drunk



Don’t Drive runk

Taking the “D” out of Driving

Canada’s Road Safety Week 2018



- 100% of alcohol-impaired driving incidents are preventable. Safety starts with you. #CanadaRoadSafetyWeek @CACP_ACCP
- Alcohol-impaired driving is not worth the risk. Help make Canada’s roads the safest in the world. #CanadaRoadSafetyWeek @CACP_ACCP
- DYK: 16% of serious injury collisions involved a drunk driver. Take the “D” out of driving! Don’t Drive “D”runk! #CanadaRoadSafetyWeek @CACP_ACCP
- DYK: 40% of fatally injured drivers had been drinking some amount of alcohol prior to the collision. Take the “D” out of driving! Don’t Drive “D”runk! #CanadaRoadSafetyWeek @CACP_ACCP
- DYK: 90% of single vehicle collisions involved drivers who exceeded the 0.08 limit. Take the “D” out of driving! Don’t Drive “D”runk! #CanadaRoadSafetyWeek @CACP_ACCP

Day 3 – Thursday, May 17th: Don't Drive Drowsy



Don't Drive rowsy
Taking the “D” out of Driving

Canada Road Safety Week 2018



- 100% of fatigue-impaired driving incidents are preventable. Safety starts with you. #CanadaRoadSafetyWeek @CACP_ACCP
- Fatigue-impaired driving is not worth the risk. Help make Canada's roads the safest in the world. #CanadaRoadSafetyWeek @CACP_ACCP
- Rest to be at your best. Take the “D” out of driving! Don't Drive “D”rowsy! #CanadaRoadSafetyWeek @CACP_ACCP
- 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. Take the “D” out of driving! Don't Drive “D”rowsy! #CanadaRoadSafetyWeek @CACP_ACCP
- DYK: 20% of fatal collisions involve driver fatigue. That's 1 in 5! Take the “D” out of driving! Don't Drive “D”rowsy! #CanadaRoadSafetyWeek @CACP_ACCP

Day 4 – Friday, May 18th: Don't Drive Distracted



Don't Drive **D**istracted
Taking the "D" out of Driving

Canada Road Safety Week 2018



TELUS WISE
Smartphone safety - distracted driving guide

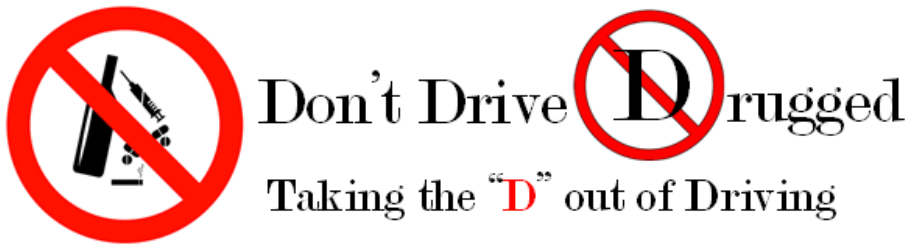


TELUS

Note: The Telus Wise Infographic on Distracted Driving will be available on May 15th, 2018

- 100% of distracted driving incidents are preventable. Safety starts with you. #CanadaRoadSafetyWeek @CACP_ACCP
- Distracted driving is not worth the risk. Help make Canada's roads the safest in the world. #CanadaRoadSafetyWeek @CACP_ACCP
- Keep your eyes on the road, your hands on the wheel, and your mind on the task of driving. Take the "D" out of driving! Don't Drive "D"istracted! #CanadaRoadSafetyWeek @CACP_ACCP
- Distracted driving is not just about cell phones. GPS units, Smartwatches, reading, eating, drinking, smoking, grooming, adjusting music, etc. all make you take your eyes off the road, your hands off the wheel and your mind off the task of driving. #CanadaRoadSafetyWeek
- DYK: Checking a text for 5 seconds means that, at 90 km/h, you've travelled the length of a football field blindfolded. Take the "D" out of driving! Don't Drive "D"istracted! #CanadaRoadSafetyWeek @CACP_ACCP
- Are you one of a majority of Canadians who say distracted driving is a problem; it's just not your problem? If so, that may be the problem. #CanadaRoadSafetyWeek @CACP_ACCP
- A few seconds of inattention can cause life-altering injuries and death. Get the facts! Check out this Distracted Driving Guide. <http://bit.ly/2HURhCO> #CanadaRoadSafetyWeek @CACP_ACCP #TelusWise

Day 5 – Saturday, May 19th: Don't Drive Drugged (National Enforcement Day)



Canada Road Safety Week 2018



Canada

The facts about Drug-impaired driving in Canada

Research shows that drugs can impair your ability to drive safely and increase the risk of getting into a collision. If you're the driver, be responsible. Don't take a chance with your life, your future, or the safety of those around you. Always drive sober.

A drug-impaired driving offence occurs **EVERY 3 HOURS** in Canada each day.

2,786 drug-impaired driving incidents were reported in Canada in 2015.

33% of parents of youth aged 13–24 don't know if their child has accepted a ride with a driver who was under the influence of cannabis.

OVER 1 IN 4 cannabis users in Canada reported having operated a vehicle while under the influence of the drug.

Currently, **\$1000+ 1-year** license suspension is the **MINIMUM** it will cost you if you get caught driving impaired.

Drugs impair your ability to drive by affecting: balance and coordination, motor skills, attention, judgment, reaction time, and decision-making skills.

Cannabis DOUBLES your chances for an accident!

100% of impaired driving is preventable and not worth the risk.

Canadian men are **2.5 times** more likely than women to have driven a vehicle while under the influence of cannabis.

Government of Canada / Gouvernement du Canada

- 100% of drug-impaired driving incidents are preventable. Safety starts with you. #Canada RoadSafetyWeek @CACP_ACCP
- Drug-impaired driving is not worth the risk. Help make Canada's roads the safest in the world. #CanadaRoadSafetyWeek @CACP_ACCP
- Driving high can lead to incredible lows: collisions, injuries or death. Take the "D" out of driving! Don't Drive "D"rugged! #CanadaRoadSafetyWeek @CACP_ACCP
- Drug-impaired driving is not just about marijuana and illegal drugs. Don't underestimate the impact and side-effects of some prescription drugs and over-the-counter medicines (like cold medication). #CanadaRoadSafetyWeek @CACP_ACCP
- Road safety depends on the decisions you make. Your life can change in an instant. #DontDriveHigh <https://www.youtube.com/watch?v=Bvg-R7ha824> #Canada RoadSafetyWeek @CACP_ACCP @Safety_Canada
- DYK: A drug-impaired driving offence occurs every 3 hours in Canada, each day. Let's change that! Take the "D" out of driving! Don't Drive "D"rugged! #CanadaRoadSafetyWeek @CACP_ACCP

Day 6 – Sunday, May 20th: Don't Drive Dangerously



Don't Drive  dangerously

Taking the “D” out of Driving

Canada Road Safety Week 2018



- 100% of dangerous driving incidents are preventable. Safety starts with you. #Canada RoadSafetyWeek @CACP_ACCP
- Dangerous driving is not worth the risk. Help make Canada's roads the safest in the world. #CanadaRoadSafetyWeek @CACP_ACCP
- Speed thrills but also kills. Take the “D” out of driving! Don't Drive “D”angerously! #CanadaRoadSafetyWeek @CACP_ACCP
- Are you a risk-taker (enjoy risk and defying authority) or a pragmatic driver (speed to get to your destination faaster)? Either way, speeding is illegal & dangerous to you and others. Take the “D” out of driving! Don't Drive “D”angerously! #CanadaRoadSafetyWeek @CACP_ACCP
- 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. Take the “D” out of driving! Don't Drive “D”angerously! #CanadaRoadSafetyWeek @CACP_ACCP

Day 7 – Monday, May 21st: Don't Drive Detached



Don't Drive  etached
Taking the “D” out of Driving

Canada Road Safety Week 2018



- Driving without a seatbelt or a proper child restraint is not worth the risk. Help make Canada's roads the safest in the world. #CanadaRoadSafetyWeek @CACP_ACCP
- DYK: Transport-related injuries remain the number one cause of death for Canadian children under the age of 14. Let's change that! Safety starts with you. #CanadaRoadSafetyWeek @CACP_ACCP
- Play it **SAFE: Seatbelts Are For Everyone!** Help make Canada's roads the safest in the world. #CanadaRoadSafetyWeek @CACP_ACCP
- Buckle seat belts and ensure youngsters are properly restrained in vehicles according to their age, size and weight. Take the “D” out of driving! Don't Drive “D”etached! #CanadaRoadSafetyWeek @CACP_ACCP