



Canadian Association of Chiefs of Police

Safety and security for all Canadians through innovative police leadership

Operation Impact 2020 – Social Media Messages

Safety doesn't happen by accident!

- Don't let the impact of your decisions be a collision on our roads. #OperationImpact2020
- You are in the driver's seat! Safety is literally in your hands. #OperationImpact2020
- Collisions are preventable; they are not "accidents"! The decisions you make have impact. #OperationImpact2020
- Give your family and friends an extra reason to be thankful this Thanksgiving weekend. #ArriveAlive #OperationImpact2020
- Help us make Canada's roads the safest in the world. #OperationImpact2020 #Toward Zero
- Working together to eliminate behaviours that put drivers, passengers, pedestrians and other vulnerable road users at risk. #OperationImpact2020
- Each year, motor vehicle collisions #kill about 2,000 Canadians, seriously #injure about 10,000 Canadians and #injure about 165,000 Canadians. #OperationImpact2020 #TowardZero

Don't drive drunk!

- DYK: 16% of serious injury collisions involved a drunk driver. Be part of the solution, not the problem. #DontDriveDrunk #OperationImpact2020
- DYK: 40% of fatally injured drivers had been drinking alcohol prior to the collision. Don't add to this statistic. #DontDriveDrunk #OperationImpact2020

Don't drive high!

- Driving high can lead to incredible lows: collisions, injuries or death. #DontDriveHigh #OperationImpact2020
- 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. #DontDriveHigh #OperationImpact2020
- DYK: A drug-impaired driving offence occurs every 3 hours in Canada, each day. Don't add to this statistic. #DontDriveHigh #OperationImpact2020

Don't be a sleepy head!

- 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. #DontBeASleepyHead #OperationImpact2020
- DYK: 20% of fatal collisions involve driver fatigue. That's 1 in 5! Rest to be at your best. #DontBeASleepyHead #OperationImpact2020

No Distracted Driving!

- Keep your eyes on the road, your hands on the wheel, and your mind on the task of driving. No #DistractedDriving #OperationImpact2020
- 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 #OperationImpact2020

No Aggressive Driving!

- Speed thrills but also kills. No #AggressiveDriving #OperationImpact2020
- 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. #OperationImpact2020

Buckle Up!

- DYK: Transport-related injuries remain the number one cause of death for Canadian children under the age of 14. #BuckleUp #OperationImpact20209
- Play it SAFE: Seatbelts Are For Everyone! #BuckleUp #OperationImpact2020