



## Canadian Association of Chiefs of Police

Safety and security for all Canadians through innovative police leadership

### FOR IMMEDIATE RELEASE

October 8, 2020

### Operation Impact 2020: Safety Doesn't Happen by Accident!

**OTTAWA, ONTARIO** – Tomorrow marks the beginning of *Operation Impact 2020*, a national public awareness campaign aimed at making Canada's roads the safest in the world. By promoting safe driving behaviours, we hope to help prevent collisions, save lives, and reduce injuries on our roads.

From October 9<sup>th</sup> to 12<sup>th</sup>, 2020, police across the country will be focused on behaviours that put drivers, passengers and other road users at risk: impaired driving due to alcohol, drugs or fatigue, as well as aggressive driving, distracted driving, and driving without a seat belt.

Most collisions are not 'accidents', they are generally the direct result of a conscious decision an individual driver has made. This is why this year's campaign theme is "***Safety doesn't happen by accident!***". It emphasizes the accountability and the role each driver has to play to support traffic safety on the streets and highways in their community.

"With time and experience, many drivers become too comfortable and complacent, taking unnecessary risks when they're behind the wheel. This campaign is about reminding drivers that their safety, and that of everyone else on the road, is literally in their hands," said Chief Robert Martin, Chair of the CACP's Traffic Safety Committee.

Motor vehicle collisions kill about 2,000 Canadians, seriously injure another 10,000 people and injure about 165,000 citizens in this country each year.

It is not a coincidence that the timing of this campaign to achieve safer streets and highways takes place during this long weekend. More people are travelling, and collisions are therefore more frequent.

Oct. 9-12, 2020

#OperationImpact2020

SAFETY DOESN'T HAPPEN BY ACCIDENT!

Image by Netto Figueiredo from Pixabay

Don't let the impact of your decisions be a collision on our roads.

**For further information or to arrange a media interview, please contact:**

**Natalie Wright**

Canadian Association of Chiefs of Police

Communications Advisor

[communications@cacp.ca](mailto:communications@cacp.ca)

613.838.8807

*Operation Impact is organized by the Canadian Association of Chiefs of Police, under the leadership of the CACP Traffic Safety Committee, in support of [Canada's Road Safety Strategy 2025](#).*