



Canadian Association of Chiefs of Police

Supporting police professionals through innovative and inclusive police leadership to advance the safety and security of all Canadians.

FOR IMMEDIATE RELEASE

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Operation Impact 2022: Put Your Best Foot Forward

Ottawa, Ontario – Tomorrow marks the beginning of *Operation Impact 2022*, 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 7th to 10th, 2022, 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 year, our message to Canadians is to ***'Put your best foot forward' by 'putting the brakes on bad driving behaviours'.***

"Putting your best foot forward means to put the effort in and to be committed to doing better. We are asking Canadians to put safety first. The number of injuries and deaths on our roads are simply too high. Drivers can and must do better," said Chief Robert Martin, co-chair of the CACP's Traffic Safety Committee.

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

"Knowing what's right is easy; doing what's right can sometimes be the difficult part," added Chief Superintendent Rohan Thompson, co-chair of the CACP Traffic Safety Committee. "Safety isn't automatic, it depends on every single driver remembering their responsibility when they get behind the wheel."

This campaign to achieve safer streets and highways takes place during this long weekend because more people are travelling, and collisions are therefore more frequent.

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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](#).