

Other Road Safety Initiatives

In addition to graduated driver licensing (GDL) and driver education, there are many other safety programs for young and novice drivers that are offered by a variety of agencies.

Listed below is a brief synopsis of several of these initiatives. If you know of other initiatives, or you would like your own program listed below, please contact the Traffic Injury Research Foundation at 877-238-5235 or tirf@trafficingjuryresearch.com.

Please note that the information contained in this document is provided as a service. TIRF does not endorse any of the programs listed. All information provided within this document is intended for informational purposes only. As this information has been provided by external sources, TIRF is not responsible for its accuracy, reliability or currency of information.

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The Pot and Driving Campaign

Administrator: Canadian Public Health Association (CPHA)

Sponsor: Canada's Drug Strategy, Health Canada

Jurisdiction: National

Start Date: Nov.1, 2005

Background: Canadian youth have one of the highest rates of cannabis use in the world and many see it as a benign, mainstream drug with no significant negative consequences. The Pot and Driving Campaign addresses this issue.

Goal: The goal of the Pot and Driving campaign is to increase awareness among Canadians aged 14 to 18 years about the risks of cannabis-impaired driving.

Campaign and Materials: Throughout 2005, the CPHA conducted extensive research and formed focus groups consisting of professionals and Canadian Youth. The result was the campaign image of two pilots in a cockpit smoking pot with the tag line: "If it doesn't make sense here, why does it make sense when you drive?" Campaign materials include:

- the pot-smoking pilots poster;
- 10 Questions (to provoke thought and discussion);
- responses to the 10 questions (handouts for teenagers to encourage talking and listening);
- a handout of frequently asked questions about pot and driving, to inform the discussion; and,
- a guide for adults who want to engage teenagers in discussion about pot and driving.

The above materials can be found using the web-links below.

Furthermore, in January 2006, CPHA partnered with the National Aboriginal Health Organization's (NAHO) Ajunnginiq (Inuit) Centre for a three-month project focused on pot and driving in Northern regions of Canada. Campaign materials were produced in English and Inuktitut (except the Learning Activity Unit which was produced in English only) and sent to high schools and youth centres in 52 Inuit communities. The package included:

- a cover letter by the CPHA and NAHO partners that stated, "Whether your community views pot and driving as a priority problem or not, the materials enclosed are sure to promote some good discussion and learning about marijuana and other related issues";
- a Pot and Driving Fact Sheet;
- a Pot and Driving Learning Activity Unit for high school teachers and youth coordinators;
- four "pot smoking pilots" campaign posters in English;
- four campaign posters with space for inserting Inuktitut dialects; and,
- a Pot and Driving Public Service Announcement for use on community and regional radio.

Contact:

Canadian Public Health Association

400-1565 Carling Avenue

Ottawa, ON, K1Z 8R1

Ph: 1-613-725-3769

Fax: 1-613-725-9826

Email: potanddriving@cpha.ca

Web-link: www.potanddriving.cpha.ca

I Promise Program – Teen Safe Driving Initiative

Administrator: I Promise Program

Jurisdiction: International

Start Date: Redesigned March 2004

Background: Each day teenagers are involved in fatal car crashes. However, many parents feel they "trust" their teen to drive safely and do not need to complete a safe driving contract. However, the issue isn't trust, it is *safety*. As such, social worker Gary Direnfeld developed the *I Promise Program - Teen Safe Driving Initiative* when his own son came of driving age.

Goal: The program is intended to initiate discussion between parents/adults and their teenagers about road safety issues that may otherwise be missed or taken less seriously, compared to discussing the matters on their own.

Program and materials: The initiative is based on *The Parent-Youth Safe Driving Contract*, a 9-page document developed with input from police, driving instructors, insurance executives, stakeholders in traffic safety, parents, and youths. The contract covers risk issues, expectations and responsibilities for the safe use of the car being driven, and instructions on what to do in case of collision - as recommended by police and driving instructors. There is also a form to document incidents, should they occur.

Cost: The *Parent-Youth Safe Driving Contract* is available online for a \$10.00US fee. (See the web-link below).

Contact:

Gary Direnfeld, Executive Director
I Promise Program Inc.
20 Suter Crescent
Dundas, Ontario, Canada L9H 6R5
Ph: (905) 628-4847
Email: info@ipromiseprogram.com
Web-link: <http://www.ipromiseprogram.com/>

SMARTRISK - Heroes

Administrator: SMARTRISK

Sponsor: Royal & Sun Alliance, CN, Bell Mobility

Jurisdiction: International

Start Date: 1992

Background: SMARTRISK is a national non-profit organization dedicated to preventing injuries and saving lives. It was founded in 1992 by pediatric surgeon Dr. Robert Conn, who realized that far more lives could be saved through prevention than through surgery and rehabilitation. Instead of repairing the excessive damage done to children through injuries, he chose to focus his career on prevention. SMARTRISK has since become one of the leading injury prevention groups in Canada and has international recognition and support.

Goal: SMARTRISK Heroes responds to the notion that teenagers believe they are invincible and unstoppable. The initiative hopes to make young people discover that their passion for living is worth more than reckless impulsiveness. The message is presented in an upbeat and positive manner that encourages young people to have fun and take risks – but smart risks.

Program: SMARTRISK Heroes is a travelling 1-hour theatrical presentation that teaches young people to live productive lives by implementing five universal strategies that fit into their own lifestyles and behaviours:

Buckle Up. Look First. Wear the Gear. Get Trained. Drive Sober.

Rather than presenting a list of 'don't messages' that lecture youth about what not to do, speaks to youth in their language and avoids handing out a litany of rules.

Materials: The presentation is a minimum two-day event with the show being setup and rehearsed on the first day and then delivered in a school or community theatre via 1-hour performances to 400 students per show on the second day. It is designed to catch their attention through technology, music and imagery, and is narrated and hosted by an injury survivor - someone who has sustained a preventable injury, e.g. through impaired driving.

Contact:

SMARTRISK
790 Bay St Suite 401
Toronto ON M5G 1N8
Ph: 416-977-7350
Fax: 416-596-2700
Web-link: <http://www.smartrisk.ca>

Why Drive High?

Administrators: Ottawa Public Health, Carlington Community and Health Services
Sponsor: Health Canada's Drug Strategy
Jurisdiction: Ottawa, ON; online
Start Date: Project began in 2005 and derived from the Drugged Driving Kills project

Background:

“Everyone knows not to DRINK AND DRIVE. Now let's talk about TOKING AND DRIVING.”

20% of student drivers responding to the 2005 Ontario Student Drug Use Survey reported having driven within 1 hour after smoking marijuana, and of all students surveyed, almost 22% had been a passenger with a driver who was using marijuana.

Goal: To address the issue of marijuana use and driving, Ottawa Public Health and Carlington Community and Health Services received funding from Health Canada's Drug Strategy to design and promote a public awareness campaign that educates teens and parents about the driving-related risks of marijuana use. The result is the “Why Drive High?” campaign.

Campaign and materials: The “Why Drive High?” key message is available in 5 languages (English, French, Arabic, Somali and Chinese) and was promoted through radio ads. The campaign poster was highlighted at transit shelters, bus interiors, and several school and community locations. The campaign's design team was comprised of 10 multicultural youth advisors, and there are over 27 community partners involved. Partners derived from: public health, schools, police, youth-focused community groups, and community resource/ health centers.

In addition, there is a newly developed online interactive video game that targets youths aged 13-24 years. It is available in English and French, and offers a quiz about the effects of marijuana use and driving, and illustrates the effects marijuana on driving impairment.

Contact:

Ottawa Public Health
100 Constellation Crescent
Nepean, ON K2G 6J8
Ph: Ottawa Public Health - 613-580-6744

Web-links:

“Why Drive High?” - http://ottawa.ca/residents/health/living/ad_youth/drive_high_en.html
Interactive video game - <http://www.maddyouth.ca/whydrivehigh/>
Ontario Drug Use and Health Survey, Center for Addiction and Mental Health - <http://www.camh.net/Research/osdus.html>

Drive for Life

Administrators: Drive for Life

Sponsor:

Jurisdiction: Mississauga, ON

Start Date:

Background: Driver training is typically geared towards developing the basic skills to safely operate a vehicle. While the course content of Beginner Driver Education Programs has not dramatically changed over time, the driving environment has become more complicated. On average, approximately 25% of drivers have been in an accident over the past 5 years. There are significant financial penalties for being at fault in an automobile accident and insurance premiums can increase by up to 50% and maintain that level for up to 6 years.

Goal: The *drive for life* simulator program is designed to give drivers the chance to experience the hazards and dangers that are prevalent on the road today, and develop the skills to avoid these situations in the future.

Program and materials: *Drive for life* is a state-of-the-art driving simulator training program that lets participants experience a wide range of challenging driving situations without being at risk. The program is powered by L-3 Communications' advanced driver training simulators, which has also been used to train drivers in law enforcement, the military, and transit authorities. Once drivers climb into the simulator, they are essentially behind the wheel of a real car with fully functional instrumentation and responsive controls. Force-loaded steering provides immediate feedback to allow drivers to feel actual handling and road dynamics during realistic driving scenarios. Three high-resolution plasma screens and advanced software create an extremely life-like driving environment with a 210 degree view of the road for enhanced training in intersection situations. Using *drive for life*'s proprietary SPOT technique: **S**can, **P**redict, **O**ptions, and **T**ake action - drivers will learn how to effectively anticipate and react to different high risk driving situations in the future.

Drive for Life offers programs for novice, advanced, corporate, and senior drivers. The "Novice Driver" program includes 5+ hours of training, including classroom theory behind the SPOT concept, plus 4+ hours of simulator time. The duration is designed to be completed in a 4-6 week period from initial simulator sessions.

Two major Canadian Insurance companies - Royal & SunAlliance and Aviva Canada - have introduced new lower levels of insurance premiums to support this initiative for these drivers.

Contact:

Drive for Life
2225 Erin Mills Parkway,
Mississauga, ON, L5K 1T9
Ph: 905-822-0111
Fax: 905-822-0185
Email: info@driveforlife.ca
Web link: <http://www.driveforlife.ca/>

D.U.M.B. Car

Administrators: D.U.M.B. Struck Tour community outreach program – Ontario and Alberta. Be Smart. Be Safe. Community outreach program – Atlantic Canada

Sponsor: Insurance Bureau of Canada (IBC)

Jurisdiction: Ontario, Atlantic provinces – 2007, Ontario, Alberta, Nova Scotia – 2008

Start Date: Summer 2007

Background: Driver distraction factors in 8 out of 10 crashes in North America. Distractions may be from cell phones, DVD players, PDAs, GPS, MP3 players, drinking coffee, eating lunch, and even personal grooming. Each of these takes drivers' attention away from the road.

Goal: The D.U.M.B. car (**D**istractions **U**ndermining **M**otorist **B**ehaviour) is an integral part of the Insurance Bureau of Canada's (IBC) multi-faceted public education campaign to raise awareness about the dangers of distracted driving and to encourage Canadians to change their driving habits.

Program and materials: The D.U.M.B. Car is a driver distraction simulator that tests driver reactions to common distractions such as cell phones, CDs, iPods, and eating and drinking while behind the wheel. The simulator features an actual-size driver's seat, gas pedal and brake, steering wheel, dashboard, and wide video screen. Drivers can see how well they can function on a simulated driving course as they deal with the various distractions.

In 2007 the D.U.M.B Car travelled across Ontario as part of the D.U.M.B Struck tour and in Atlantic Canada under the banner of Be. Smart. Be Safe., a national injury prevention program sponsored by Canada's home, car and business insurers. In 2008, the D.U.M.B Car will, once again, be in Ontario and Nova Scotia and will make its debut in Alberta. As part of these tours, the D.U.M.B Car visits community fairs, festival and events during the summer months in a specially designed trailer, and staffed by a team of university students.

Contact:

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Web links:

Insurance Bureau of Canada (IBC) - <http://www.ibc.ca/>

Be Smart, Be Safe - <http://www.besmartbesafe.ca/>

Go Big or Go Home – Mock Crash

Administrator: Insurance Corporation of British Columbia (ICBC)

Sponsor:

Jurisdiction: National; Online

Start Date:

Background: ICBC'S *Go Big or Go Home* campaign involves a variety of innovative activities that are designed to get students and community members thinking about road safety. Activity themes include impaired driving, speeding, and seatbelts. Moreover, one of these activities involves a "Mock Crash".

Goal: Since very few people actually see a major car crash involving people they know, it never seems like it could happen to them. This activity gives students the chance to witness the results of drinking and driving and/or speeding.

Activity: The "Mock Crash" involves a previously-wrecked vehicle that is brought to the activity's location and set up to simulate a crash where student volunteers are transformed into the victims by being placed in and near the crashed car. Once the crash scene is set and the crash victims are in place (usually just before a school break or change of classes where the students would be heading outside), police arrive with lights flashing and sirens blaring. The principal makes an announcement that there was a serious crash outside and everyone is to stay back. On cue, a fire truck and ambulance crew arrive and go through an authentic-looking rescue, involving: jaws of life, emergency treatment of the injured, and beer bottles being thrown from the car onto the grass (so that the students watching know alcohol was involved). Police give the driver a breath test and then make an arrest. After the victims have left in the ambulance, everyone is called to an assembly inside the school where the crash victims remove their make-up and participate. The speaker(s) then debrief the school about what had happened. These speakers could be local police, the ambulance attendants, the fire fighters and/or an ICBC RoadSense Speaker.

Activity Materials: This activity requires significant advance planning. Directions are provided to guide the step-by-step planning of the event, which include selecting an appropriate vehicle, scheduling the event, inviting community groups/services to participate (i.e. police, ambulance, media, etc), as well as special things to consider when preparing the activity, i.e. people becoming upset. Permission and support of the school district and school principal are required, as well as permission from the vehicle's registered owner. See the links below for further instructions, including a "Sample Request Letter to Principal" that can be used to secure permission from the school, and "Vehicle Release for use in a Road Safety Program" form.

Contact:

Insurance Corporation of British Columbia (ICBC)

151 West Esplanade

North Vancouver, BC V7M 3H9

Ph: 604-661-2800 or 1-800-663-3051

Fax: 604-661-2896

Web-link: <http://www.icbc.com/youth/activities.asp>

iDRIVE

Administrators: Ontario Students Against Impaired Driving (OSAID); Ontario Community Council on Impaired Driving (OCCID); The Student Life Education Company Inc.; Ontario's Ministry of Transportation

Sponsor: Serco DES Inc.

Jurisdiction: Ontario

Start Date:

Background: In 2002, 193 people aged 16-24 died on Ontario's Roads – 47% were driving, 34% were passengers. These statistics inspired celebrities, road safety organizations, and various other professionals to collaborate on the making of iDRIVE, a video for young and new drivers that targets all driving risks.

Goal: The iDRIVE presentation is intended to raise awareness among drivers and passengers under the age of 25 about the risks and consequences of aggressive and unsafe driving practices. At the end of the presentation and discussion, participants will be able to:

- Identify risks and consequences of driver distraction, drowsy driving, impairment by alcohol and drugs, aggressive driving and street racing;
- Recognize factors that contribute to these unsafe driving behaviours; and
- Develop strategies to avoid becoming an aggressive and unsafe driver.

Program: iDRIVE's is a 17-minute video/DVD that includes information on driver distraction, drowsy driving, impairment by alcohol and/or drugs and aggressive driving. The video is intended to make drivers think about these issues, but doesn't provide all the answers because different solutions may work for different people. After watching the video viewers will have an informal discussion about the issues and work together to develop some realistic strategies for dealing with them.

Materials: The iDRIVE video is distributed free of charge in Ontario and is distributed with a presenter's guide (available in both French and English).

Contacts:

iDRIVE Web Link: <http://www.idriveontario.ca/>

Ontario Community Council on Impaired Driving (OCCID)

1387 Bayview Avenue, Suite 106
Toronto, ON M4G 3A5
Ph: (416) 485-4411
Fax: (416) 485-8879
Email: occid@bellnet.ca
Website: www.occid.org

The Student Life Education Company

1350 Weston Rd
Toronto, ON M6M 4R5
Ph: 416-243-1338
Fax: 416-243-2339
Email: edlife@on.aibn.com
Website: www.bacchus.ca

Ontario Students Against Impaired Driving (OSAID)

5770 Hurontario St. #507
Mississauga, ON L5R 3G5
Ph: Toll Free 1-877-706-7243
Email: osaid@osaid.org
Website: www.osaid.org

Ministry of Transportation

Road Safety Marketing Office
Building A, Room 212
1201 Wilson Avenue
Toronto, ON M3M 1J8
Ph: (416) 235-3658
Website: www.mto.gov.on.ca

Students Against Drinking & Driving (SADD)

Administrator: Students Against Drinking and Driving (SADD)

Sponsor:

Jurisdiction: Local chapters in high schools across Canada

Start Date:

Background: Despite all the publicity generated against drinking and driving in the past few years, alcohol related traffic fatalities continue to be a major cause of death. Students Against Drinking & Driving (SADD)* was established to reduce this tragic loss of life. It emphasizes positive peer pressure to encourage students to look out for one another. The phrase "friends don't let friends drink and drive" is more than a slogan.

Goal: SADD's goal is to empower, inspire and motivate young people to stand up and eliminate the number one cause of death and injury among youth...Drinking and Driving!

Initiatives and materials: SADD chapters can be found in local high schools across Canada. Each chapter requires an adult advisor, usually a teacher, but other interested adults are welcome.

Examples of such activities include:

- Poster blitzes
- Display booths
- Floats in community parades
- Making public service announcements
- Chemical free social activities focusing on fun, not booze
- Drama productions
- Mock trials
- Mock accidents
- Red ribbon campaign
- And making presentations on SADD to other schools and groups

To illustrate, the SADD Chapter at J.M. Olds Collegiate in Twillingate, NL organized a mock disaster involving a simulated car accident in which the driver was killed to remind people that drinking and driving do not mix. The Summerford Rescue Unit team demonstrated the power of the jaws of life equipment following the exercise by cutting and peeling back the roof of the vehicle.

To learn more about SADD and starting a chapter, see the links below.

*In the United States, the initiative is now called Students Against Destructive Decisions (SADD).

Contact:

Newfoundland and Labrador Safety Council

Regatta Plaza II, 2nd Floor

84 – 86 Elizabeth Avenue

St. John's, NL A1A 1W7

Ph: (709) 754-0210

Fax: (709) 754-0010

Web Links: <http://www.safetycouncil.net/sadd.php>, www.saddalberta.com, www.saddsask.ca,

MADD Canada's Youth Program

Administrator: MADD Canada (Mothers Against Drunk Driving)

Jurisdiction: local, provincial and national

Start Date: 1989

Background: MADD Canada Youth's website posts the following information to contextualize its mission:

FACT: 1 in every 8 deaths and injuries in road crashes is a teenager.

FACT: Road crashes are the #1 cause of death of youth ages 15 to 19.

FACT: 2 out of every 5 teens killed on the road have been drinking.

MADD Canada is committed to working with today's youth to reducing impaired driving incidents, saving lives, preventing injuries, and ensuring our roads are safer.

Goal: MADD Canada created the www.maddyouth.ca website to support and assist victims and volunteers across Canada who want to do their part to put a stop to drug and alcohol-related crashes. Emphasis is placed on elementary, high school and university students, as well as their families, teachers and mentors. The website contains information about MADD Canada Youth awareness and education campaigns, and how young people can get involved.

Program and materials: MADD Canada's Youth Program reaches 600,000 high school and 150,000 elementary students each year through its multi-media assembly presentations. The internet, radio and TV ads, posters, national contests, and bursaries are also used to reach out to every age group. Specific examples include:

- *MADD Canada's Assembly-Show Tour* - The 2007-2008 presentation 'MADD Scientist and the Quest for Power' is aimed at elementary school students and delivers messages about the brain and how alcohol affects the brain, the dangers of drinking and driving, and protection from unsafe drivers. 'Friday Night' is another show, intended for high school students, which exposes false perceptions about alcohol, drugs and driving by addressing topics such as peer pressure, binge drinking and assessing the good judgment of a driver.
- *"If you're high, you can't drive"* - An awareness campaign against drug-impaired driving, which involves a 30-second television campaign, and accompanying poster.
- *Safe Prom* - A list of tips for parents and teachers on providing a safe high school prom.
- *Youth statistics* - A source of background information with youth-related statistics that illustrate characteristics of the drinking and driving problem with young people.
- R. Solomon and T. Bartley, *A Guide to the Canadian Criminal Justice System for Victims of Impaired Driving*. (Mississauga, Ontario: MADD Canada, June 2004).
- R. Solomon et al., *Automobile Insurance & Impaired Driving Across Canada: A MADD Canada Perspective*. (Mississauga, Ontario: MADD Canada, 2004).
- R. Solomon et al., *Alcohol, Teens And Catastrophe: What Every Parent Needs to Know About Avoiding Alcohol Liability*, 2nd ed., (Oakville, Ontario: MADD Canada, 2006).

Research: MADD Canada has undertaken extensive research on impaired driving and youth, and the most effective measures to reduce related deaths and injuries. Listed below are some of the most recent reports.

- R. Solomon *et al*, *Alcohol, Trauma and Impaired Driving*, 3rd edition (Toronto: MADD Canada and the Centre for Addiction and Mental Health, 2006).
- R. Solomon and E. Chamberlain, *Youth and Impaired Driving in Canada: Opportunities for Progress* (Mississauga, Ont.: MADD Canada and the Centre for Addiction and Mental Health, 2006).
- R. Solomon and E. Chamberlain, "Minimizing impairment-related youth traffic deaths: The need for comprehensive provincial action" (2008), *Canadian Journal of Public Health* (in press).
- E. Chamberlain and R. Solomon, "Zero BAC Limits for Drivers Under 21: Lessons from Canada" (2008), *Injury Prevention* (in press).

Contact:



MADD Canada

2010 Winston Park Drive - Suite 500
Oakville, ON L6H 5R7
Ph: (905) 829-8805 or 1-800-665-6233
Email: info@madd.ca
Website: www.madd.ca; www.maddyouth.ca

Canadian Road Safety Youth Committee (CRSYC)

Administrator: Transport Canada

Sponsor:

Jurisdiction: National

Start Date: April 2007

Background: The global community is under pressure to end road traffic tragedies, as youth from around the world address road safety as a major health issue. In April 2007, eight young Canadians represented Canada in Geneva, Switzerland, at the first *World Youth Assembly for Road Safety* that was held during the United Nations' *Global Road Safety Week*. The enthusiasm and momentum created by the World Youth Assembly and the Canadian Youth Road Safety Conference led to the formation of the newly formed Canadian Road Safety Youth Committee (CRSYC).

Goal: Comprised of provincial and territorial representatives, the CRSYC strive to raise awareness of youth road safety at national and local levels by promoting the Youth Declaration for Road Safety - adopted at the World Youth Assembly - and advocating for improved road safety policies with different levels of government.

The Committee: The Committee acknowledges the need for continued action on youth-related road safety issues in Canada, and seeks to form a national network of dedicated young people involved in road safety – to speak out for young people and support youth-centered road safety events across Canada. For further information about the committee and how to become involved, see contact section below.

Contact:

Canadian Road Safety Youth Committee (CRSYC)

Email: crsyc.cjcsr@gmail.com

Candace Salmon, Chair

Email: crsalmon@gmail.com

Web links:

Transport Canada: Hooked on Road Safety - <http://www.tc.gc.ca/hookedonroadsafety/>

CRSYC - <http://www.tc.gc.ca/hookedonroadsafety/YouthCommittee.htm>

Youth Declaration for Road Safety -

<http://www.tc.gc.ca/hookedonroadsafety/globalRSweek/declaration.htm>

RoadSense Speakers

Administrator: Insurance Corporation of British Columbia (ICBC)

Sponsor:

Jurisdiction: British Columbia

Start Date:

Background: Thirty-eight percent of all fatalities for youth (13 to 21 yr. old) are the result of car crashes, making car crashes the number one killer and health issue for this age group. If we want to reduce this carnage, keep ourselves and our streets safe, and if we want to maintain affordable insurance premiums, we must reduce crashes. In response to this issue, RoadSense Speakers can present to audiences of all sizes, including classrooms, school assemblies, workshops, conferences and community events.

Goal: The goal of inviting a RoadSense Speaker to address your group, school, or community event is to motivate audiences to consider the consequences of unsafe driving.

Presentation: To motivate audiences to consider the consequences of unsafe driving, RoadSense Speakers may talk about a crash that has dramatically changed their life, while others use their expertise in personal development to motivate children, teens and adults to make positive decisions.

There are individual profiles available to find a speaker that suits the needs of your group. The speaker profiles tell you the cost, appropriate audience and requirements of each speaker, and includes contact information so you can call, email or fax your request.

For more information, contact your local BC Regional Road Safety Representative.

Contact:

Insurance Corporation of British Columbia (ICBC)

151 West Esplanade

North Vancouver, B.C. V7M 3H9

Ph: 604-661-2800 or 1-800-663-3051

Fax: 604-646-7400

Web links:

RoadSense Speakers:

http://www.icbc.com/youth/youth_new_speakers.asp

RoadSense Speakers – Booking/paying:

http://www.icbc.com/youth/youth_new_speakers_bookpay.asp

Classroom Resources for Teaching Road Safety

Administrator: Insurance Corporation of British Columbia (ICBC)

Sponsor:

Jurisdiction: British Columbia

Start Date:

Background: Car crashes are the #1 killer of children and youth in B.C. Educators play a vital role in helping to reduce this carnage: they can instill in their students a greater awareness of — and responsible attitude towards — road safety. ICBC provides the resources needed to teach road safety. They are approved by the B.C. Ministry of Education, they support prescribed learning outcomes in the Health and Career Education curricula (K - Grade 10), and are available to B.C. teachers at no charge, and for a fee to teachers outside B.C.

Goal: The goal of ICBC's teaching resources is to provide students with a greater awareness of, and responsible attitude towards, road safety.

Resource materials: Resource materials are designed for a range of students from grades K – 12 and include:

- road safety activities for elementary students relating to passengers, pedestrians and cyclists;
- instructor's handbooks for safe cycling;
- RoadSense information packages for grade 10 students involving statistics, road safety risk-assessment / reduction, and injury prevention activities;
- an online lesson for grade 10 students that fosters the development of a mature and responsible attitude towards the use of a vehicle;
- video / DVD presentations including student-written insights into the provincial graduated driver licensing program for new drivers, the dangers of speeding, reckless, and impaired driving, etc.

For more information, or to download / order materials, see the link below.

Contact:

Insurance Corporation of British Columbia (ICBC)

151 West Esplanade

North Vancouver, B.C. V7M 3H9

Ph: 604-661-2800 or 1-800-663-3051

Fax: 604-646-7400

Web links:

For Educators – Classroom Resources for Teaching Road Safety:

http://www.icbc.com/youth/youth_new_educators.asp

Rollover Simulator

Administrator: SGI and RCMP

Sponsor:

Jurisdiction: Saskatchewan

Start Date:

Background: For every two people who die in an automobile collision where they were not wearing a seatbelt, one would have lived had they taken the time to buckle up. "RCMP members attend far too many survivable rollover crashes on the roadways in Saskatchewan where someone has died because they were not buckled up," notes Inspector Don Ross, RCMP Officer in Charge of Traffic Services. "We believe the rollover simulator can help us save lives by showing people that seatbelts are the best protection in most types of single vehicle crashes."

Goal: The goal of the rollover simulator is to help save lives by showing people that seatbelts are the best protection in most types of single-vehicle crashes.

The Rollover Simulator: The rollover simulator is a cab of a vehicle with a motorized encasement mounted on its top. The encasement rolls the cab, simulating a rollover incident, and straw-filled dummies are used to show the effectiveness of seatbelts with them being belted and later unbelted. SGI has partnered with the RCMP to take this simulator on the road to rural high schools, First Nations communities, trade fairs, malls, and other community events as part of its traffic safety education program.

To request having the rollover simulator for a community event, people should call their local Saskatchewan RCMP detachment or use the contact information below.

Contact:

Kim Hambleton

Supervisor, SGI Communications

2260 - 11th Ave.

Regina, SK S4P 0J9

Ph: (306) 775-6907 or 1-800-667-8015

Website: http://www.sgi.sk.ca/news_releases/2006/mar_06_2006.html

The P.A.R.T.Y. Program

Administrator: Sunnybrook Health Sciences Center

Sponsor:

Jurisdiction: Ontario; internet

Start Date: 1986

Background: The P.A.R.T.Y. Program (Prevent Alcohol and Risk-Related Trauma in Youth) was developed in 1986 at Sunnybrook Health Sciences Centre in an effort to reduce death and injury in alcohol, drug and risk-related crashes and incidents. In the year 2000, the trauma unit - Canada's first and largest trauma centre - treated 909 trauma patients, of which 13% of had died and the rest were left with various stages of injury. Almost all of those traumas were preventable.

Goal: P.A.R.T.Y. focuses on making smart choices. The goal of P.A.R.T.Y. is to provide young people with information about trauma injury that will enable them to recognize potential injury-producing situations, make prevention-oriented choices, and adopt behaviours that minimize unnecessary risk.

The program: The P.A.R.T.Y. (Prevent Alcohol and Risk-Related Trauma in Youth) Program is a one-day, in-hospital, injury awareness and prevention program for youth age 16 and older. The P.A.R.T.Y. program is offered two times each week during the school year to groups of 30-35 students, accompanied by a teacher or adult leader. Students follow the course of an injury from occurrence, through transport, treatment, rehabilitation and community re-integration. They interact with a team of health professionals including paramedics, nurses, physicians, and people who provide family support. Furthermore, the students are given information about:

- basic anatomy and physiology
- the mechanics of injury
- the effect that alcohol or drugs have on decision making, risk assessment, concentration and co-ordination
- the nature of injuries that can be repaired, and those that cannot
- the effect of injury on families, finances and future plans

The P.A.R.T.Y. team also includes actual people who have been injured, some still in acute care, others in rehabilitation, and some who have returned home. They provide a personal perspective on the challenge of dealing with injury and "putting one's life back on track."

Contact:

RBC First Office for Injury Prevention

Sunnybrook Health Sciences Centre

H259 - 2075 Bayview Ave.

Toronto, ON M4N 3M5

Ph: 416.480.5912

Fax: 416.480.6865

Joanne Banfield, RN BA, email: joanne@partyprogram.com

Louise Brown, email: louise@partyprogram.com

Web links: <http://www.partyprogram.com/>

<http://www.sunnybrook.ca/programs/trauma/injuryprevent/partyprog>

Geared To Go: A Workbook for Coaching New Drivers

Administrator: Alberta Transportation

Sponsor:

Jurisdiction: Alberta

Start Date: 2003

Background: New drivers are most likely to be involved in a collision resulting in injury, or death, in the first few months of unsupervised driving. Driving experience and newly acquired skills are at their lowest stage of development during this time. In 2003, Alberta introduced a Graduated Driver Licensing (GDL) program for new drivers with the intention to improve road safety by extending the learning stage. To compliment the learning stage, Alberta Transportation created *Geared To Go: A Workbook for Coaching New Drivers*.

Purpose: *Geared To Go: A Workbook for Coaching New Drivers* is not intended to take the place of professional driver training, rather, it was designed to assist parents/guardians as they coach their new driver into handling the complexities of driving as they practice within the GDL program.

Material: Alberta's GDL program includes a one-year mandatory learning period before taking a standard Alberta road test. Within this period, Alberta Transportation recommends at least 60 hours of practice driving with an experienced, non-probationary, licensed driver. Coaches are encouraged to developing a practice and experience plan for both themselves and their new driver, which should include various types of driving conditions, e.g. driving after dark, ice and snow, very wet, and other challenging situations. While the *Workbook for Coaching New Drivers* does not cover every detail of the driving process, it does cover the following topics:

- pre-driving habits, instruments, and controls
- starting and stopping
- backing
- right and left turns
- parking
- residential driving
- driving in moderate to heavy traffic
- highway driving
- driving after dark
- driving in poor conditions
- handling common emergency situations
- standard transmission vehicles

Additional helpful information is available at www.saferoads.com under 'New Driver'.

Contact:

The Alberta Traffic Safety Initiative, Alberta Infrastructure and Transportation
Main Floor, Twin Atria, 4999 - 98 Avenue
Edmonton, Alberta T6B 2X3

Ph: (780) 422-8839 or if outside Edmonton, 310-0000 and ask for 422-8839

Fax: (780) 422-3682

E-mail: debbie.lamoureux@gov.ab.ca

Web Links:

Geared To Go: A Workbook for Coaching New Drivers:

http://www.saferoads.com/pdf/workbook_newdrivers.pdf

Traffic Safety in Alberta: www.saferoads.com

Project E.R.A.S.E.

Administrator: Barrie Police, Durham Regional Police, Guelph Police, Halton Regional Police, London Police, Ministry of the Environment, Ministry of Transportation, Ontario Provincial Police (O.P.P.), Ottawa Police, Peel Regional Police, Save-a-Life Program, South Simcoe Police, Toronto Police, Waterloo Regional Police, York Regional Police.

Sponsor:

Jurisdiction: Ontario

Start Date: 1996

Background: In the 1990's, illegal street racing reached epidemic proportions in the Greater Toronto Area. In 1996, three officers from York Regional Police, Peel Regional Police, and the Ontario Provincial Police pooled their resources and created "Operation Dragnet", an innovative enforcement and awareness strategy to reduce illegal street racing. Now known as "Project E.R.A.S.E." (Eliminate Racing Activity on Streets Everywhere), the initiative have expanded to include officers from 12 different police agencies, the Ministry of Transportation, and the Ministry of Environment who work together to combat illegal street racing.

Goal: The goal of the E.R.A.S.E. Program is: "to change poor driver behaviour through education and strategic enforcement."

The program:

For more info about the program, send an e-mail to the contact below.

Contact:

Email: Savealife@police.york.on.ca

Web Links: <http://www.yorkregionsavealife.com/Erase/ProjectErase.htm>

Teens Against Drinking and Driving (TADD)

Administrator: Manitoba Association of School Trustees (MAST)
Sponsor: MPI (Manitoba Public Insurance), The Co-Operators
Jurisdiction: Local chapters and high school student councils in Manitoba
Start Date: 1986

Background: The primary mission of TADD is to reduce the number of alcohol related crashes involving Manitoba teens. TADD also addresses other issues facing youth, such as road rage, fatigue, teen pregnancy, suicide, and drug abuse. Students are empowered to deal with these issues in an affirmative manner while celebrating positive lifestyle choices.

Goal: The goal of TADD is to save lives. To achieve this, there are two specific objectives:

- 1) To Promote the goal of TADD in all age groups throughout Manitoba by:
 - facilitating communication between TADD chapters
 - providing available resources and speakers
 - providing materials for promotion and public awareness

- 2) To promote co-operation between TADD and the drinking/driving countermeasures office of the attorney general, the ministry of the solicitor general, the police forces of the province and the appropriate individuals and organizations.

The Program: TADD carries out various awareness projects designed to encourage responsible thinking, including guest speakers at assemblies and concepts, such as mock car crashes or Day of the Dead, skits, fundraisers, poster campaigns, presentations to junior high and elementary schools, an online forum for young people to share experiences surrounding impaired driving, an online quiz about drinking and driving, etc. There are also opportunities for regional events across Manitoba where students meet others who believe in the same cause, i.e. provincial conference.

For more information about TADD and/or how to start a chapter in your area, see the contact information below.

Contact:

Keith Thomas
Chair, TADD Manitoba
191 Provencher Boulevard
Winnipeg, MB R2H 0G4
Tel: (204) 233-1595 or toll-free (in Manitoba) 1-800-262-8836
Fax: (204) 231-1356
Email: tadd@mast.mb.ca
Website: <http://www.mast.mb.ca/TADD/>

Teens Against Drinking and Driving (TADD) - NB

Administrator:

Sponsor:

Jurisdiction: Local chapters and high school student councils in New Brunswick

Start Date: 1986

Background: TADD is a student led program consisting of peers who share the goal for making our roadways safer by reducing the number of impaired drivers. The TADD program is based on the assumption that if teenagers possess knowledge about each of these components they will command a greater variety of skills enabling them to be more successful in coping with or avoiding potential driving while impaired situations. Thus, they may be able to diminish their chance of becoming involved in an impaired driving situation.

Goal: TADD strives to achieve its ultimate goal of reducing and eliminating impaired driving by:

- assisting in the elimination of the impaired driver on our highways;
- raising the level of awareness among high school students as well as the community of the inherent dangers of drinking and driving; and
- promoting alcohol awareness through education and peer education programs.

The Program: Local TADD chapters are encouraged to raise awareness about TADD and its goals through a variety of means, such as newspaper announcements, local radio spots, posters, the Christmas card campaign, word of mouth, guest speakers, "peer educating" other students in other high schools or in junior high (grade nine), and fundraisers. Furthermore, the program has an interactive website where stories, pictures, and events are posted routinely. It hosts an annual provincial conference and participates in the National CYAID (Canadian Youth Against Impaired Driving) conference. Moreover, TADD is hosting CYAID this year in Fredericton from May 8 to 11, 2008. Lastly, there is also a TADD Contract – a lifetime agreement between parents and their teenagers – which is intended to open up dialogue between parents and teenagers about drinking and driving.

For more information about TADD and/or how to start a chapter in your area, see the contact information below.

Contact:

Cst. Tammy Ward, RCMP
NB Provincial TADD Coordinator

Ph: 452-3337

Email: tammy.ward@rcmp-grc.gc.ca

Website: <http://www.taddnb.com/>

Operation Red Nose

Administrator: Operation Red Nose Corporation

Sponsors: vary by jurisdiction; Insurance Corporation of British Columbia, Insurance Bureau of Canada, Manitoba Public Insurance, Société de l'assurance automobile du Québec, Assurances générales Desjardins.

Jurisdiction: British Columbia, Alberta, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia

Start Date: 1984

Background: Operation Red Nose is an awareness and education campaign that is designed to address the issue of impaired driving by inviting motorists to be proactive and to plan ahead for a safe ride home through the use of a designated driver, by calling someone who is sober (i.e. friend, parent), calling a cab, using public transportation, or simply staying overnight. The service traditionally operates around the Christmas and New Year holiday season. In 2007, more than 53 898 Operation Red Nose volunteers traveled the roads of British Columbia, Alberta, Manitoba, Ontario, Quebec, New-Brunswick and Nova Scotia to safely transport 76 880 vehicles and their passengers home throughout the month of December.

Goal: The goal of this service is to keep impaired drivers off the road and to get everyone who sees or hears about the program to think about celebrating responsibly.

The Program: Operation Red Nose provides a free designated driver service during the holiday season to motorists who have been drinking or who do not feel fit to drive. Motorists can call Operation Red Nose and get picked up by a team of three volunteers including an escort vehicle, and be driven in their own vehicles to the destinations of their choice with the escort vehicle following behind. After dropping off the motorist, the escort vehicle drives the team to pick up other clients or drives back to the local headquarters. Since 1984, volunteers have provided no fewer than 1,344,569 safe rides home in Canada. All donations made by clients are given to local youth and amateur sport organizations.

Contact:

Etienne Talbot
Vice President and Executive Director
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Website: www.operationrednose.com

Provincial Offices:

BRITISH COLUMBIA

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arrive alive DRIVE SOBER®

Administrator: Ontario Community Council on Impaired Driving

Sponsors: Ministry of Transportation, The Beer Store

Jurisdiction: Ontario, Canada

Start Date: 1989 (officially)

Background: OCCID began meeting in the mid-eighties and quickly assessed the summer months as the worst time of year for impaired driving and began sharing resources to address this need. We created and shared resources to promote sober driving with a focus on this high-risk time of year and trademarked arrive alive DRIVE SOBER® in 1998. After 20 years of operations, the campaign has evolved and refocused a few times, though still offering materials and a variety of PSAs to educate the public and support the efforts of member groups. The program stays on track by working with a marketing committee which focuses tests and surveys from time to time to check that the message remains current and appropriate.

Goal: arrive alive DRIVE SOBER® is organized to increase awareness of the death and injury caused by impaired driving and to promote prevention strategies to reduce impaired driving fatalities. The program's goal is to research, create, and distribute materials to educate the public (including young and new drivers) on alternatives to driving impaired. All messages, materials, and literature promote awareness of ways to arrive alive: Plan Ahead, Drink Responsibly, Designate a Driver, Call Home, Take a Cab or Stay Overnight. OCCID shares program materials with 400+ community groups, schools, police services, health units, and businesses each year. With support from the Ministry of Transportation, The Beer Store, and the media, OCCID provides a base of awareness province-wide.

The Program: The campaign currently has these active themes: "Helping you arrive alive for 20 years," "Choose Your Ride," and "Shut Out Impaired Driving." The 2008 campaign included a special new PSA produced with help from Doane Leblanc and features a "doing the right thing" message. In 2007, OCCID produced a sober boating PSA to promote awareness of new legislation regarding impaired boating (with help from the Ontario Provincial Police (OPP), Toronto Police Marine Unit, Ministry of Transportation, and Yamaha Motors Canada. Other sober boating materials included postcards, a passport panel, and key-tainers.

arrive alive DRIVE SOBER® materials include: the passport to safety which lists the current penalties for impaired driving and other prevention tips, insurance folders, posters, T-shirts, postcards, valentines, coasters, tattoos, and gift tags. OCCID also shares ideas for events with groups; and hosts several awareness days with professional and semi-professional sports teams, at golf tournaments, and more. All materials are shared free of charge.

Contact:

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Ontario Community Council on Impaired Driving
1387 Bayview Avenue, Suite 106
Toronto, ON, M4G 3A5
Tel: 416-485-4411
Fax: 416-485-8879
Web-link: <http://arrivealive.org>

teenSMART Crash Avoidance Program

Administrator: ADEPT Inc.
Jurisdiction: North America
Start Date: On-going

Background: Teens have the highest car crash rate of any age group. Teens are 400% more likely to die in a car crash than 25-34 year-old drivers. Driver education and training is focused on the “rules of the road” and passing a road test. Decades of research have failed to show a crash-related benefit from pre-licensing driver education and training.

Goal: Crash reduction in the 16 to 18 year age group.

The Program: teenSMART is designed for teens that have recently become licensed, or are in the “graduated license” phase that requires supervised driving practice. teenSMART is an eight to ten hour home study program involving CD-ROM based driving simulation, computer based training, in car driving practice and video based home activities.

teenSMART teaches safe-driving skills and attitudes that have been validated as critical to reducing the risk of collision. Nationwide large scale control group studies in the U.S. have shown a 30% crash reduction in 16 to 18 year old teens that have completed the *teenSMART* program! (see our web site for information on statistical studies) The science-based program was developed by world experts (including scientists from TIRF) in adolescent psychology, instructional technology and driver safety that consistently shows impressive results in reducing the collision rates of teen drivers.

teenSMART is offered post-licensing because teens are more motivated to learn critical safety skills after licensing and these skills are more relevant after some driving experience has been gained.

The program content is delivered using contemporary learning methods that work with teens. Appealing and motivational educational approaches and multi-media technologies enhance the effectiveness of the integrated and realistic subject matter. The product also encourages and enlists the participation of parents, who are recognized as key agents in the development of safe driving practices. Ongoing assessment provides feedback for remediation, and a certification test serves as an incentive for learning.

teenSMART is empirically founded and focused. The skills, motivation, perceptions, attitudes and behavior that it teaches were derived from a contemporary and extensive analysis of the factors that lead to the high risk of collision among young people (TIRF 1995 Research Paper). The content of the program focuses on six major areas – visual search, speed adjustment, space management, hazard detection, risk and benefit perception and lifestyle.

Contact:

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Email: info@sim-drivecanada.com
Web Site: www.sim-drivecanada.com (click on TEENSMART)
Ph. 1-877-932-5577