

National Day of Remembrance for Road Crash Victims Education & Awareness Campaign

In British Columbia, the third Wednesday each November is set aside as the National Day of Remembrance for Road Crash Victims. RoadSafetyBC is launching a social media campaign, which aims to remember, and honour those killed and injured in often preventable road crashes, and the families, friends, and colleagues left to deal with sudden and unexpected loss or suffering.

Each year, hundreds of British Columbians become fatally injured because of road crashes. In addition to the impacts on victims and their families, entire communities suffer the loss, resulting in physical, emotional, and financial costs.

In B.C. from 2009 to 2018, there were over 3000 motor vehicle incidents (MVIs) that resulted in death, an average of 300 per year. There is also an average of over 20,000 injury related incidents reported to police a year and 94,000 to ICBC. A number which on average has been increasing over the last three years. The top contributing factors to these incidents are speeding and distracted driving. Other factors include error/confusion, impairment, and environmental. Through this social media campaign, we hope to further increase awareness by providing British Columbians with the resources and information to help reduce the risks.

The campaign will take place on Wednesday, November 20, 2019, alongside similar National Day of Remembrance for Road Crash Victims social media campaigns from MOTI, ICBC.

Please find attached a social media package with pre-drafted tweets which we encourage you to post on your channels. Some messages are specific to speeding and distracted driving while others are aimed at the general public. We also encourage you to draft and use your own messaging to support this campaign. If you are creating your own messaging, please include the #NDRRCV campaign hashtag. We will also be using #VisionZeroBC for our posts and would be happy for you to do the same. Together with the help of our partners - we're making BC's roads safer!

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National Day of Remembrance for Road Crash Victims Campaign
Social Media Package

Campaign Date

Wednesday, November 20, 2019

Key Messages

- Today is a day to remember those who have been killed or injured in often preventable road crashes, and the loved ones left to cope with sudden and unexpected loss or suffering.
- Too many lives are lost each year on the road. These are our mothers, fathers, sisters, brothers, friends. Let’s all play our part to prevent further loss and keep our roads safe for all.
- Let’s all work together to reduce the number of people injured and killed on the roads to zero. Help make #VisionZeroBC a reality.
- Speeding, distracted driving, and impaired driving are the leading contributing factors for motor vehicle collisions.
- Motor vehicle collisions are one of the leading causes of unintentional injury death across all ages in BC

Fast Facts

- Distracted driving contributed to an average of over 25% of all MVI fatalities from 2008 to 2017
- In BC, there are an average of nearly 300 deaths related to road crashes each year. (average from 2013-2017, source: Traffic Accident System Data, ICBC)
- The age groups most affected by road crashes in BC are those aged 16-25: 16% of fatalities, followed by ages 26-35: 15% of fatalities
- An average of nearly 20% of fatalities occurred in November and December in British Columbia. (2013-2017)

Partner Twitter Handles

Partner Organization	Link to Twitter Handle
BC Construction Safety Alliance	@BCCSABeSafe
BC Emergency Health Services	@BC_EHS
BC Injury Research & Prevention Unit	@BCIRPU
BC RCMP	@BCRCMP
BCAA	@BCAA
BEST (Better Environmentally Sound Transportation)	@BESTMobility
Canadian Association of Road Safety Professionals	@CARSPInfo
Community Against Preventable Injuries	@Preventable
CRD Traffic Safety Commission	@CRDTraffic
DriveBC	@DriveBC
HUB Cycling	@WeAreHub
ICBC	@ICBC
Ministry of Transportation	@TranBC
Mothers Against Drunk Driving (MADD)	@maddcanada

Public Safety Canada	@Safety_Canada
Road Safety at Work	@RoadSafeAtWork
RoadSafetyBC	@RoadSafetyBC
Safety Driven Trucking Safety Council of BC	@SafetyDrivenBC
Traffic Injury Research Foundation	@TIRFCANADA
Transport Canada	@Transport_gc
Work Safe BC	@WorkSafeBC

Partner Websites

- RoadSafetyBC - [Consequences of unsafe driving](#)
- Road Safety at Work - [Remembering](#)
- BCIRPU – [Prevention](#)
- Ministry of Transportation - [Driving responsibility](#)
- Road Peace - [Charity for victims](#)
- Safety Driven - [Distracted Driving](#)
- ICBC - [Speed Facts and Prevention](#)
- Transport Canada - [Stay safe when driving](#)
- RCMP - [Road safety](#)
- Shift into Winter - [Remembering and Responsibility](#)
- Canadian Association of Road Safety Professionals - [NDRRCV](#)
- One Crash Is Too Many – [NDRRCV](#)

Campaign Hashtags

- #VisionZeroBC
- #NationalDayOfRemembranceForRoadCrashVictims
- #NDRRCV
- #RememberRoadCrashVictimsBC
- #RememberRoadVictims
- #transportation
- #RoadSafetyAtWork
- #OneCrashIsTooMany
- #DriveSafe
- #ArriveAlive
- #prevention

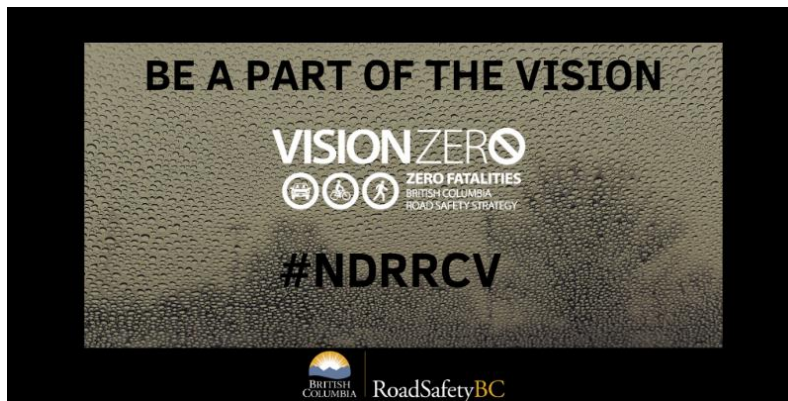
Tweets

- Today is a day to remember those who have been killed or injured in often preventable road crashes, and the loved ones left to cope with sudden and unexpected loss or suffering. <http://ow.ly/TGfz50xakLH>
[#VisionZeroBC](#) [#NDRRCV](#)
- Too many lives are lost each year on the road. These are our mothers, fathers, sisters, brothers, friends. Let's all play our part to prevent further loss and keep our roads safe for all. <http://ow.ly/D0Aj50xalbA>
[#Prevention](#) [#DriveSafe](#)
- Let's all work together to reduce the number of people injured and killed on the roads to zero. Help make [#VisionZeroBC](#) a reality. Learn more at <http://ow.ly/4uDR50xaIjk>
[#RememberRoadVictims](#) [#RoadSafetyAtWork](#)

Facebook

- Today is a day to remember those who have been killed or injured in often preventable road crashes, and the loved ones left to cope with sudden and unexpected loss or suffering. Going the speed limit drastically reduces the chances of being in motor vehicle incident. It's also the law. Make sure you slow down drive to conditions, help prevent injuries and fatalities in [#BC](#). <http://ow.ly/PRId50xaIMW>
[#VisionZeroBC](#) [#NDRRCV](#) [#RoadSafety](#) [#DriveSafe](#) [#RoadSafeAtWork](#) [#OneCrashIsTooMany](#) [#Prevention](#)
- Too many lives are lost each year on the road. These are our mothers, fathers, sisters, brothers, friends. Motor vehicle collisions are one of the leading causes of unintentional injury and death across all ages in BC. Distracted driving leads to over 80 deaths a year. Keep your eyes on the road and stay focused. Let's all play our part to prevent further loss and keep our roads safe for all. <http://ow.ly/nkUj50xaITJ>
[#VisionZeroBC](#) [#NDRRCV](#) [#RoadSafety](#) [#DriveSafe](#) [#RoadSafeAtWork](#) [#OneCrashIsTooMany](#) [#Prevention](#)
- Driving while affected by alcohol or drugs is one of the leading causes of death on the roads. Every year in B.C., thousands of people operate a motor vehicle while under the influence of alcohol and/or other drugs which affect their ability to drive. Let's all work together to reduce the number of people injured and killed on the roads to zero. Help make [#VisionZeroBC](#) a reality. Learn more at <http://ow.ly/M6dL50xaIVD>
[#NDRRCV](#) [#RoadSafety](#) [#DriveSafe](#) [#RoadSafeAtWork](#) [#OneCrashIsTooMany](#) [#Prevention](#)

Twitter Format



Facebook Format

