

The Official Newsletter of the Canadian Association of Road Safety Professionals

THE SAFETY NETWORK

LE RÉSEAU-SÉCURITÉ

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2015, Issue 4



Canadian organizations involved in road safety
Organisations de la sécurité routière au Canada

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Editorial: Canada & Global Status Report on Road Safety 2015

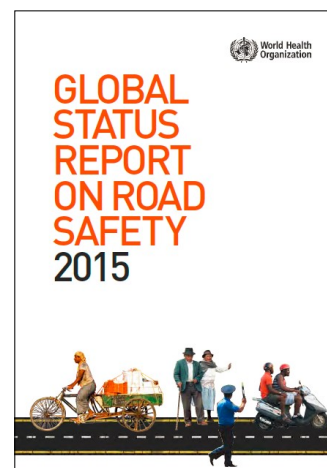
The World Health Organization (WHO) published the Global Status Report on Road Safety 2015 this past October. This report, which was funded by Bloomberg Philanthropies and is the 3rd published in a series, assesses the global road safety condition three years into the United Nations (UN) Decade of Action for Road Safety. Data and legislation from 180 countries/areas representing 97 percent of the world's population were analyzed and evaluated to develop this report.

Global annual road traffic deaths have plateaued at 1.25 million since 2007, despite a global population increase of four percent and a global motorization increase of 16 percent. Low- and middle-income countries continue to be hardest hit, experiencing the majority of global road traffic deaths. Canada reported 2,077 road traffic deaths in 2013 and the WHO estimates there are six road traffic deaths per 100 000 population in Canada.

Many countries need to strengthen their road safety legislation related to speeds, motorcycle helmet use, impaired driving, seat-belt use, child-restraint use, and distracted driving. Canada has legislation covering all of these areas and reports moderate to high levels of enforcement.

Almost 75 percent of all countries fail to meet basic international standards on vehicle safety. The report specifies that electronic stability control is the most important UN regulation for collision avoidance: Canada and several other high-income countries are included in the mere 46 percent of countries that adhere to this regulation.

In September 2015, 17 Sustainable Development Goals were adopted to shape the next 15 years of the international agenda for sustainable development. Road safety targets appear in two of these 17 Goals, including a call for a 50 percent reduction in global road deaths by 2030. Being included in the



2015 Sustainable Development Goals is significant, as it will likely translate to increased funding, resources, and action in road safety over the next 15 years.

The Global Status Report on Road Safety 2015, infographics, and summary reports in five languages are available online through a simple web search. An interactive web map of the data and legislation analyzed to develop the report can be found at www.who.int/violence_injury_prevention/road_traffic/death-on-the-roads/en/#.

This issue of the Safety Network features some of the national organizations involved in road safety in Canada. Their work, along with the work of many others, continues to be vital to the reduction of road traffic deaths and injuries in Canada.

Rebecca Peterniak
Fireseeds North Infrastructure

Éditorial: Le Canada et le Rapport de situation sur la sécurité routière 2015

L'Organisation mondiale de la Santé (OMS) a publié en octobre dernier le « Rapport de situation sur la sécurité routière dans le monde 2015 ». Ce rapport, financé par Bloomberg Philanthropies, et qui est le 3^e de sa série, évalue l'état global de la sécurité routière après trois années de la Décennie d'action pour la sécurité routière des Nations Unies (ONU). Pour produire ce rapport, les données et les législations provenant de 180 pays et juridictions, représentant 97 % de la population mondiale, ont été analysées.

Depuis 2007, la moyenne annuelle des décès routiers a atteint un plateau, avec 1,25 millions de victimes décédées, malgré un accroissement global de la population (4 %) et de la motorisation (16 %). Les pays en émergence continuent d'être les plus durement touchés en cumulant la majorité des décès. Le Canada rapporte 2 077 décès routiers en 2013 et l'OMS estime le taux de décès à six pour 100 000 habitants au Canada.

Plusieurs pays auraient besoin d'affermir leurs lois relatives à la vitesse, au casque de moto, la conduite avec faculté affaiblies, le port de la ceinture de sécurité, l'utilisation des dispositifs de retenue pour enfants et les distractions au volant. Le Canada a légiféré sur tous ces aspects et on y note des niveaux d'application de la loi allant de moyens à élevés.

Près de 75 % des pays ne rencontrent pas les exigences minimales législatives en matière de sécurité des véhicules. Le rapport mentionne que les systèmes de contrôle électronique de la stabilité sont

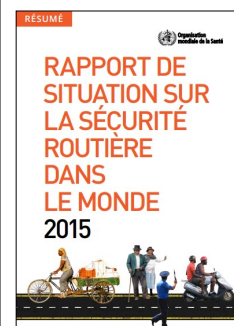
la plus importante réglementation des Nations Unies pour la prévention des collisions. Le Canada ainsi que plusieurs autres pays à revenu élevé font partie du faible 46 pourcent des pays qui adhèrent à cette réglementation.

En septembre 2015, 17 Objectifs de Développement Durable ont été formulés par l'ONU pour forger l'agenda du développement durable des 15 prochaines années. Des cibles de sécurité routière apparaissent parmi ces 17 Objectifs, incluant la volonté de réduire de 50 pourcent les décès de la route d'ici 2030. Le fait d'être inclus dans les objectifs 2015 du développement durable revêt un caractère significatif, car cela se traduira par un financement, des ressources et des actions concrètes en matière de sécurité routière pour les 15 prochaines années.

Le Rapport de situation sur la sécurité routière dans le monde 2015, les infographies et rapports sommaires en cinq langues sont facilement accessibles en ligne. Une carte interactive des données et des législations analysées pour produire ce rapport est disponible à l'adresse suivante : http://www.who.int/violence_injury_prevention/road_traffic/death-on-the-roads/en/#.

Cette édition du bulletin Le Réseau-sécurité présente quelques-uns des organismes nationaux les plus impliqués dans le domaine de la sécurité routière au Canada. Leur travail, ainsi que celui de plusieurs autres, continue d'être vital pour réduire le nombre des décès de la route au Canada.

Rebecca Peterniak
Fireseeds North Infrastructure



Le Comité Permanent de la sécurité routière de l'ATC

Le Comité permanent de la sécurité routière (CPSR) de l'Association des transports du Canada (ATC) est un groupe de professionnels, de praticiens et d'experts dévoués, et qui font collectivement la promotion de :

- L'importance de la sécurité routière en ingénierie, construction, opération, entretien et gouvernance de projets touchant aux routes et à l'environnement routier
- Recherches et applications dérivées de données probantes
- L'intégration des principes de sécurité routière dans les activités d'autres secteurs industriels

Devant se rapporter au Conseil des ingénieurs en chef de l'ATC, la vision du CPSR consiste à rendre les routes canadiennes les plus sûres du monde.

Sa mission vise à améliorer la qualité de vie de tous les Canadiens en leur procurant des routes et un environnement routier sécuritaires à l'échelle nationale et locale. Cette mission peut être accomplie grâce au réseautage et à l'adhérence au CPSR, qui fonctionne tel un forum national :

1. Pour promouvoir la sécurité routière, en lien avec les lignes directrices et les bonnes pratiques; et
2. en support aux activités de tous les Conseils/Comités permanents/Groupes de travail en sécurité routière de l'ATC.

Les objectifs clés et les principales activités du CPSR sont :

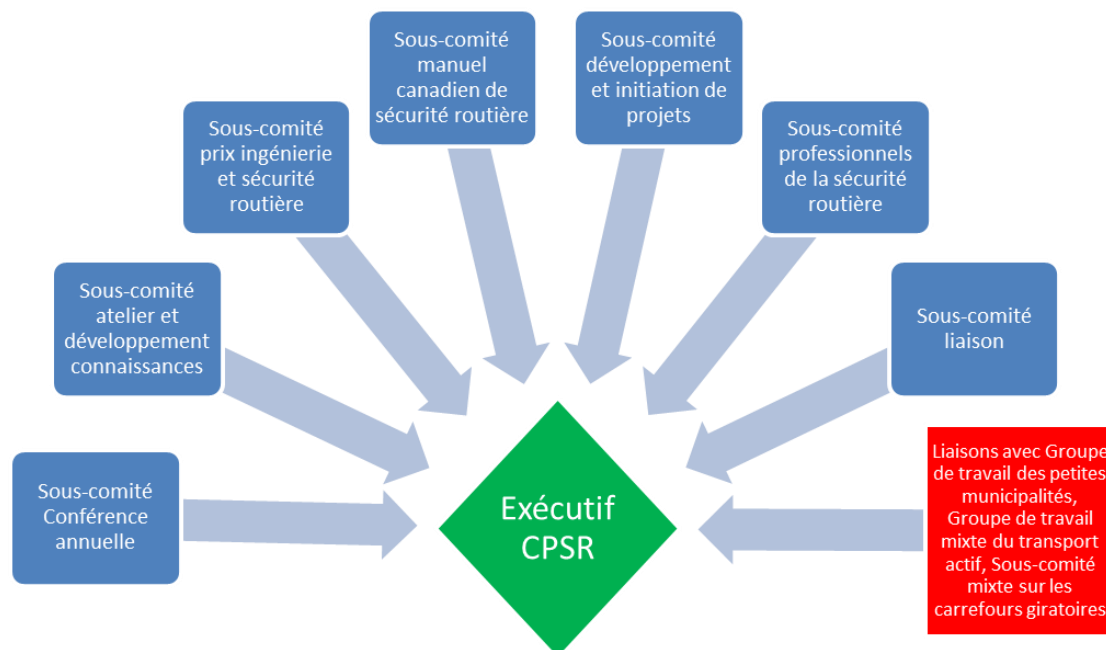
- a. de supporter le Conseil des ingénieurs en chef
- b. d'identifier les cibles prioritaires des facteurs de risque des collisions dans la chaîne complexe qui existe entre le conducteur, son véhicule et la route;
- c. d'initier, faciliter et coordonner la collecte, l'élaboration et la diffusion de lignes directrices et de bonnes pratiques en sécurité routière
- d. de promouvoir l'intégration des principes de sécurité dans tous les domaines de la construction, des opérations, de l'entretien et de la gouvernance routière en coordonnant les activités du CPSR avec celles d'autres Comités permanents
- e. de publier des guides/manuels/synthèses des meilleures pratiques recommandées au Canada et réviser périodiquement ces recommandations
- f. d'encourager l'adoption des bonnes pratiques suggérées dans les guides/manuels/synthèses par toutes les juridictions canadiennes
- g. d'identifier et recommander des programmes nationaux afin de renforcer et promouvoir les principes de sécurité routière, méthodes et procédures développées par le CPSR.

Les activités du CPSR s'accomplissent principalement à travers une structure organisationnelle dynamique, qui compte actuellement 7 sous-comités actifs. Le CPSR est aussi lié de façon stratégique à 3 autres sous-comités ou groupes de travail mis en place par le Conseil des ingénieurs en chef, afin de créer une synergie entre les secteurs fortement reliés de l'organisation. Cette structure organisationnelle est présentée à la page suivante :

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Plus récemment, le CPSR s'est particulièrement impliqué dans la création du programme des sessions techniques de la Conférence annuelle de l'ATC (tenue en septembre à Charlottetown, IPE) – où le thème “Destination sécurité routière” rappelle la mi-chemin déjà parcourue dans la Décennie de la sécurité routière promulguée par les Nations-Unies.

En plus de la Cérémonie d'ouverture en plénière (avec des conférenciers-invités des États-Unis, de la Suède et du Conseil canadien des administrateurs en transport motorisé – qui évoquaient le caractère essentiel des opportunités et de l'innovation en sécurité routière), la Conférence de l'ATC incluait plusieurs sessions techniques démontrant le rôle vital de la sécurité routière à travers tous les domaines du transport. Notamment avec les sessions suivantes :

- Sécurité des chaussées – questions à considérer
- Gestion des actifs et sécurité – possibilités de synergies
- Sécurité par la conception : gestion de la circulation dans un monde durable
- Applications novatrices des dispositifs de contrôle de la circulation pour la mobilité sécuritaire des piétons et des cyclistes
- Défis et enjeux associés à la sécurité réelle et perçue en zones scolaires
- Transport des marchandises – arriver à destination de manière sécuritaire et efficace

Le CPSR a également joué un rôle très actif en commanditant et en étant l'hôte d'une vaste gamme de sessions durant la Conférence :

- Bâtir un plan d'action de sécurité routière dans votre municipalité (ingénierie, application de la loi et éducation)
- Sécurité du transport actif
- Sécurité accrue des usagers de la route
- Sûreté et sécurité des transports

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Des Prix de la décennie d'action pour la sécurité routière ont été présentés afin de souligner la décennie d'action des Nations Unies et pour créer un moment unique à cette conférence 2015 (voir <http://tac-atc.ca/fr/remise-des-prix-de-la-decennie-daction-au-congres-de-latc>).

L'exécutif du CPSR opère sur une base biannuelle. L'actuel président du CPSR est M. Walter Burdz, P. Ing., MBA (Manitoba Infrastructure and Transportation) et le nouveau président, en date du 1^{er} novembre 2015, est M. Ali Hadayeghi, Ing., Ph.D. (CIMA).

Le CPSR compte au-delà de 120 membres et les nouveaux membres sont toujours bienvenus. Pour plus d'informations, consultez le site Web officiel de l'ATC (<http://tac-atc.ca/fr>) ou contactez le secrétariat de l'ATC (secretariat@tac-atc.ca).

Walter Burdz

Comité permanent de la sécurité routière de l'ATC

Road Safety Standing Committee of the Transportation Association of Canada

The Road Safety Standing Committee (RSSC) of the Transportation Association of Canada (TAC) is a dedicated volunteer group of industry professionals, practitioners, and experts collectively promoting:

- Safety-conscious roadway and roadside engineering, construction, operations, maintenance, and stewardship.
- Related knowledge-based research and application.
- The assimilation of road safety considerations and principles into the activities of other industry sectors.

Reporting to the Chief Engineers' Council of TAC, the RSSC's vision is to help make Canadian roads the safest in the world. Its mission is to improve the quality of life for all Canadians through ensuring safe roadway and roadside infrastructure, at both the national and local level. This mission is achieved through professional networking and active membership of the RSSC, operating as a national forum:

1. To promulgate road safety, related to guidelines and practices; and
2. In support of activities of all TAC Councils/Standing Committees/Task Forces, in the area of road safety.

The key goals and activities of the RSSC are:

- a. To support the Chief Engineers' Council.
- b. To identify and prioritize linkages of roadway factors with collision experience in the complex driver-vehicle-road relationship.
- c. To act as an initiator, facilitator, and co-ordinating body for the collection, creation, and dissemination of road safety related guidelines and practices.
- d. To promote the integration of safety principles in all areas of road construction, operations, maintenance, and stewardship by co-ordinating the activities of the RSSC with other TAC Standing Committees.
- e. To propose for publication manuals/guidelines/syntheses of recommended roadway and roadside safety practices for use in Canada, as well as such

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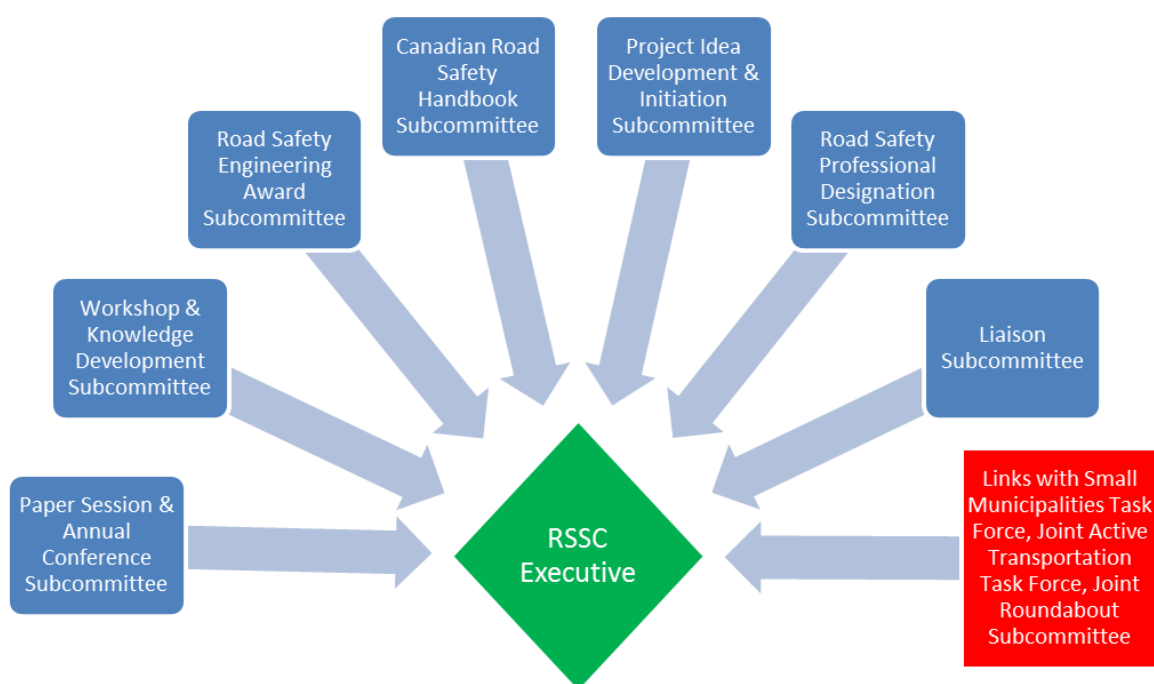
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revisions to these items as may be considered advisable.

- f. To encourage the implementation of the recommended manuals/guidelines/syntheses by all road jurisdictions of Canada.
- g. To identify and recommend national road safety training programs to reinforce and promote the safety principles, methods, and procedures developed by the RSSC.

The activities of the RSSC are largely achieved through an exciting and dynamic organizational structure featuring various working Subcommittees. At present, there are seven active RSSC Subcommittees, and the RSSC is also strategically linked to three other Subcommittees/Task Forces which have been initiated via the Chief Engineers' Council to create synergies in cross-over areas of major importance. This organizational structure is shown below:



Most recently, the RSSC was heavily involved in shaping the Technical Program of the Annual TAC Fall Conference (held in mid-September, in Charlottetown PEI) – where the theme *“TAC: Getting You There Safely”* recognized the midpoint of the United Nation’s Decade of Action for Road Safety.

In addition to the opening plenary session (which featured speakers from the USA, Sweden, and the Canadian Council of Motor Transport Administrators – all highlighting the importance, opportunities, and innovations in road safety), the TAC Conference included numerous technical sessions focusing on the vital role of road safety across all transportation functions. This included the following sessions:

- Safety Considerations in Pavements
- Asset Management and Safety – Opportunities for Synergies
- Safety by Design: Traffic Operations in a Sustainable World
- Innovative Application of Traffic Control Devices for Safer Pedestrian and Cyclist Mobility
- Challenges and Issues providing Real & Perceived Safety in School Zones
- Goods Movement: Reaching Destinations Safely and Efficiently

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The RSSC played a very active role in directly sponsoring and hosting a wide variety of stimulating sessions during the Conference as well as:

- A Full-day Workshop: Building a Road Safety Action Plan in Your Municipality using the 3 E's
- Active Transportation Safety
- Human Factors and Road Safety
- Safer Road Users
- Transportation Safety & Security

There were also special Road Safety Awards given out in recognition of the UN Decade of Action, to help make the 2015 Conference a truly memorable and unique event (see tac-atc.ca/en/decade-actionawards).

The RSSC's Executive runs on a two-year schedule. The current Chair of the RSSC is Mr. Walter Burdz, P. Eng., MBA (Manitoba Infrastructure and Transportation) and the incoming Chair, effective November 1st – 2015, will be Mr. Ali Hadayeghi, P. Eng., Ph.D. (CIMA Ltd.).

There are 120+ members on the RSSC Roster, and new members are always welcome. For further details, please see the official TAC website (tac-atc.ca/en) or contact the TAC Secretariat Office (secretariat@tac-atc.ca).

Walter Burdz

TAC Road Safety Standing Committee

Canadian Council of Motor Transport Administrators

Résumé: Le Conseil canadien des administrateurs en transport motorisé (CCATM) est un organisme à but non-lucratif qui coordonne les aspects reliés au transport des véhicules et à leur sécurité. Le CCATM accomplit une série d'initiatives à l'échelle nationale, incluant le développement de stratégies en sécurité routière, la « Journée nationale du souvenir des victimes de la route » et la campagne « Laisse faire le cellulaire. » Le CCATM présente aussi, sur son site Web, un certain nombre de ressources en sécurité routière.

The Canadian Council of Motor Transport Administrators (CCMTA) is an incorporated non-profit organization in Canada that coordinates all matters dealing with the administration, regulation and control of motor vehicle transportation and highway safety. Membership includes representation from provincial and territorial governments as well as the federal government of Canada. The organization is accountable to the Council of Deputy Ministers Responsible for Transportation and Highway Safety. CCMTA provides leadership in addressing Canadian road safety priorities through the work of its Board of Directors and three program committees: Road Safety Research and Policies; Drivers and Vehicles; and Compliance and Regulatory Affairs. CCMTA supports its members' vision to have the safest and

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most efficient movement of people and goods by road in the world. CCMTA has a number of national initiatives that promote and raise awareness of safety at a national level.

National Day of Remembrance for Road Crash Victims

CCMTA is the official steward of the National Day of Remembrance for Road Crash Victims, to be held on November 18th (held the third Wednesday in November each year). On this day, Canadians remember and honour crash victims and their families. The annual initiative serves as an important reminder of the preventive nature of these tragedies, and how, when it comes to driving, avoidable actions can save lives. A number of local communities and organizations will be holding special events on that day. CCMTA's website has an online tool kit and an area where victim tributes may be posted.



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Road Safety Strategy 2015

CCMTA has been the custodian of Canada's national road safety strategies since its inception in 1996 and continues to support collaboration on road safety. This work has led to informed policy development within the provincial jurisdiction, enhanced enforcement efforts, improved research and evaluation and most importantly, a downward trend in road fatalities and injuries. The latest iteration is the Road Safety Strategy 2015 – which will conclude in December of this year.

Leave the Phone Alone

Leave the Phone Alone is a campaign developed by CCMTA to encourage drivers to stay off their cellphones. The website contains a number of resources and a pledge form the public can use to indicate their willingness to commit to this cause.

Resources

CCMTA has built up a wealth of resources on their website, including a number of research papers on safety issues, including distracted driving, drugs and driving, medical standards for drivers and motorcycle safety. The website may be accessed here: ccmta.ca/en/

Jeff Suggett
Associated Engineering





Parachute is a leading national charity helping Canadians stop the clock on predictable and preventable injuries.

Parachute

Résumé: Parachute est un organisme caritatif de pointe, dont l'objectif consiste à enrayer les blessures qui peuvent être prévenues ou évitées. Avec sa vision d'un Canada sans blessure, Parachute conçoit des politiques publiques, des solutions en prévention des traumatismes et des synthèses de connaissances afin de garder les Canadiens à l'abri du risque. Une des quatre priorités de Parachute concerne la sécurité routière et les collisions avec des véhicules routiers.

Parachute is a leading national charity helping Canadians stop the clock on predictable and preventable injuries. Parachute is creating a movement and building awareness and understanding of the issue of injury, to keep Canadians safe at home, on the road, at work, and at play. We know that prevention is most successful when tackled through united education, enforcement and engineering approaches. With a vision of an injury-free Canada, Parachute's injury prevention solutions, knowledge mobilization, public policy and societal efforts are designed to help keep Canadians safe. One of Parachute's four priority areas focuses on motor vehicle collisions and road safety.

Road Safety

Parachute published the *Cost of Injury in Canada, 2015* in collaboration with the Conference Board of Canada and with support from the Public Health Agency of Canada. This report quantifies the cost of injury to our citizens, our health care system, and to Canadian society.

The report unveiled notable findings in relation to road safety in children and youth, highlighting that transport incidents are among the top three causes of death by injury in this age group. In 2010, transport incidents (motor vehicle, pedestrian, pedal cycle, ATV/snowmobile, railway, streetcar, incidents) involving those under the age of 24, resulted in:



Transport Incidents, Under the Age of 24, in Canada, 2010

Injury Deaths	Hospitalized Treatment	Emergency Room Visits	Permanent Partial Disability	Permanent Total Disability	Total Economic Cost of Injury
677	7,867	103,451	2,501	200	\$16.88 million

These numbers show the emotional and financial burden that transport-related incidents have on Canadians. The fact is that almost all of these injuries and deaths could have been prevented. Through evidence-based, nationally led and community-delivered initiatives, Parachute aims to implement innovative solutions to address distracted driving, speed reduction and pedestrian safety in children and young adults.

Project Gearshift

Parachute's Project Gearshift is a national campaign focused on teen driver safety in Canada. Canadian youth between the ages of 16 and 19 remain at a higher risk of death per kilometre than any other age group. In addition, while young people only

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make up 13% of licensed drivers, they account for nearly one quarter of all road-related injuries and fatalities.

A key focus of Project Gearshift is National Teen Driver Safety Week (NTDSW). NTDSW is an awareness week designed to inspire change in Canada around the issue of teen driver safety, achieved through youth and community engagement. Held during the third week of October every year, 2015's focus is on distracted driving and practising safe texting.

Walk This Way

In Canada, pedestrian injuries are one of the leading causes of injury-related deaths for children 14 years of age and younger. Parachute's pedestrian programs offer resources and tools for parents, caregivers, teachers and community groups who share our goal of enhancing child-pedestrian safety.

An example of a local pedestrian safety intervention is Parachute's Pace Car Community program that addresses the issue of traffic calming. Volunteers in the community agree to drive at the posted speed limit and display a Pace Car sign in their window. Cars become a "mobile speed bump" slowing speeding traffic behind them. Traffic is not only calmed on one street, but throughout a neighbourhood.

To learn more about Parachute's programs, visit www.parachutecanada.org/

Taheera Walji
Parachute

Mothers Against Drunk Driving

Résumé: Les mères contre l'alcool au volant (MADD Canada) est un organisme de bienfaisance local dédié à la prévention de la conduite avec facultés affaiblies et à venir en aide aux victimes de ce crime violent. MADD Canada mène des campagnes de sensibilisation et des programmes d'éducation de la jeunesse ; s'associe aux services de police locaux ; fait du lobbying en faveur d'une législation progressiste, d'un contrôle rigoureux et de sanctions significatives ; et s'associe à des organisations dans le but d'explorer des solutions technologiques pour prévenir la conduite avec facultés affaiblies. Les efforts de MADD Canada ont contribué à sauver plus de 30 000 vies dans les 25 dernières années, et l'organisme poursuivra sa lutte jusqu'à ce que la conduite avec facultés affaiblies soit éliminée au Canada.

Mothers Against Drunk Driving (MADD Canada) is a grassroots charity dedicated to stopping impaired driving and supporting the victims of this violent crime. Four Canadians are killed and 175 are injured every day as a result of alcohol or drug related crashes; it is the leading criminal cause of death. Close to 70,000 Canadians are impacted by impaired driving annually. These crashes are the direct result of an individual's conscious decision to drive after drinking or using drugs. MADD Canada believes that driving is a privilege, not a right, and therefore road safety must be taken seriously by each driver operating a motorized vehicle.

MADD Canada was founded in the 1980s by victims/survivors who wanted to educate the Canadian public about the human tragedies caused by impaired driving. Today the organization successfully operates with the dedication of a national Board of Directors, a small group of employees, over 100 chapters and community leaders, and over 7,500 volunteers across Canada. These individuals work diligently to aid

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victims/survivors by providing emotional, physical and legal support. Approximately 200 calls are made each month to MADD Canada's victim services line. MADD Canada believes that victims/survivors must be treated with dignity and in a manner that is respectful of their loss. MADD Canada provides victims/survivors with general information about the criminal justice system and about their role and rights within the system. In an effort to eliminate impaired driving, MADD Canada runs awareness campaigns and youth education programs; partners with local enforcement agencies; lobbies for progressive legislation, rigorous enforcement and meaningful sanctions; and partners with organizations to explore technological solutions to stop impaired driving.

Public awareness and education campaigns address the dangers of impaired driving and how the public can help improve safety on our roads, waterways and trails. Project Red Ribbon is the longest running public awareness program, distributing millions of red ribbons to Canadians each year to encourage safe and sober driving. Youth education and outreach via MADD Canada's School Assembly Program is delivered to over one million elementary and high school students annually. MADD Canada meets with national political leaders and lobbies for change to improve public policy and legislation.

MADD Canada is funded almost exclusively by members of the public and private corporations. The organization's core values include:

- **Compassion** by providing the highest quality programs and services with empathy, understanding and caring.
- **Leadership** by providing quality training, support, and development to volunteers, Board and staff.
- **Inclusion** by embracing the diversity of Canadians and our country's various regions and communities.
- **Collaboration** by engaging in strategic relationships and alliances in order to extend our impact and reach.
- **Excellence** by being accountable and transparent with governance and operations.

The efforts of MADD Canada have contributed to saving over 30,000 lives in the past 25 years and will continue until impaired driving has been eliminated in Canada.

Shania Khan
MADD Canada

(Information retrieved from MADD Canada Website)



See MADD Canada's Project Red Ribbon 2015 video on YouTube at www.youtube.com/watch?v=9HOXtIEJRwg

Insurance Bureau of Canada



Résumé: Le Bureau d'assurance du Canada (BAC) est l'association nationale qui représente les sociétés privées d'assurance habitation, automobile et d'entreprises du Canada. Le BAC a soutenu des initiatives en sécurité routière, et a fortement recommandé l'utilisation obligatoire de la ceinture de sécurité, le programme de permis de conduire progressif, des sanctions plus sévères pour la conduite avec facultés affaiblies et la sensibilisation aux risques liés à la fatigue et aux distractions au volant. Aujourd'hui, le BAC fait entendre son message de sécurité routière dans les rues et rend visite aux communautés pour les sensibiliser en matière de sécurité routière.

Insurance Bureau of Canada (IBC) is the national industry association representing Canada's private home, auto and business insurers. Its member companies make up 90 percent of the property and casualty (P&C) insurance market in Canada. For more than 50 years, IBC has worked with governments across the country to help make affordable home, auto and business insurance available for all Canadians. IBC supports the vision of consumers and governments trusting, valuing and supporting the private P&C insurance industry. It champions key issues and helps educate consumers on how best to protect their homes, cars, businesses and properties.

P&C insurance touches the lives of nearly every Canadian and plays a critical role in keeping businesses safe and the Canadian economy strong. It employs more than 118,000 Canadians, pays \$6.7 billion in taxes and has a total premium base of \$48 billion.

Insurance Bureau of Canada – Road Safety Matters!

IBC has a long history of supporting road safety initiatives and a proven track record as a trusted resource. It has acted as a strong advocate for mandatory seatbelt use, graduated licensing, stricter penalties for impaired driving, and awareness of the risks of driver fatigue and driver distraction. Road safety is of interest to a very large audience that includes all sectors of society, genders, cultural groups, regions and age groups: it is a topic that applies to everyone who uses roads – drivers, pedestrians and cyclists.

In recent discussions with a cross-section of drivers, IBC has discovered that drivers blame unsafe drivers for everyone's higher insurance rates.

In Ontario, IBC's Community Outreach Tour features the Safety Zone, a booth featuring specific information on how to help Canadians lead safer lives. This year's tour reaches almost 20 communities across Ontario and has evolved from other tours to include messages about multiple safety issues including distracted driving, other issues around road safety, and risk prevention.

A 2009 study conducted by Virginia Tech Transportation Institute found that the risk of a collision or near-collision event increased by 23 times when drivers were texting. "Our message is simple: Drive now, text later and live longer," said Steve Kee, Director of Media and Digital Communications with IBC.

The Safety Zone includes the Safety Mobile, an award-winning state-of-the-art driving simulator that demonstrates the dangers of distracted driving and shows drivers how to avoid becoming victims of staged collisions. While driving the Safety Mobile, drivers see how their reaction times slow down as they use their phones to text while they

"According to current collision statistics, the chances of a crash increase 23 times when a driver is texting behind the wheel," said Steve Kee, Director of Media and Digital Communications

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drive the simulator, with dangerous consequences. Participants receive bumper magnets for their vehicles, along with tips and advice on preventing distracted driving.

Participants can also experience four common types of staged-collision scenarios, including “swoop and squat,” “drive down,” “target and bullet” and “red light rear-end.” They receive tips on how to avoid becoming a victim and how to report suspected insurance fraud.

“In Ontario, auto insurance fraud is estimated to be up to a \$1.6-billion-a-year problem,” added Kee. “It drives up the cost of auto insurance by adding an average of \$200 to each auto insurance policy in the province,” he said.

In order to further engage the public, the IBC booth includes a Charge and Chat station where visitors can charge up their electronic devices while IBC ambassadors share additional messages, including:

- How auto insurance rates are set
- How to lower insurance premiums
- Road safety tips

The booth also features a brochure wall stocked with pamphlets about insurance and road safety in a variety of different languages to reach as wide a range of groups as possible.

For more information about road safety, call 1-844-2ask-IBC (1-844-227-5422) or visit ibc.ca.

Chenda Noun
Insurance Bureau of Canada

Canada Safety Council

Résumé: Le Conseil canadien de la sécurité (CCS) est un organisme à but non lucratif et autonome axé sur le savoir, qui se consacre à la promotion de la sécurité. Forts des informations que nous diffusons, des campagnes de sensibilisation que nous menons et de la collaboration sur laquelle nous misons, nous pouvons nous targuer d’être le chef de file canadien dans le domaine de la sécurité. Nous sommes votre porte-parole en matière de sécurité et nous mettons nos ressources à votre disposition.

As an independent, knowledge-based, charitable organization dedicated to the cause of safety, the Canada Safety Council (CSC) provides national leadership in safety through information, education and collaboration. We are Canada’s voice and resource for a broad range of safety information.

As a voice for safety in Canada, we address current and emerging concerns, seek proactive approaches to prevention, and serve as a resource for useful information on subjects of public interest.

CSC stays abreast of developments in the safety field to provide information and resources based on the most reliable research and statistics. To address specific issues, knowledgeable staff members draw upon a network of experts and

As an independent, knowledge-based, charitable organization dedicated to the cause of safety, the Canada Safety Council (CSC) provides national leadership in safety through information, education and collaboration.

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practitioners such as researchers and public sector professionals, as well as many other not-for-profit and professional groups.

CSC also addresses longstanding safety issues on an ongoing basis, working in collaboration with public sector agencies, including federal government departments, police, schools, health professionals and others with an interest in safety for Canadians.

New issues come to light from news reports, journals, research, statistics, communication from concerned individuals or organizations, or a combination of these.

Public awareness campaigns, publications and Web sites, combined with extensive behind-the-scenes work, enable CSC to achieve its objectives.

Additionally, partnerships with research-based organizations including the Traffic Injury Research Foundation, the Transportation Safety Board, the Brain Injury Association of Canada and the Canadian Council of Motor Transport Administrators allow CSC to ensure a thorough knowledge- and information-based approach.

Membership contributions help fund our work and CSC members receive resources to support and enhance their company's interest in safety. They help to fund national safety campaigns and promotion materials. Safety Canada (canadasafetycouncil.org/publications), the Council's member newsletter, covers traffic, occupational and public safety, new CSC initiatives, as well as current safety issues; it is available online.

You can help us meet our mandate by becoming a member at: canadasafetycouncil.org/membership.

CSC is Canada's leading source for driver improvement and specialty vehicle courses. A network of over 3,000 instructors deliver these courses, which are self-funded through sale of program materials. Included in the scope of these traffic programs are our Gearing Up Motorcycle Training Program, which is offered through a national network of provincial and local organizations, and off-road vehicle training for all-terrain vehicle (ATV), utility task vehicle (UTV), snowmobile and amphibious all-terrain vehicle (ARGO) operators from coast to coast.

CSC also offers various forms of driver training. Specifically, the original Canadian Defensive Driving Course focuses on developing safe driving habits to prevent collisions; our 55 Alive course serves as a hands-on refresher course for Canadian seniors, and our Professional Driver Improvement Course targets professionals including bus and truck drivers and maintaining good driving habits.

Lewis Smith
Canada Safety Council



CSC's most recent road safety campaign for National School Safety Week (October 2015)



Source: modified from canadasafetycouncil.org/campaigns/dress-brightly-and-be-seen

Canadian Automobile Association

Résumé: L'Association canadienne des automobilistes (CAA) est un club automobile à but non lucratif offrant un service d'assistance routière, et des services automobiles, de voyage et d'assurance. La CAA défend les intérêts de ses membres au niveau de tous les trois ordres d'administration et a mis en place un certain nombre de programmes et d'initiatives de sécurité routière partout au Canada, en mettant l'accent sur les conducteurs âgés et les conducteurs adolescents, la sécurité entre les automobiles et les vélos, la distraction au volant et la sécurité routière dans les zones scolaires, y compris le programme de brigadiers scolaires.

The Canadian Automobile Association (CAA) is a not-for-profit auto club offering roadside services, automotive care, travel and insurance. There are more than 2.3 million CAA members in Ontario and over six million members in Canada. For more than 100 years, CAA has advocated on behalf of its members at all three levels of government on issues related to transportation infrastructure, traffic safety, consumer protection, and mobility.

In fact, CAA was integral in advocating for mandatory seat belt use, the building of the Trans-Canada highway, impaired driving initiatives and gas taxes. In addition to government representation, we have established various programs and campaigns across the country such as the CAA School Safety Patrol Program, Worst Roads and our work on distracted driving.

CAA bases its work on surveys and research and uses a variety of communications channels to provide resources, education and tools. Below we highlight some of the association's tools and campaigns:

Senior Driving

There is growing concern about how senior drivers will continue to be mobile as they age, and with the exponential growth of the numbers who will be 65 years or older over the next decade, how our communities, services and infrastructure need to respond to this population's needs. Through research and a nationwide panel of reviewers CAA has developed a microsite for [older drivers](#). The site is customized for provincial differences and gives both older drivers and their loved ones tips and tools to continue staying mobile and safe.

In addition to this the CAA teamed up with the Canadian Association of Occupational Therapists (CAOT) to bring a popular US program (from AAA, AARP and AOT) to Canada called Carfit. Carfit organizes small clinics designed to review how seniors "fit" in their vehicle with various checks on mirror positioning, distance from pedals and steering wheel and addresses individual mobility issues and the various options for each driver to optimize the safety of their driver with how they fit in their vehicle.

Teen Driving

Our DriveRight microsite is customized based on your postal code and provides information from both the perspective of a teen and parent. From items like picking a driving school, talking to your teens about road safety, to licencing and insurance,

www.driveright.caa.ca, has all of the information any teen or parent will need.

*The Canadian
Automobile
Association (CAA) is
a not-for-profit auto
club offering
roadside services,
automotive care,
travel and insurance.*



Car-bike Safety

A CAA membership goes with the person not the vehicle. And in some parts of Canada, that includes offering Bike Assist. Aside from expanding our services from four wheels to two, CAA cares about the bike-car relationship and sharing the road safely. Information is available to the public by visiting www.bikesafety.caa.ca.

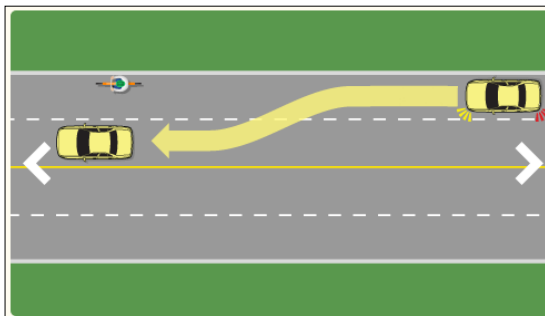
One of CAA's nine tips for sharing the road:

"Cyclists need a meter on either side of them as a safety zone. Do not pass too close. Always change lanes to pass.

When passing a cyclists:

Move - if safe, steer into the passing lane"

bikesafety.caa.ca/drivers/on-the-road/sharing-the-road.php



Distracted Driving

Since 2005 CAA has been working with various stakeholders on reducing distracted driving and advocating for changes to legislation that encourage safer habits behind the wheel. To build up the awareness and education in Ontario, CAA formed the Traffic Safety Coalition with partners like the Ministry of Transportation, Ontario Provincial Police, and Sunnybrook Health Science Centre among others. The coalition engages the public with advocacy campaigns to draw attention to the dangers of distracted driving and what individuals can do to make their time on the roads safer. Like many other campaigns CAA develops, the campaigns included an online promise to focus on the road, media events, public service announcements, radio advertising and social media promotion.

CAA School Safety Patrol

For over 80 years the CAA School Safety Patrol program has helped keep students safe and taught valuable leadership and road safety skills to thousands of young people. Students get the chance to build lasting relationships with teachers, community leaders and local police officers who train them to use life-saving skills. Patrollers use these skills to encourage students to cross roads responsibly, and help ensure the safety of drop-off and pick-up zones. In addition, some Patrollers promote responsible student behaviour while riding the bus and organize the boarding and exiting of students.

Annual road safety initiatives

Annual road safety initiatives include topics like winter driving education. Provincial clubs across the country create localized campaigns and materials to get the information into the community, including videos, press releases and distributing materials at CAA retail locations and through stakeholders.

We hope you access some of our programs and know that no matter how you get around, CAA is there making roads safer

Christine Allum

Canadian Automobile Association: Southern Ontario



The Motor Vehicle Safety Directorate of Transport Canada (TC) works with industry and government partners to make Canada's roads the safest in the world.

Canada's Motor Vehicle Safety Regime

Résumé: La Direction générale de la sécurité des véhicules automobiles de Transports Canada établit des règlements visant à s'assurer de la sécurité des nouveau véhicules routiers ainsi que l'opération sécuritaire des camions et autocars et de leurs conducteurs.

The Motor Vehicle Safety Directorate of Transport Canada (TC) works with industry and government partners to make Canada's roads the safest in the world. Governed by the *Canada Motor Vehicle Safety Act* and the *Motor Vehicle Transport Act*, the Directorate proposes, applies and enforces national safety standards in three main areas:

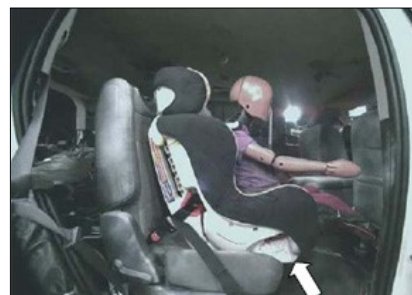
1. Safe Vehicles: TC sets safety standards for the design, construction and importation of the many types of motor vehicles that share our roads.
2. Child Safety: TC works to make sure that child car seats provide the best possible protection.
3. Motor Carriers, Commercial Vehicles and their Drivers: TC establishes the safety fitness requirements by which provinces and territories regulate motor carriers under federal jurisdiction. The department also regulates drivers' hours of service to prevent collisions due to fatigue.

Road Safety Programs, in conjunction with other organizations and stakeholders, develops motor vehicle safety policy and associated legislation. Collision investigation and other data gathering exercises are conducted to assist in the development of program direction. The Branch also operates a toll-free telephone service (800-333-0371) to provide information to the public, collaborates with the Canadian Council of Motor Transport Administrators on the implementation of a national Road Safety Plan, and oversees the Motor Vehicle Test Centre in Blainville, Quebec.

The **Standards Research and Development** program studies and assesses technologies (crash avoidance, crashworthiness, and human factors) and develops regulations and standards for the design, construction, and functioning of motor vehicles, tires and child restraints. Canada Motor Vehicle Safety Standards (CMVSS) prescribe the minimum performance levels that vehicles and equipment must meet. In order to apply a National Safety Mark to a new or imported vehicle, or a child restraint, a manufacturer must certify that the vehicle complies with the requirements of all the standards and regulations.



Frontal crash into an offset deformable barrier



Child seat testing using the Universal Anchorage System (UAS)

(Continued from page 18)

Transport Canada and the U.S. Department of Transportation have committed to coordinating and collaborating on vehicle research and standards. This includes, where appropriate, joint planning and priority-setting, collaborative research projects, information exchanges to support analyses, as well as architecture and standards

The promotion of motor carrier (truck and bus) safety, and the provision of a national framework to coordinate the administration of motor carrier safety regulations by the provinces and territories, is also managed by this group.

The **Motor Vehicle Regulation Enforcement** program manages enforcement of the vehicle safety regime, and investigates potential vehicle defects and acts of non-compliance. This includes conducting physical tests at the test centre in Blainville, monitoring the test results, and auditing manufacturers' documentation to ensure the safety of vehicles.

A dedicated toll-free telephone service (800-333-0510) is provided for reporting safety problems and defects. Concerns are documented, reviewed and investigated. Safety related defect notice and recall campaigns that are issued by manufacturers are monitored, documented and published.



The importation of new and used vehicles into Canada is managed to ensure that vehicles that are allowed into the country are safe. This includes oversight of commercial importation, temporary importation, and the Registrar of Imported Vehicles (RIV), the latter being a national program for vehicles purchased at the retail level in the U.S. that are being permanently imported into Canada.

The Motor Vehicle Safety Directorate plays an important role in the oversight of the safety of motor vehicles in Canada. More details about the Directorate's activities are available on their web site at: <https://www.tc.gc.ca/eng/motorvehiclesafety/menu.htm>

Paul Boase
Transport Canada

Edmonton's International Urban Traffic Safety Conference

La sécurité routière est importante pour les citoyens d'Edmonton et est devenue une priorité majeure pour la ville. Le mandat du "Office of Traffic Safety" (OTS) –le bureau de sécurité routière d'Edmonton– est de développer un système de transport sécuritaire qui contribue à un fort sentiment de communauté et d'une ville vivable. En raison de cela, en septembre 2015, la ville d'Edmonton a été la première grande ville canadienne à adopter l'initiative « Vision Zero », une initiative mondiale visant à réduire les décès et les blessures graves sur nos routes. En outre, la Stratégie de sécurité routière 2016-2020 a été récemment approuvée et adopte formellement l'approche axée sur un système sûr (Safe System Approach). Cette stratégie aidera l'OTS à continuer ses efforts pour rendre les routes et les communautés d'Edmonton plus sûres à travers l'éducation, l'ingénierie, l'application des lois, la mobilisation et l'évaluation. L'OTS offre de nombreux programmes qui mettent l'accent sur la réduction des collisions –notamment celles qui impliquent des blessures–, et d'une façon plus particulière, l'OTS accomplit ses objectifs à travers la création d'un environnement propice pour faciliter le réseautage entre les professionnels du monde entier. Depuis 2009, l'OTS a organisé et accueilli la Conférence internationale sur la sécurité routière en milieu urbain. Cette conférence réunit des professionnels de la sécurité routière du Canada et d'ailleurs afin d'aider à développer davantage les pratiques actuelles en matière de sécurité routière en milieu urbain et à faire des progrès dans différentes approches de l'état des connaissances. L'objectif de l'OTS est de devenir un leader en sécurité routière en milieu urbain à travers différentes initiatives, en s'engageant dans le dialogue autour de ce sujet, en mettant en valeur les derniers développements en matière de données de sécurité routière, en encourageant un sentiment de responsabilité collective parmi les professionnels et chercheurs de toutes les disciplines, en échangeant de l'expertise locale et mondiale entre les acteurs de la sécurité routière, en identifiant des problèmes avec des méthodes plus sophistiquées et en partageant les meilleures pratiques.

Les partenaires clés dans la mise en place de la conférence comprennent le *Edmonton Police Service* et le *Capital Region Intersection Safety Partnership* (CRISP). Visitez www.trafficsafetyconference.com pour plus d'informations sur cette conférence annuelle, ou www.edmonton.ca pour plus d'informations à propos de l'OTS.

The International Urban Traffic Safety Conference brings together road safety professionals from Canada and abroad to help further develop the current state of practice in urban traffic safety and progress towards state-of-the-art approaches.

Traffic safety is important to Edmonton's citizens and it is a major priority for the City. The mandate of the City's Office of Traffic Safety (OTS) is to develop a safe transportation system that contributes to a strong sense of community and the livability of the City. As such, in September 2015, the City of Edmonton became one of the first major Canadian cities to adopt *Vision Zero*, a global initiative to reduce fatalities and serious injuries on our roadways. In addition, the recently approved 2016-2020 Road Safety Strategy formally adopts the Safe System Approach. This strategy will support the OTS in its efforts to continue to make Edmonton's roads and communities safer through education, engineering, enforcement, engagement and evaluation. While the OTS delivers many programs that focus on reducing collisions, notably ones that involve injury, one particular way that the OTS accomplishes its goals is through the creation of an environment that is conducive to networking with professionals from around the globe. Since 2009, the OTS has organized and hosted the International Conference on Urban Traffic Safety. This

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conference brings together road safety professionals from Canada and abroad to help further develop the current state of practice in urban traffic safety and progress towards state-of-the-art approaches. The OTS's objective is to be a leader in urban traffic safety through initiating dialogue on urban traffic safety, showcasing the latest developments in traffic safety data, encouraging a collective sense of responsibility among practitioners and researchers from across all disciplines, exchanging local and global expertise among traffic safety stakeholders, sophisticated problem identification, and the sharing of leading and best practices.

Key partners in the delivery of the conference include the Edmonton Police Service and the Capital Region Intersection Safety Partnership (CRISP). Check out www.trafficsafetyconference.com for more information about this annual conference or www.edmonton.ca for more information about the OTS.

Laura Thue
City of Edmonton

Ward Vanlaar
Traffic Injury Research Foundation



Candrive

Résumé: Candrive, ou Canadian Driving Research Initiative for Vehicular Safety in the Elderly, c'est un programme national de recherche interdisciplinaire en santé axé sur la sécurité des conducteurs âgés. Ce programme a fait de nombreux progrès dans la recherche de la sécurité des conducteurs âgés en partageant les résultats à l'échelle nationale et internationale afin d'influencer les professionnels des soins de santé, de même que les décideurs.

The Canadian Driving Research Initiative for Vehicular Safety in the Elderly (Candrive), funded through the Canadian Institutes of Health Research (2002-2016), is a national, multidisciplinary team focused on research pertaining to older driver safety. The team has made multiple advances in researching older driver safety and positioning results to influence health care professionals and policy makers both nationally and internationally.

Accomplishments include successfully establishing a large Canadian prospective cohort of older drivers (928 enrolled study participants) that have been tracked for seven years across seven sites in four provinces. This cohort, the first of its kind in the world, has been positioned for the development of a risk stratification tool that will aid clinicians and transport administrators in identifying persons who are at risk for driving due to health and medical factors.

Comprehensive annual participant assessments, including measures to evaluate cognition, physical ability as well as driving behaviours, have been collected prospectively to determine which factors are most predictive of risk for the primary outcome of at-fault motor vehicle collisions. To date, more than 35 million kilometres

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The Canadian Driving Research Initiative for Vehicular Safety in the Elderly (Candrive) is a national, multidisciplinary team focused on research pertaining to older driver safety.



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of driving data, including GPS tracking information, has been collected using in car recording devices, which represents the largest dataset of older driver data in the world.

Data collection for this study will be completed in December, 2015 with plans for analysis and derivation of the risk stratification tool over the course of 2016. Further results from inter-related sub-projects will continue to provide information on driving patterns, simulator evaluation, psychosocial factors of driving, and older driver vehicle preferences.

In addition to the Canadian research initiatives, a collaborative partnership has developed over the years with research teams in Australia and New Zealand. This group of researchers was successful in obtaining funding to pursue the Candrive protocol (Ozcandrive) and have collectively recruited 302 participants. Aside from demonstrating the significance of the importance of older driver safety internationally, this linkage allows for the opportunity to validate the risk stratification tool on an independent and international sample as well as provide insights into the generalizability of the tool.

The information gathered thus far has been presented at conferences across North America and internationally. In addition, significant efforts have been put towards developing stakeholder relationships in preparation for mobilization of knowledge generated from this grant to end users including physicians and motor transportation authorities. In 2013, a Special Issue of the *Journal Accident and Analysis Prevention* featured 12 articles based on baseline assessment data and a further Special Issue containing 10 articles will be published in 2016 in the *Canadian Journal on Aging*.

The hope is that the Candrive Research Team will continue to be successful in obtaining additional funding to continue its work in the area of older driver safety and thereby improving the lives of older drivers in Canada and abroad.

Shawn Marshall
Ottawa Hospital Research Institute

Be Tire Smart

Résumé: En pensant aux pneus, la majorité des gens ne pense pas toujours immédiatement à la sécurité routière. Pourtant, les pneus d'un véhicule sont le seul contact avec la route, permettant d'accélérer, de freiner et de changer de direction. *Pneus en forme* (ou *Be tire smart* en anglais) est le programme d'éducation des consommateurs de l'Association canadienne de l'industrie du caoutchouc.

When most people think of tires they do not always think road safety. The vehicle's tires are the only contact with the pavement and provide the capability to accelerate, brake and steer. If we want Canadians to be safe on the roads, we need to ensure that they choose the right tires for their vehicles and take proper care of them.

Be Tire Smart is the Tire and Rubber Association of Canada's national flagship consumer education program. When you hear the word 'tire', you might think we are solely related to tires as consumer products, however, road safety and keeping Canadian motorists safe on the roads has always been one of our most valuable and important mandates.

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There are a number of factors we value and aim to raise awareness for regarding road safety: first, choosing the right tires for your vehicle. We believe that in the winter months, this means encouraging more and more drivers to adopt winter tires. In doing so, we are committed to educating consumers and government leaders about the safety and performance benefits of winter tires. Regrettably, outside of Quebec, where winter tires are the law between December and March, only half of Canadian drivers use winter tires. This in turn means that half of the drivers in our country are increasing their risk of being involved in a preventable collision and possibly sustaining personal injury as a result of not being properly prepared for winter driving. Not only are we committed to reminding motorists and leaders to become educated on winter road safety, we also provide the resource materials to help give Canadians the information they need to make well-informed decisions.

Second, to highlighting the importance of choosing the right tires for vehicles, is tire maintenance. One of our key efforts is educating drivers on the importance and how-to's of proper tire inflation, regular tire rotation, alignment and balancing. What most drivers do not realize is that, if their tires are not properly maintained, they are more prone to failures and blowouts, as well as increased vehicle fuel consumption. Our goal is to help bridge that gap and have regular tire maintenance become a common practice for everyone who owns and operates a vehicle.

The above are just two examples of how our *Be Tire Smart* program is committed to road safety on a daily basis. We also deliver information about other tire-related and road-safety related topics, such as the importance of registering tires, tire aging, and all things related to tires at the end of their life.

Please join us in helping to reach more Canadians every day by following us on your favourite social media platform (Twitter: BeTireSmartCA; Facebook: Be Tire Smart Canada; LinkedIn: Tire and Rubber Association of Canada). We are currently working to redesign our *Be Tire Smart* website (www.betiresmart.ca) in an effort to provide more consumer-friendly and useful information for our stakeholders to share with their respective audiences.

Carolyn Goard
Tire and Rubber Association of Canada

Outside of Quebec, where winter tires are the law between December and March, only half of Canadian drivers use winter tires.

**be tire
smart**

**play your
PART**

PRESSURE • ALIGNMENT • ROTATION • TREAD



Child Safety Link, or CSL, is a non-profit child and youth injury prevention program serving the Maritime provinces since 2002.

Child Safety Link

Résumé: Fondé en 2002, *Child Safety Link* (CSL) est un programme à but non lucratif pour la prévention des blessures chez les enfants et les jeunes des provinces maritimes. La mission de CSL est de réduire la fréquence et la gravité des blessures des enfants et jeunes en Nouvelle-Écosse, au Nouveau-Brunswick et à l'Île-du-Prince-Édouard. Basé au Centre de soins de santé IWK, à Halifax, ce programme est géré par une équipe intégrant des promoteurs de la santé et des communicateurs. Il est guidé par un conseil consultatif externe incluant des intervenants du gouvernement, de l'industrie et du public. Les activités du CSL en sécurité routière incluent deux domaines : la sécurité des enfants passagers ainsi que la sécurité routière et les piétons.

Child Safety Link, or CSL, is a non-profit child and youth injury prevention program serving the Maritime provinces since 2002. CSL's mission is to reduce the incidence and severity of injury to children and youth in Nova Scotia, New Brunswick and Prince Edward Island. Operating out of Halifax's IWK Health Centre, the program is run by an integrated team of health promoters and communicators and guided by an external Advisory Council made up of select government, industry and public stakeholders. The ultimate vision that drives CSL's team is that of a community where children and youth can thrive and grow to reach their full potential. To help fulfill this mandate, CSL implements various initiatives and also provides print and electronic resources to both parents/families and injury prevention professionals on a wide range of priority areas, including Home Safety, Playground Safety, Poison Prevention, Concussion Prevention, Pedestrian Safety, and Child Passenger Safety.

CSL's activities around road safety fall under two main areas:

- **Child Passenger Safety:** In Nova Scotia, CSL has developed a provincial Child Passenger Safety (CPS) Strategy. As part of that strategy, CSL has trained and supported hundreds of CPS technicians who now provide car seat support in their own communities across the region, and is the "go-to" consultative resource for this network as they prepare for road-side enforcement checks, car seat clinics, and other related initiatives. For families, CSL offers a wide range of print and digital resources to guide caregivers in proper choice and installation of car restraints according to a child's age and size. CSL also has a car seat hotline (1-866-288-1388, toll-free in the Maritimes) to field car seat questions from both the public and professionals; a service that responds to over 700 calls per year. CSL also commemorates Child Passenger Safety Week, held each year mid-September, with traditional and social media campaigns that reach tens of thousands across the region.
- **Pedestrian and Road Safety:** CSL is an active member of both the Nova Scotia Road Safety Youth Committee, and the Canadian Road Safety Youth Committee. In 2014, CSL compiled and published a report entitled *Pedestrian Safety in Nova Scotia: A Scan of Stakeholders and Initiatives Focusing on Children and Youth*, and held a Pedestrian Safety Symposium in May 2015 as a follow-up to the report. In June 2015, Child Safety Link engaged youth aged 10-14 in a Photovoice Project around the issues of road and pedestrian safety.

For more information on CSL's road safety and other injury prevention initiatives, visit www.childsafetylink.ca and explore CSL's wealth of downloadable resources and videos for both parents and injury prevention professionals. CSL also provides up-to-date injury prevention information on its social media channels: on Facebook,

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Twitter, and YouTube (search "Child Safety Link"). For more information, to order CSL resources or to find out how to subscribe to CSL's various professional newsletters, please contact Diane Hamblin, Administrative Assistant for CSL at childsafetylink@jwk.nshealth.ca or (902)470-6336.

Julie Harrington
Child Safety Link

Motorcyclists Confederation of Canada

Résumé: La Confédération motocycliste du Canada (CMC) défend la cause de la communauté motocycliste au Canada et parle au nom d'un large segment de la société canadienne qui est axé sur la communauté. La CMC travaille avec des décideurs et intervenants et engage la communauté motocycliste afin d'amorcer un dialogue national guidant l'avancement des politiques publiques et objectifs en sécurité routière pour le bénéfice des motocyclistes partout au Canada.

More and more Canadians are discovering the great benefits of motorcycling (both on- and off-road) and scootering. Not only is it a fun recreational activity and sport, it's also an affordable, convenient, fuel-efficient and increasingly eco-friendly alternative to automobiles. As a result, there is a steady increase in both motorcycle registrations and in the number of people obtaining a motorcycle license. There is also great excitement about the recent introduction of electric and hybrid electric motorcycles and zero-emission scooters. Therefore, in addition to the personal benefits of riding, there are broader social and public policy benefits, such as reducing road congestion, potentially lowering greenhouse gas emissions, as well as the health benefits of off-road motorcycling.

As Canada's advocate for the motorcycling community, the Motorcyclists Confederation of Canada (MCC) speaks on behalf of a large, community-oriented segment of Canadian society. From the street to the trail to the track, almost one million Canadians enjoy motorcycling. Some ride to work each day. Others ride for pleasure on weekends and travel to places near and far. Many ride off-road, while others seek the thrill of competition.

We work with decision makers and stakeholders to promote public policy and safety issues that reflect the needs of Canada's growing motorcycling community. MCC's *Pursuing a Better Rider Experience for All: Statement of Policy* is a key part of how our organization seeks to engage the motorcycling community, start a national, multi-stakeholder dialogue and guide the advancement of public policy and safety objectives for the benefit of riders across Canada.

Some of the measures we are proposing are in the federal jurisdiction. Many others are provincial, and the role of municipalities cannot be overlooked either. Increasingly, governments are working together to coordinate policy developments and programs. We will therefore consult with our stakeholders about each of the broad policy and rider safety objectives proposed to ensure we have a unified voice, an appropriate plan of action and the critical mass needed to succeed. For this reason, this *Statement of Policy* will continuously evolve as our discussions with communities of interest progress and as new developments take shape.

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Some of the actions we are proposing in our Statement of Policy are new. Others reflect modifications to work already underway. Some actions cannot be completed in the short term but serve as a platform for the future. Some are more complex and will first need to be carefully researched to identify the best way to implement them.

We look forward to continuing the conversation.

Alison Bates
Motorcyclists Confederation of Canada

La Fondation de recherches sur les blessures de la route au Canada

La Fondation de recherches sur les blessures de la route au Canada (TIRF) développe et partage des connaissances qui sauvent : la prévention de blessures et décès sur les routes, la réduction des coûts sociaux, de santé et d'assurances qui y sont reliés et la conservation de la productivité. TIRF est une source éminente, aux niveaux national et international, en recherche reliée aux causes et effets humains sur les collisions routières, fournissant de l'information objective et scientifique pour soutenir la mise en œuvre et l'évaluation des programmes de sécurité routière ainsi que des programmes de consultation et de promotion efficaces. TIRF est un leader mondial en recherche, développement de politiques et programmes, évaluation et transfert de connaissances reliées aux usagers de la route et aux comportements qui conduisent aux erreurs de conduite et causent 80 % des collisions routières. Nous fournissons des connaissances basées sur des données probantes, menant à des politiques judicieuses pour la prévention des blessures et décès. Notre site Web est une porte d'entrée vers plusieurs ressources pour les universitaires et professionnels (www.tirf.ca, en anglais).

Depuis 1984, TIRF a reçu plusieurs reconnaissances internationales, ainsi que des éloges pour ses réalisations pour l'identification des causes des collisions routières et pour le développement de programmes et politiques pour aborder ces causes efficacement, particulièrement en ce qui a trait à la conduite avec facultés affaiblies et la mise en pratique de dispositifs de blocage d'allumage. Une attention particulière est portée aux conducteurs avec facultés affaiblies, en incluant les facultés affaiblies par des drogues illégales et par des médicaments prescrits, et aux jeunes conducteurs, qui constituent une proportion substantielle des décès et blessures sur nos routes. Nous possédons de l'expertise dans plusieurs autres domaines contemporains, allant de la vitesse excessive et des conducteurs agressifs à la fatigue et aux distractions; de l'éducation des conducteurs, de l'octroi de permis et des améliorations aux conducteurs commerciaux et à la sécurité des motocyclistes; et des conducteurs âgés ou ayant d'autres difficultés aux usagers vulnérables de la route.

TIRF héberge en ligne plusieurs ressources en anglais, incluant : une ressource éducationnelle pour les jeunes conducteurs et leurs parents (<http://yndrc.tirf.ca>), un programme sur les dispositifs de blocage d'allumage (<http://aic.tirf.ca>), ainsi que des ressources primées sur la conduite avec facultés affaiblies (<http://changetheconversation.ca>) et sur les caractéristiques de sécurité des véhicules (<http://www.brainonboard.ca>). Plus récemment, nous avons lancé une nouvelle

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La Fondation de recherches sur les blessures de la route au Canada (TIRF) développe et partage des connaissances qui sauvent : la prévention de blessures et décès sur les routes, la réduction des coûts sociaux, de santé et d'assurances qui y sont reliés et la conservation de la productivité.



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ressource, pour les chercheurs et professionnels, sur les collisions entre véhicules et animaux sauvages (<http://wildliferoadsharing.tirf.org>).

En 2013, TIRF a développé sa portée en ouvrant TIRF USA, Inc. TIRF USA est une corporation séparée de TIRF, tout en y étant affiliée de près puisque les deux corporations ont une entente d'échange de services. TIRF USA a obtenu le statut d'organisme sans but lucratif aux États-Unis en 2014. Vous pouvez visiter le site Web de TIRF USA (en anglais) au www.tirf.us.

Ward Vanlaar
TIRF

The Traffic Injury Research Foundation

The Traffic Injury Research Foundation (TIRF) develops and shares the knowledge that saves: preventing injuries and loss of life on the roads, reducing related social, health and insurance costs, and safeguarding productivity. TIRF is a leading source for national and international research related to the human causes and effects of road crashes, providing objective and scientific information to support the development, implementation and evaluation of road safety programs, as well as effective advocacy and consultation. TIRF is a world leader in research, program and policy development, evaluation, and knowledge transfer relating to the road user and behaviours that result in driver error and account for 80% of road crashes. We provide evidence-based knowledge that leads to smarter policies in preventing injuries and loss of lives. Our website serves as a gateway to many resources for academics, professionals and practitioners alike (see: www.tirf.ca).

Since 1964, TIRF has received international recognition and acclaim for its accomplishments related to identifying the causes of road crashes and developing programs and policies to address them effectively, notably with respect to driving while impaired and the implementation and delivery of alcohol ignition interlocks. A special focus is placed on impaired drivers including impairment due to illicit and prescribed drugs, and young drivers who account for a substantial proportion of fatalities and injuries on our roads. We also have expertise in several other contemporary issues ranging from speeding and aggressive driving to driver fatigue and distraction; from driver education, licensing, and improvement to commercial drivers and motorcycle safety; and from driver aging and deficits to vulnerable road users.

TIRF hosts an online educational resource for young drivers and parents (<http://yndrc.tirf.ca>), an online curriculum on alcohol ignition interlocks (<http://aic.tirf.ca>), and award-winning educational resources on alcohol-impaired driving (<http://changetheconversation.ca>) and vehicle safety features (<http://www.brainonboard.ca>). Most recently, we launched a new resource for researchers and practitioners on wildlife vehicle collisions (<http://wildliferoadsharing.tirf.org>).

In 2013, TIRF expanded its reach by opening TIRF USA, Inc. TIRF USA is a separate legal entity from TIRF but closely affiliated with it through an exchange-of-services agreement. TIRF USA obtained non-profit status in the US in 2014. Check out TIRF USA's website at www.tirf.us.

Ward Vanlaar
TIRF

The Traffic Injury Research Foundation (TIRF) develops and shares the knowledge that saves: preventing injuries and loss of life on the roads, reducing related social, health and insurance costs, and safeguarding productivity.

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Editorial Board

- ◇ Jean-François Bruneau - Université de Sherbrooke, Sherbrooke, QC
- ◇ Mary Chipman - University of Toronto, Toronto, ON
- ◇ Josée Dumont - Paradigm Transport Solutions Limited, Toronto, ON
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- ◇ Jeff Suggett - Associated Engineering, St. Catharines, ON
- ◇ Ward Vanlaar - Traffic Injury Research Foundation, Ottawa, ON
- ◇ Javier Zamora - LanammeUCR, University of Costa Rica, San Jose, Costa Rica

Guest Contributors

- ◇ Walter Burdz - Transportation Association of Canada Road Safety Standing Committee, Winnipeg, MB
- ◇ Taheera Walji - Parachute, Toronto, ON
- ◇ Shania Khan - Mothers Against Drunk Driving Canada, Vancouver, BC
- ◇ Chenda Noun - Insurance Bureau of Canada, Ottawa, ON
- ◇ Lewis Smith - Canada Safety Council, Ottawa, ON
- ◇ Christine Alum - Canadian Automobile Association: Southern Ontario, Thornhill, ON
- ◇ Paul Boase - Transport Canada, Ottawa, ON
- ◇ Laura Thue - City of Edmonton, Edmonton, AB
- ◇ Shawn Marshall - Ottawa Hospital Research Institute, Ottawa, ON
- ◇ Carolyn Goard - Tire and Rubber Association of Canada, Mississauga, ON
- ◇ Julie Harrington - Child Safety Link, Halifax, NS
- ◇ Alison Bates - Motorcyclists Confederation of Canada, Markham, ON

Next Issue

The winter 2016 issue of the Safety Network Newsletter will feature policies, practices, programs, and innovations related to road safety enforcement. Please contact Rebecca Peterniak (Rebecca.peterniak@fireseedsnorth.ca) if you would like to contribute to this issue. Articles are due January 8, 2016 and should be between 300 and 500 words. Accompanying pictures and graphics are encouraged.



Prochain Numéro

L'édition hiver 2016 du bulletin Le Réseau-sécurité traitera des pratiques innovantes, des politiques et des programmes liés à la mise en force de la sécurité routière. SVP contacter Rebecca Peterniak (Rebecca.peterniak@fireseedsnorth.ca) si vous souhaitez contribuer à cette édition. Les articles doivent être soumis au plus tard le 8 janvier 2016 et contenir entre 300 et 500 mots. Il est conseillé d'accompagner l'article d'éléments visuels (figures et photos).