



Office of Traffic Safety Newsletter



Fall 2010

Message from the Executive Director



Hello Traffic Safety Partners, and welcome to the 2010 Fall Edition of the *Office of Traffic Safety Newsletter*. It has been a very exciting year for our Traffic Safety Plan (TSP). The release of the collision statistics reinforces the success of the plan and the positive impact of the collective work of all stakeholders. We are now very busy with the development of the next TSP-post 2010. Thanks to all who have made suggestions and participated in the discussions relating to the development of this next plan.

Jeannette Espie

Traffic Safety Day

Wednesday October 6, 2010

Transportation Minister Luke Ouellette and Premier Ed Stelmach with Grade Two students from Greenfield Elementary School at this year's Back to School Traffic Safety Day event.



School Patrols show students the proper way to cross the street.



EPS members demonstrate the rollover simulator.



Office of Traffic Safety launches new creative

The Office of Traffic Safety has developed new creative for the September Back to School month on the Traffic Safety Plan (TSP) Calendar. The new billboard advertisement shows children trying to cross a precarious suspension bridge connected to a school bus with the caption: "It shouldn't be this dangerous. Stop for flashing red lights. The new campaign also includes a poster and [radio advertisement](#).



Suspension Bridge-new creative for September's Back to School Campaign

The *Office of Traffic Safety Newsletter* is edited by Paul Oss and designed by Gerry James. If you have any questions, feedback, or would like to make a submission, please contact: paul.oss@gov.ab.ca

Government of Alberta
Transportation



Traffic fatalities and injuries drop in Alberta

For the second consecutive year, traffic fatalities and injuries have declined in Alberta.

Even with increases in population, drivers and vehicles, traffic fatalities decreased 14 per cent from 2008 to 2009, and traffic injuries also dropped 13 per cent.

"I am pleased with the direction of these latest statistics," said Luke Ouellette, Minister of Transportation. "This is about all of us - every Albertan - and the role we play in making our roads safer. I believe the *Traffic Safety Plan* and the great work of all our safety partners are

making a difference. While these reductions indicate that we're making progress, we have to be vigilant - we can always do better."

Driver error continues to be a contributing factor in 90 per cent of traffic collisions. Following too closely, running off the road and making a left turn across the path of an oncoming vehicle were the most frequently identified improper driver actions contributing to casualty collisions. Also, 21 per cent of drivers involved in fatal crashes had consumed alcohol prior to the collision.

Click [here](#) to read the full news release.

Alberta Transportation wins a national award for innovative Thermal Imaging Program

On June 15, 2010, Chief Transport Officer Steve Callahan and Thermal Imaging Coordinator Rob Sapinsky of the Commercial Vehicle Enforcement Branch Thermal Imaging Program and our program partner Intelligent Imaging Systems were the recipients of a National award from Intelligent Transportation Systems Society of Canada.

This prestigious national award is for the work in development of the Thermal Imaging Program in Alberta and recognizes the development, implementation, training and on-going work that has been accomplished with Commercial Vehicle Enforcement Branch's Thermal Imaging Program.

Thermal Imaging Coordinator Rob Sapinsky accepted the award at the Museum of Civilization in Gatineau, Quebec, in conjunction with ITS Canada's Annual Conference being held in Ottawa.



The award demonstrates the continued leadership of Alberta Transportation in utilizing new technology to make Alberta's Highways the safest in Canada and continued development of the *Alberta Traffic Safety Plan*.

Click [here](#) for more information.



Trading Places wins another award!



[Trading Places](#), a 30-second ad that highlights the dangers of impaired driving, was a winner at this year's Canadian Applied Arts Awards in the category of Best Public Service TV.



High Tension Cable Barrier System a cost-effective engineering measure that saves lives and reduces collisions

The High Tension Cable Barrier (HTCB) system is a recognized engineering measure that reduces single-vehicle collisions such as run-off-the-road crashes and hitting a fixed object. The highly cost-effective measure, which includes collapsible posts threaded by flexible steel cables, has been introduced along provincial highways with excellent results. The system acts similar to a spider web catching a vehicle leaving the road in the barrier and preventing it from crossing the median and going into oncoming traffic. Vehicles also avoid the hard impact associated with concrete or steel barrier collisions, resulting in less serious injuries to occupants and less damage to vehicles.



High tension cable barrier prevents this vehicle from going into oncoming traffic

HTCB has many advantages over other types of barrier systems:

- More forgiving when compared to concrete and steel barrier systems;
- Low occupant risk because it is a “softer” system and provides greater deflection;
- Reduced collision severity (i.e. fatalities and injuries);
- Reduced damage to vehicles;
- Reduced snow drifting;
- Lower installation cost compared to concrete and steel barrier systems;
- If impacted, relatively fast and easy to repair, sometimes in a matter of hours;
- The system often continues to provide protection even after impact and prior to repairs because cable tension maintains the cable at design elevation;
- Improved sight distances in problem areas; and aesthetic appeal.

In May 2007, Alberta Transportation completed the installation of 11 kilometres of HTCB in the median on the Deerfoot Trail in Calgary from 16th Avenue to Country Hills Boulevard.

Prior to the installation from 2002 to 2006, there were five fatal collisions on this highway. After the installation, from May 2007 to December 2009, there were 76 reported median collisions. However, there have been no cross-the-median fatalities reported and injury collisions have declined, which is a significant safety improvement. Based on a recent in-service safety review on the Deerfoot Trail, HTCB has been identified as an engineering measure that is performing well with respect to safety and operation.

The capital cost for the construction of HTCB on the Deerfoot Trail was approximately \$946,000 with annual safety benefits of \$1,390,000 per year. The cost for maintenance is approximately \$61,000 per year and the benefit, or payback, starts exceeding the cost in the first year after installation, which makes this a highly cost effective safety engineering measure for improving safety.

Alberta Transportation has also recently installed median HTCB on the QE II between Airdrie and Red Deer and on the narrow median section near Leduc. The 133 kilometre segment of HTCB on the QE II Highway was completed in June 2010.

For additional information regarding high tension cable barriers, contact Bill Kenny, Director, Design, Project Management & Training, Alberta Transportation (780) 415-1048 (bill.kenny@gov.ab.ca).

Communications Update:

(TSP Communications Subject Matter Expert Committee)

This communications committee's fall meeting took place on September 29. Committee members will soon be reviewing the draft Communication Resource Tool Kit for 2011 and providing feedback. New creative has been developed for impaired driving and school bus safety and has been deployed in the respective months on the Traffic Safety Calendar. We hope that you have seen this new creative on billboards around the province.

Subject Matter Expert group on TSP Research and Evaluation

This Research committee's fall meeting took place Sept 15. Committee members have been reviewing and providing feedback on research documents that have been developed under the TSP. We really appreciate the assistance of the committee on this important work! Research work that has been finalized can be found on the department's website at the following address
<http://www.transportation.alberta.ca/601.htm>

New creative launched to support impaired driving campaign

New billboard creative has been developed to support Impaired Driving Awareness on the TSP calendar.



Jail Car-new creative for Impaired Driving

The stark image creates a compelling connection between the dangers of impaired driving and the potential consequences: a jail cell.

Community Mobilization Strategy Update

Since our last update, the 60 plus Traffic Safety Committees / Networks in place province-wide have continued their collective action and shared traffic safety planning within communities with emphasis on fostering local action, awareness, and coordination to address local traffic safety issues and the provincial priorities of the Alberta Traffic Safety Plan (TSP).

As well, as of September 2010, our Regional Traffic Safety Coordinators have:

- Organized and conducted more than **1750 Public Information Meetings** bringing awareness of the TSP, the Community Mobilization Strategy, and core topic areas outlined in the Traffic Safety Plan Calendar to various organizations, community partners, and traffic safety stakeholders.
- Negotiated and conducted almost **1300 interviews with media**, in addition to the provincial media and awareness activities as outlined in the OTS Communications Plan. The vast majority of these contacts were with local newspapers, radio, and television stations with topics based on the Traffic Safety Plan Calendar.
- Participated in **130 public tradeshow displays and information booths** throughout Alberta.

- Assisted, coordinated, and/or participated in over **250 Joint Forces Events**.
- Conducted, coordinated, and/or assisted in nearly **160 events** to increase awareness and safety (i.e., Youth Conferences and Events, School Bus Rodeo, Youth Events, ATV Safety, Seniors Roundtables, Mock Collision Scenes).

In consultation with our Aboriginal Traffic Safety Strategy Advisory Coalition, over the next few months we will be making several adjustments to our Aboriginal Service Delivery in northern part of the province to improve efficiency and effectiveness of services to Treaty 6 and Treaty 8 First Nations.

For questions, concerns, or ideas for improving traffic safety in your community, contact Dr. Ross Danyluk at 780-644-2663, or e-mail: Ross.Danyluk@gov.ab.ca

Alberta Occupant Restraint Program (AORP) looks at Positive Social Norm Approach to Traffic Safety

In recent years there has been increasing interest in the Positive Social Norms approach to traffic safety and its possible applications to local campaigns. Consequently, AORP decided to learn more about this subject by

attending a National Training session on Positive Community Norms and the National Summit on Rural Traffic Safety Culture held by the Montana Summer Institute. Key discussion points on social norms included

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the following topics:

- a) the role media plays in focusing on problems and harm, which exaggerates perception of their prevalence;
- b) why healthy behaviour and attitudes of the majority are ignored;
- c) the need to foster cultural conditions that support health behaviour and;
- d) the idea that traffic safety prevention strategies need to take a systematic approach based on scientific data.

Key findings arising from the conference on the culture of rural traffic safety included acknowledging significant differences between American/Canadian culture and urban/rural cultures. Discussions also highlighted components specific to rural populations such as: cultures of risk, sense of independence, individual invulnerability and sense of individual control. Discussions on rural culture also focused on value based behaviour change and campaigns that support core values but provide motivation to change. AORP will be providing presentations on the insight gained from attending this conference to various committees and interested groups in the upcoming year.

How can I get involved in a Subject Matter Expert Committee?

As always our Subject Matter Expert groups are always interested in attracting new stakeholders and members. If you would like to join one of these groups, please contact jeanette.espie@gov.ab.ca

You can't win contests when you're dead!

Pamphyl Pambi won a 47 inch LCD HDTV and Blu-ray disc player, Diana Hoang won an Apple iPad and Sara Das won a Samsung Camcorder as part of the No Fun Being Dead contest during young driver's month.



1st prize winner, Pamphyl Pambi, with Jeff Haley from the Insurance Bureau of Canada and Jeanette Espie from the Office of Traffic Safety

To see the full list of prize winners, visit the [No Fun Being Dead](#) website and click on the trophy.

Are you interested in becoming a member of the Canadian Association of Road Safety Professionals (CARSP)?



If you are interested in engaging with a broad range of Canadian road safety professionals with common objectives, CARSP offers members professional development opportunities, best practices information and access to networks, tools and resources to help them excel in the traffic safety profession.

If you are not already a member, we hope that you will consider joining the Association, and that you will share your knowledge and expertise with us. For information on this excellent organization, visit the [CARSP](#) website.

Alberta Traffic Safety Fund (ATSF)

Alberta Traffic Safety Fund grants are now available to Alberta communities for traffic safety initiatives. The purpose of the fund is to stimulate and support local collaborative action that enhances traffic safety awareness and reduces the frequency and severity of motor vehicle related injuries within Alberta communities.

Click [here](#) for more information.