



Message from the Executive Director



Introducing ... Minister Danyluk and Deputy Minister Grant



It is my great pleasure to introduce our new Minister of Transportation Ray Danyluk (l) and our new Deputy Minister Tim Grant (r). We look forward to working with you.

Traffic safety efforts showing strong results

It is tremendously gratifying when hard work and dedication bring results. We have the data indicating that our collaborative efforts are having a huge impact.

Three years after the implementation of Alberta's Traffic Safety Plan, traffic fatalities and injuries in our province have decreased by an outstanding 25 per cent. These

statistics demonstrate that Albertans are staying safer on our province's roads and our traffic safety efforts are supporting this change.

I would like to congratulate our partners and thank you for contributing to this success. We know that changing driver behaviour takes time and sustained, long-term efforts are needed. Yet, we remain committed to this work and that dedication grows stronger when we see measurable progress.

What's the next step?

Alberta's new distracted driving law builds upon our work to date and will help us build a culture of safety, in which driving responsibly becomes the norm. It is another component of our overall strategy.

And soon, we'll be introducing our province's next traffic safety plan to guide our efforts in the coming years.

At the same time, we will continue with ongoing initiatives. Everything we do reinforces our traffic safety principles and further increases awareness of the need for greater safety on our roads.

We have achieved much and, by continuing this collaboration, we can do even more to keep Albertans safer on the road.

Jeannette Espie

Injuries, fatalities on Alberta's roads decline for third year

Traffic fatalities drop by nearly 25 per cent compared to 2007

More Albertans are safely returning home to their loved ones at the end of each day.

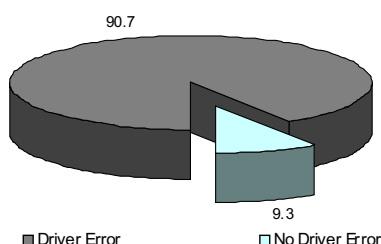
For the third consecutive year, the number of fatalities and injuries occurring on Alberta's roads has declined, according to Alberta Transportation's *2010 Alberta Traffic Collision Statistics*. And, this decline has occurred despite continued increases in population, licensed drivers, registered vehicles and traffic volumes on Alberta's roads.

In 2008, the Alberta government began implementing the Alberta Traffic Safety Plan, a comprehensive strategy designed to reduce the number of traffic-related collisions, injuries and fatalities occurring in our province. It focuses on making Alberta's roads safer through sustained education and awareness campaigns, communication, community engagement, enforcement, legislation and engineering.

Three years into the plan, the results for 2010 are especially encouraging when compared to 2007:

- Traffic fatalities in Alberta have decreased by 24.9 per cent and traffic injuries have decreased by 25.6 per cent.

**Alberta Traffic Collisions - Driver Error
2010**



In 2010, 90.7 per cent of total collisions involved one or more drivers identified as committing a driver error.

Other factors that contributed to the 151,289 reported collisions in 2010 were:

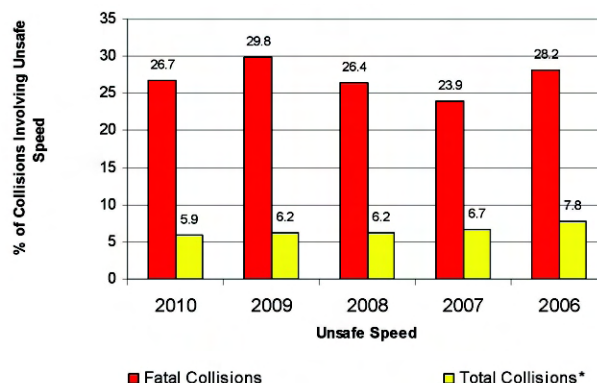
- **Driver condition** 3.3 per cent of total collisions involved one or more drivers identified as having a physical condition that contributed to the collision (i.e., had been drinking, impaired by alcohol/drugs, fatigued/asleep or medical defect). 33.2 per cent of fatal collisions involved one or more drivers with a physical condition, which contributed to the collision.
- **Speed** 5.9 per cent of total collisions involved one or more drivers indicated by the police as having been travelling at a speed too great for the given conditions. However, 26.7 per cent of fatal collisions involved unsafe speed.
- **Vehicle condition** Only 0.6 per cent of total collisions involved one or more vehicles identified as having a vehicle defect which contributed to the collision.

NOTE: DOES NOT INCLUDE COUNTER REPORTED PROPERTY DAMAGE ONLY COLLISIONS.

- The number of unbelted occupant fatalities decreased by 26.2 per cent and the number of unbelted occupant serious injuries dropped by 34.3 per cent.
- Fatalities in intersection-related collisions have decreased by 33.7 per cent and serious injuries by 4.4 per cent.
- The number of road users killed in crashes involving a drinking driver declined by 24.4 per cent and the number of serious injuries in those crashes dropped by 14.5 per cent.
- Fatalities in speed-related crashes have declined by 21.4 per cent, with serious injuries resulting from those collisions declining by 17.3 per cent.

The full 2010 Alberta Traffic Collision Statistics report and a fact sheet are available on the Alberta Transportation website: www.transportation.alberta.ca/statistics. More information about Alberta's Traffic Safety Plan is also available: www.transportation.alberta.ca/3112.htm

**Alberta
Collisions Involving Unsafe Speed
2006 - 2010**



In 2010, 26.7% of total fatal collisions involved one or more drivers indicated by the police as having been travelling at a speed too great for the given conditions. The five year high for fatal collisions involving unsafe speed was in 2009. Overall, 5.9% of total collisions involved unsafe speed. Over the five years, total collisions involving unsafe speed was highest in 2006 at 7.8%.

NOTE: * DOES NOT INCLUDE COUNTER REPORTED PROPERTY DAMAGE ONLY COLLISIONS.

Commercial vehicle safety campaign wins three awards

School bus safety campaign also honoured



An Office of Traffic Safety poster campaign that encourages safe driving habits among commercial vehicle drivers won three Advertising Club of Edmonton (ACE) awards at the organization's 2010 awards ceremony.

Think of who's along for the ride - if it affects you, it affects your family urges commercial vehicle drivers to check their brakes thoroughly, to wear a seatbelt and to refrain from driving when tired.

The campaign, designed by Calder Bateman Communications, received the Distinction Award for Poster Single, the Distinction Award for Public Service Print, and the Distinction Award for Art Direction.



The Office of Traffic Safety was also the region four winner in the 2011 American Association of Motor Vehicle Administrators Public Affairs and Consumer Education Competition. The Office was recognized for its school bus safety campaign titled, *It shouldn't be this dangerous - stop for flashing red lights*. The campaign was designed by Calder Bateman Communications.

The new distracted driving law is the right call for Alberta.

And it's effective now.



info2 know The new distracted driving law is the right call for Alberta. And it's effective now.

When you're behind the wheel, it applies to:

- Using a hand-held phone for talking, texting or e-mailing
- Operating electronic devices like video players and laptops
- Manually programming GPS units or portable audio players
- Reading or writing
- Personal grooming
- And more

The new law is in effect now and the fine is \$172.00.

What are you doing behind the wheel?

Find out more BEFORE you get behind the wheel at saferoads.alberta.ca

Government of Alberta ■ *Alberta*

The new distracted driving law is the right call for Alberta.

Under the province's new distracted driving law, drivers are now prohibited from talking, texting or emailing on a hand-held cellphone, using hand-held radio communication devices, using other electronic devices, reading, writing or personal grooming while behind the wheel.

The law applies to:

- all vehicles as defined by the *Traffic Safety Act*, which includes cars, motorcycles, motor homes, truck tractors, farm vehicles and bicycles.
- all roads in both urban and rural areas. The *Traffic Safety Act* uses the term highway to refer to any urban or rural street, road, parking lot, or alley, etc. where the public is normally permitted to drive, including adjacent sidewalks and ditches.

Drivers who engage in distracting activities can be fined \$172. They can also face additional charges if they commit other violations such as running a red light or making an improper lane change. Drivers exhibiting more serious driving behaviour could be charged under the existing driving without due care and attention law, an offence with a fine of \$402 and six demerit points.

Fact

Several international studies show that 20 to 30 per cent of all collisions involve driver distraction, and distracted drivers are three times more likely to be involved in a collision than attentive drivers.

Alberta's new distracted driving law is part of the province's Traffic Safety Plan, a comprehensive strategy designed to reduce the number of traffic-related collisions, injuries and fatalities. It focuses on making Alberta's roads safer through sustained education and

awareness campaigns, communication, community engagement, enforcement, legislation and engineering.

More information

Alberta Transportation:

www.transportation.alberta.ca/distracteddriving.htm
www.transportation.alberta.ca/3112.htm

Queen's Printer:

www.qp.alberta.ca

Alberta's new distracted driving law ...

What activities **are not allowed** while driving?

- talking on a hand-held cellphone
- texting and/or e-mailing
- using electronic devices like laptop computers, video games, cameras, video entertainment displays and programming portable audio players (e.g., mp3 players)
- manually entering information on GPS units
- reading printed material like a book or a magazine
- writing, printing or sketching
- personal grooming like combing your hair, applying makeup or brushing your teeth
- using a citizen's band (CB) or two-way radio (some exemptions apply)



the Distracted Driving Law continued from page 4

Alberta's new distracted driving law ...

What activities **are allowed** while driving?

- using a cellphone in hands-free mode - this means the device is not held in the driver's hand and is activated by voice or a single touch to the device
- using an earphone - if it is used in a hands-free or voice-activated manner
- drinking beverages, such as coffee, water or pop
- eating a snack
- talking with passengers
- listening to a portable audio player - as long as it is set up before you begin driving
- glancing at - but not interacting with - the display screen of the following:
 - a GPS navigation system - as long as the system is affixed to the vehicle and programmed before you begin driving or the system is voice activated. You cannot hold the unit or manually enter information while driving.
 - a collision avoidance system
 - a gauge, instrument, device or system that provides information about the vehicle's systems or the vehicle's location
 - a dispatch system for transporting passengers
 - a logistical transportation tracking system that tracks vehicle location, driver status or the delivery of goods for commercial purposes
- calling emergency services, such as 911 with a hand-held cellphone
- using a hand-held citizen's band (CB) or two-way radio when escorting oversized vehicles, to contact one's employer, or when participating in search, rescue and emergency management situations.

Students encouraged to follow traffic safety rules

Olympian shares safe cycling tips

Forty-five Alberta students participated in Traffic Safety Day on September 13 at the Alberta Legislature. Grade Two and Three students from St. Pius X Catholic Elementary School learned about a number of simple yet potentially life saving traffic safety rules at the annual event.



Special guest Alex Stieda, the first North American to wear the yellow jersey at the Tour de France, an Olympic competitor and a Commonwealth Games medalist, spoke to the students about safe cycling practices. Stieda emphasized the importance of wearing a helmet and



ensuring it is adjusted properly. He also spoke about the need for parents to wear their helmets, too and urged the students to remind them. To reinforce his advice, Stieda showed students a helmet that he had worn during a recent bicycle crash, pointing out the cracks inside the helmet and the skid marks on the helmet's exterior. He credited wearing a helmet for saving him from serious injury.

Law enforcement officers also led the students through stations to teach them more about how to wear a bicycle helmet properly as well as how to cross a street

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safely and how to get on and off a school bus safely. The stations were hosted by Alberta Health Services, the Alberta Motor Association's School Safety Patrol and Alberta Transportation's driver education specialists.

The students were given activity books from the Street Safe program, which teach children in Kindergarten to Grade Three about traffic safety concepts.



The materials were designed with input from teachers, the Alberta Motor Association and Kidsafe Alberta, and include sequenced lessons that build from grade to grade and characters that age with students. Activity books and teacher resource guides are provided free-of-charge to schools in Alberta.

For more information about the Street Safe program, please visit: www.saferoads.alberta.ca

Regional traffic safety consultants address ATV safety

By Dave McKenzie
Regional Traffic Safety Consultant

As the Office of Traffic Safety's team of regional traffic safety consultants (RTSC) continues its mobilization of the Alberta Traffic Safety Plan, a wide and diverse base of expertise grows within the RTSC Team.



Recently, communities have identified their concerns with all-terrain vehicle (ATV) safety to their regional traffic safety consultants. To respond to these concerns, a number of initiatives have taken place.

Three regional traffic safety consultants successfully completed the week long Quad Safety Instructor's Course at the Alberta Safety Council's facility in Edmonton. In turn, they conducted a Safe Riders Course for an additional seven consultants. These efforts to gain more knowledge and become subject matter experts have added to the successes this team has experienced in their communities.



Numerous school and community presentations on ATV safety have been conducted by the team members with great response. The team has also coordinated its efforts with ATV dealers, initiated Safe Rider courses for youth and obtained community assistance to host ATV

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Instructor Courses. These initiatives have furthered efforts to get this knowledge out to our youth.

At the provincial level, several consultants sit on the ATV Safety Working Committee hosted by the Alberta Centre for Injury Control and Research.

If your department, organization or community would like to learn more about ATV safety, please contact [your regional traffic safety consultant](#).



Positive ticketing campaign makes motorists aware of school zone

By Len Wagner, Regional Traffic Safety Consultant

On April 1, members of the Stettler Traffic Safety Committee conducted a positive ticketing campaign in a school zone in Stettler, Alberta.

Children from Grades 1-4 wrote traffic safety messages on recipe size cards; the back side of the cards contained information relating to the speeds and times that school zones and playground zones are in effect. The card then had a small hole punched in the corner and an elastic band was attached through it.

During the one-hour speed operation in the active school zone, all motorists were stopped and given a card. They were advised the cards contained information about school and playground zones as well as a message about traffic safety from the kids at the elementary school. It didn't matter if the driver was a salty old grandpa or a new driver - the message from the kids had an incredible effect on them and most attached the message to the rear-view mirror of the vehicle immediately. Comments received at the time by members of the committee were all very positive and thankful.



Several days after this initiative, I was approached by a motorist at a gas bar. He indicated it was ironic the card he received had the message, "Just because you drive a cool, fast car does not mean you have to drive fast." In fact, he has a couple of '70s muscle cars so the message was quite appropriate. The message card is on his dash as a reminder to drive according to the rules and he is quick to pass the message on to other motorists.

This initiative was started two years ago by the Stettler Traffic Safety Committee as a way to make motorists aware of when school and playground zones are in effect. Members of the committee include Regional Traffic Safety Consultant Len Wagner, Alberta Health Services representative Stacie Pederson, the Red Deer Integrated Traffic Unit and the Commercial Vehicle Enforcement Unit, Stettler office. The committee partnered with Rod McElroy, principal, Stettler Elementary School. The initiative has been a huge success and has received lots of very positive feedback from the motoring public and the community.

First Nations offenders trained as child safety seat technicians Pilot project well received by Hobbema community

By Len Wagner, Regional Traffic Safety Consultant



A pilot project, through which nine First Nations offenders were trained as child safety seat technicians, is helping to ensure child safety seats are properly installed and used by Hobbema community members.

In the fall of 2010, I was reviewing data about the misuse of child safety seats in Alberta. It was apparent that, while

we have very few injuries or deaths, the misuse of child seats is very high (Provincial ACRES study). This data did not surprise me. After years of checking child seats, it was my personal observation that most seats are not used or installed correctly. And, I saw this misuse occurring in all communities, including First Nation

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communities.

I knew from my years in law enforcement that First Nations communities had not responded well to most initiatives related to seatbelt use or the use of child seats. I believed that a better way of reaching First Nation communities would be to work with them to increase the use of child seats. I began speaking with stakeholders in communities within the Central Alberta Region, suggesting that we train residents of First Nation communities as child seat technicians and conduct child seat clinics within those communities. It seemed like a great idea to stakeholders, but there was little commitment from the communities.

For a time, it seemed this idea had no momentum and was doomed to failure. However, at a meeting with Injury Prevention Specialist Jillian Risto of Alberta Health Services in Wetaskiwin, my idea came up again. Our discussion led to the possibility of training the Owîcîyîsîwak (offenders) at the Pê Sâkâstêw Center to be child restraint technicians. Jillian connected with Rachel Wood, the Deputy Director at Pê Sâkâstêw Healing Center in Hobbema, and soon the idea had legs. Rachel was very interested in exploring this idea - a meeting was scheduled.

It proved to be one of the most exciting meetings I have ever attended. It was evident from the outset that the Pê Sâkâstêw Center was behind the concept and would seek approval to conduct this training. Shortly thereafter, word was received that the project would move forward.

After many meetings, telephone discussions, brainstorming and collaboration, the details came together. The child restraint technician training was

scheduled for March 28, 29 and 30 at the Pê Sâkâstêw Healing Center, Hobbema. Nine Owîcîyîsîwak (offenders) and one community partner registered, and several other Owîcîyîsîwak (offenders) were put on a waiting list. Judy Ostrowski, Traffic Safety Consultant for Northwest Alberta, instructed the course and created an atmosphere of "successful" learning. Her teaching style had a way of putting the Owîcîyîsîwak at ease to participate in three days of training.

The training went off without a hitch and all students passed the written examination. To demonstrate their new knowledge and competency, a child seat inspection clinic was held in Hobbema. This clinic was well advertised throughout the community and the Muskwacis EMS donated its fire hall space to host this event. The clinic ran very smoothly with the Owîcîyîsîwak (offenders) inspecting more than 25 child seats in a variety of vehicles, engaging the people that attended the clinic and helping them to correct any problems. Watching the interaction between Owîcîyîsîwak, community partners and the Muskwacis people proved to me that we had found a way to further the use of proper child seats within First Nation communities.

Feedback from the Owîcîyîsîwak, stakeholders and the community has been extremely positive and has shown us that we need to keep moving forward in this direction. The pilot project demonstrated how the Owîcîyîsîwak can connect with the community and also develop a valuable skill set.

To that end, I am continuing to meet with Rachel and Jillian and will soon begin planning another training course at the Pê Sâkâstêw Center.

February 15, 2012 next deadline for grant applications

February 15, 2012 is the next deadline for submitting an application for a large grant to the Alberta Traffic Safety Fund, which provides grants to Alberta communities for traffic safety initiatives. Applications for large grants (from \$5,000 to \$17,000) are accepted three times annually and applications for smaller grants (less than \$5,000) are accepted throughout the year.

The purpose of the fund is to support local, collaborative action that enhances traffic safety awareness, reduces the frequency and severity of motor vehicle-related injuries within Alberta communities, and promotes long-term behaviour change related to traffic safety. Since the fund's inception in 2006, it has funded 76 projects totalling \$599,195.

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Some recent examples of larger grants the fund has supported include:

1. Town of Peace River - Peace Regional Off-Highway Vehicle Safety Initiative
2. John Petropoulos Memorial Fund - Advertising Fund ~ Traffic Component of *Put Yourself in Our Boots Campaign*
3. Camrose Police Service - Curb The Danger
4. MD of Foothills No. 31 - MD of Foothills No. 31 Safety Study
5. Grande Prairie and Area Safe Communities - Traffic Safety Blitz
6. MADD Canada - MADD Canada 2011-2012 School Multi-Media School Assembly Program *Damages* (Eng.)/*Dommages* (Fr.)
7. Safety City Society of Lethbridge and Area - Road Safety and Bike Rodeo Round-Up 2011
8. Alberta Motor Association - AMA Lunch and Learn Aging Driver Pilot Project

The fund has also supported 10 smaller grants this fiscal year to date:

1. Manning and District FCSS - Manning and District PARTY Program
2. Two Hills Mennonite School - Two Hills Mennonite School Bicycle Rodeo
3. Parkland County Enforcement Services Off-Highway Vehicle Open House/Rodeo

4. South Eastern Alberta Safety Alliance Society - Helmet = Bike. Obey the Law!
5. Mannville-Minburn-Innisfree FCSS - It Can't Happen to Me Risk Awareness Project
6. Toy Library Society - Regional Helmet and Bike Rodeo Program
7. High Level Public School Bears Foundation - Northwest Youth Traffic Safety Conference
8. Delburne Centralized School - Delburne School SADD Chapter
9. SHAPE (Safe Healthy Active People Everywhere) - Getting the Message Out: Pedestrian/Traffic Safety Project
10. Buffalo Lake Métis Settlement - ATV Educational Day

A consultation with the grant program coordinator is required prior to submitting a large or small grant application. This consultation will determine the sponsoring organization and project eligibility. Please contact the Alberta Traffic Safety Fund Grant Program Coordinator, Mandy Fisher, at 780-492-0887 or mandy.fisher@ualberta.ca. For more information regarding the grant fund please see <http://acicr.ca/funding-opportunities/alberta-traffic-safety-fund-atsf>

Call for papers issued Banff conference slated for June 2012



Authors are invited to submit abstracts on a road safety topic for presentation at the 22nd Canadian Multidisciplinary Road Safety Conference, June 10-13, 2012 in Banff, Alberta.

The theme for the conference is *Safe roads for everyone - Coming*

together from all directions. The theme emphasizes the importance of sharing strategies that create safe roads for all road users by focusing on lowering crashes among over represented groups. Through our different viewpoints, delegates can address the issue of road safety "coming from different directions." The theme will be highlighted at the conference through panel discussions and plenary sessions.



The conference is designed for everyone who works in road safety including health professionals, engineers, government officials, crash reconstructionists, insurers, researchers, enforcement, and more. International delegates are particularly encouraged to attend this conference.

More information is available online: <http://www.carsp.ca/cmrrsc.htm>

Canadian association brings together safety professionals



If you are not already a member, we hope that you will consider joining the Canadian Association of Road Safety Professionals (CARSP).

development programs, best practices information and access to networks, tools and resources.

For more information, please visit the [CARSP website](#)

CARSP offers opportunities to engage with other Canadian road safety professionals, professional

Join us!

The Office of Traffic Safety is seeking subject matter experts to serve on its expert committees.

Each committee decides how frequently it will meet, once a month at the most, and generally meets for two hours. Committee members may choose whether to volunteer for other activities. Members are encouraged to share information about the Office of Traffic Safety and its

initiatives with their respective organizations.

If you are an expert in traffic safety communication, enforcement, engineering, research or another subject area, and would like to volunteer your time and expertise as a committee member, please contact Executive Director Jeanette Espie at Jeanette.Espie@gov.ab.ca.

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