

Marlene Anderson and Jeanette Espie from the Office of Traffic Safety raise awareness for the National Day of Remembrance on November 18th, 2009.



For more details, see page three.

Message from the Executive Director



Welcome to the 2010 Winter Edition of the *Office of Traffic Safety Newsletter*. In this issue, we are pleased to report that work has been started on Canada's next *Road Safety Plan (post 2010)*. We will continue to support a national strategy to improve traffic safety across the country, as well as work on a plan that will be most effective for Alberta and is aligned with our priorities.

We will continue to update you on our progress with the national *Road Safety Plan* and also the implementation of *Alberta's Traffic Safety Plan*. As always, we will seek out the good advice and expertise of our stakeholders and partners as we develop and solidify our next plan.

Jeanette Espie

Community Mobilization Strategy Update

In April 2008, we implemented our Community Mobilization Strategy and began assembling our **Regional Traffic Safety Coordinator (RTSC)** team. In May 2009, we launched our Aboriginal Traffic Safety Plan to develop an authentic community-based traffic safety strategy, tailored for Métis and First Nation communities. As both of these provincial approaches to traffic safety are unprecedented in Canada, to say we have experienced a steep learning curve would be an understatement!

Progress Summary:

Currently, there are 49 Traffic Safety Committees / Networks in place province-wide actively initiating local action based on local traffic safety issues as well as providing local support to provincial initiatives.

Our 16 RTSCs organized and conducted about 1100 public information meetings with various organizations, community partners, and traffic safety stakeholders resulting in increased awareness of the Traffic Safety Plan, the Community Mobilization Strategy, and core topic areas outlined in the Traffic Safety Plan Calendar. Furthermore, traffic safety awareness and education was raised and relationships built through 99 tradeshow displays and information booths.

As part of our goal to engage more industry partners, many of our RTSCs have participated in trade shows with the Alberta Motor Transport Association, Alberta Sand and Gravel Association, as well as working with several Occupational Health and Safety related committees, and local Chambers of Commerce.

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All RTSCs are or will soon be Child Restraint System Technicians. Collectively, they have conducted 28 child restraint system training sessions (mostly to enforcement partners) and 168 child restraint system clinics.

Our RTSC team assisted key partners in enforcement, injury prevention, and education conduct Joint Forces Events focused on the following topics:

- Occupant Restraints - 94
- Impaired Driving - 39
- Passing Emergency Vehicles and Tow Trucks - 11
- Commercial Vehicles - 11
- Speed and Intersections - 3

RTSCs have also coordinated and/or participated in 68 traffic safety events including:

- Youth Traffic Safety Conferences
- Bike Rodeos
- Mock Collision Scenes
- School Bus Rodeos
- Seniors Traffic Safety Conferences and Roundtables
- First Nation Traffic Safety Workshops
- Graduated Driver License Information Workshops
- ATV Safety Presentations
- Impaired Driving Awareness Events
- P.A.R.T.Y. / SADD / MADD Events and Workshops

In addition to the provincial media and awareness activities outlined in the Communications Plan for the Office of Traffic Safety, RTSCs were active with local,

community-based media outlets comprising:

- 316 Newspaper articles including syndication in four (4) Regions involving 26 newspapers
- 296 *Road Rash* Radio Public Service Announcements (described further below)
- 220 Television interviews and/or segments
- 37 Radio interviews and/or segments

To reinforce the devastating effects of Impaired Driving, an additional 200 plays of one segment of the *Road Rash* radio spot, titled **No Dad for Christmas**, aired during the Christmas Season. The segment aired twice each day of December 23 - 26 on all 22 rural NewCap Radio Stations as well as in Lloydminster, Red Deer, and Ft McMurray.

Traffic Safety Promotion in Rural and Remote Alberta: Road Rash Radio Public Service Announcements and CFCW Radio Taglines:

A true community collaboration, Road Rash is the brainchild of Dave McKenzie, RTSC for Aspen West. This innovative approach to promoting traffic safety involves NewCap Radio, first responders, and RTSCs. This pilot project involves five rural NewCap radio stations in the development of 90-second Public Service Announcements aligned with the Traffic Safety Plan Calendar which air twice per week per station. These spots depict real traffic events as told by an actual first responder who was involved (i.e., enforcement, EMS, fire, health). Several episodes are posted on [Saferoads](#). Road Rash is currently a National Finalist for both the Public Service Announcement and Radio

Station Campaign Categories for a Radio Marketing Bureau Crystal Award.

In early January 2010, Dale Friedel, RTSC for Off-Settlement Métis was successful in negotiating sponsorship from the Métis Nation of Alberta for airing traffic safety 'taglines' on 790 CFCW Radio. CFCW has one of the largest listening audiences in Alberta with a large Aboriginal, rural, and agricultural listener base. This collaboration involves airing several seven-second traffic safety taglines, 12 times each day, seven days each week on CFCW. Thanks to the Métis Nation of Alberta and CFCW, traffic safety messages will air about 360 times each month with thousands of Albertans tuned in each time!

Where to Next:

We are working with Indian and Northern Affairs Canada, First Nations Inuit Health Branch in forming an Aboriginal Advisory Committee to provide us with ongoing strategic guidance to ensure the effectiveness and relevancy of the Aboriginal Traffic Safety Strategy.

Our next priority is to evaluate the effectiveness of the Community Mobilization Strategy through the Office of Traffic Safety Evaluation and Monitoring Plan.

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

Research Update - TSP Research Subject Matter Expert Committee

The Research committee continues to meet several times a year. We are making great progress on our list of research activities that have been outlined by the Traffic Safety Operational Plan. The committee also provides the opportunity for a valuable exchange of information on traffic safety research and related projects that are taking place in Alberta. The committee recently reviewed and provided expert advice on the draft Evaluation and Monitoring Strategy for the *Alberta Traffic Safety Plan* and a number of research projects in progress.

The following research and information documents have been completed: Traffic Collisions Involving Motorcycles, Traffic Collisions Involving Drinking Pedestrians, Traffic Collisions involving Bicycles, and Alberta Traffic Collisions For Off-Highway Vehicles 2004-2008.

Click on this [link](#), to view the Evaluation and Monitoring Strategy and the above reports. You can find them under the **Traffic Safety** heading in the center of the page.

Communications Update - TSP Communications Subject Matter Expert Committee

There has been great support for the Traffic Safety Calendar by all stakeholders! This committee has been instrumental in getting out safety messages/facts and ensuring that the Communication Resources Toolkit has been distributed for use within their organizations. The tool kit contains key messages and facts to support the calendar topics and other general communication information. Click on this [link](#) to view the 2010 Communications Resource Toolkit.

The Communications Committee continues to meet several times a year. As we move forward into the next year, the committee will review the communication activities related to the TSP for the next fiscal year. Click on the following links, to read The *Alberta Traffic Safety Plan Communications Strategy 2008-2010* and the [Annual Communications Action Plan](#).

I would like to thank everyone for their continued commitment and work on this committee.

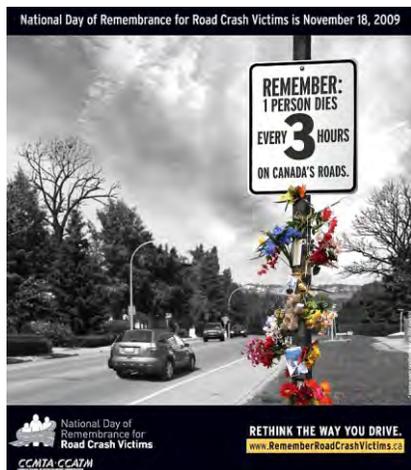
Liz Owens

Seatbelt Campaign Gets UGLY

Law enforcement across the province issued 1265 violation charges for seatbelt infractions and 22 charges for child safety seats as part of a three-day joint forces enforcement blitz that took place on October 26, 27 and 28. More than 3085 additional tickets were issued for various other traffic safety violations.

Law enforcement officers are out on our roadways every day to help ensure Albertans get to their destinations safely. To support the Alberta Occupant Restraint Program's education campaign and the Traffic Safety Plan Calendar for the month of October, law enforcement agencies used the three-day enforcement blitz to remind drivers and passengers that seatbelts save lives.

Click [here](#) to read the information bulletin.



National Day of Remembrance - Wed. November 18

In Canada, November 18 has been designated as a National Day of Remembrance for road crash victims. On this day, Canadians are asked to remember those killed or seriously injured on Canadian roads, often in avoidable collisions, and those left to deal with the sudden and unexpected loss of people they love.

The Office of Traffic Safety held an awareness display on November 18, 2009 in the lobby of the Alberta Transportation building and also recognized Alberta fatalities and injuries due to traffic collisions. A special bookmark was developed to give the public information on how to become safer drivers.

Posters, lapel pins and bookmarks were distributed to our 16 Regional Traffic Safety Coordinators (RTSCs) for distribution throughout the province. RTSCs conducted interviews with media in Medicine Hat, Whitecourt, Wainwright and St. Paul.

Click [here](#) to read the information bulletin.

ROAD SAFETY MEANS SAVING LIVES!

The Canadian Road Safety Youth Committee (CRSYC) is dedicated to the issue of eliminating preventable injuries and deaths of young people as a result of motor vehicle collisions. It aspires to give young Canadians a voice in representing issues related to youths and improving road safety. To achieve this, the Committee aims to develop a network of Canadian youth involved in road safety that can advocate on behalf of young Canadians as well as generate awareness for road safety through the youth Declaration.

In the fall of 2009, the CRSYC organized a contest with the support of Transport Canada, the Canadian Council of Motor Transport Administrators, the NWT Department of Transportation and Saskatchewan Government Insurance, where youth between the ages of 18 and 25 were asked to submit a slogan to be associated with the Canadian Road Safety Youth Committee. THE CRSYC in partnership with the National Day of Remembrance declared Laura Lynn Johnston of Edmonton the winner for the slogan **“The Risk is Real Behind the Wheel”**.



Laura Lynn Johnston of Edmonton, winner for the slogan **“The Risk is Real Behind the Wheel”** with William Hui.

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



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, please visit the [CARSP](#) website.

Traffic Safety Contest

The **Canadian Association of Road Safety Professionals** together with the **Insurance Bureau of Canada** are sponsoring a competition for a scientific paper, written by a student registered in a Canadian University or College, on any aspect of motor vehicle traffic safety.

Cash prizes of \$1000, \$600 and \$400 will be awarded for the top three entries.

Click on this [link](#) to get more details on this competition.

New TSP Calendar for 2010

Click [here](#) to view the new 2010 Alberta Traffic Safety Plan Calendar.



The calendar was developed using targets from the Alberta Traffic Safety Action Plan, collision information and the public's perception of issues.

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