

The Official Newsletter of the Canadian Association of Road Safety Professionals

THE SAFETY NETWORK ***LE RÉSEAU-SÉCURITÉ***

Le bulletin officiel de l'Association canadienne des professionnels de la sécurité routière

2015, Issue 1



**THE MOST ADVANCED TECHNOLOGY
IN PEDESTRIAN SAFETY.**

When eyes lock it's safer to walk.

Road Safety Promotional Campaigns

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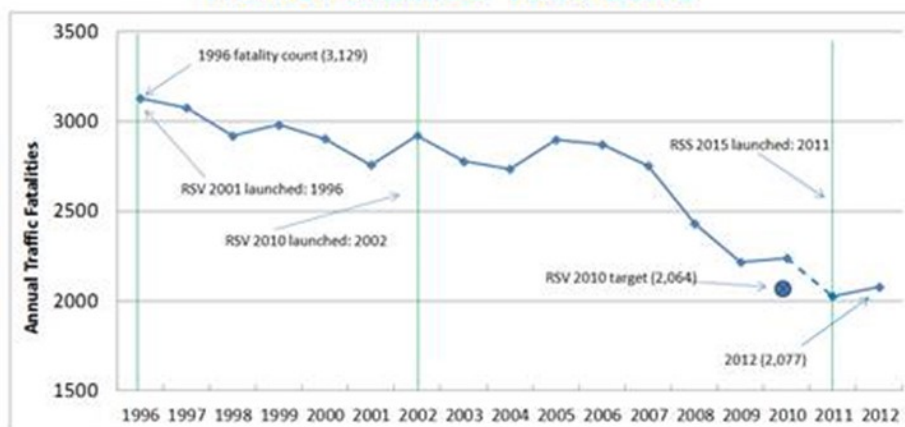
Road Safety Promotion Across Canada

The promotion of road safety in Canada takes place at many levels. Some national programmes, typically in support of federal legislation, are undertaken by one or more government departments (e.g. justice, health and transport). Likewise, the departments of transportation of the provinces and territories, and the public insurance corporations in a number of provinces, conduct significant safety promotional activities in their respective jurisdictions. In addition, police services, insurers, research groups, motoring associations, and many non-profit safety organizations (including CARSP!) are very active in promoting the safety of road users, motor vehicles, and our highways.

It is through such combined efforts that significant progress has been made in reducing the road casualty toll in Canada over the decades and, more particularly, through the more recent implementation of a series of "Road Safety Vision" initiatives.

Improvement in Canada's Level of Road Safety Throughout Three National Road Safety Plans

Traffic Fatalities 1996-2012



The current issue of *The Safety Network* focuses on road safety promotion in Canada. A lead article from the Canadian Council of Motor Transport Administrators (CCMTA) provides the background for safety initiatives at a national level. Elsewhere, provinces from across Canada have showcased their latest or most successful road safety campaigns, including details of the programme background, objectives, target audience, methodology, media strategy, findings and evaluation. It is hoped that by sharing this information, successful programmes can be utilized or adapted by other jurisdictions and help make Canada's roads even safer.

Alan German
Road Safety Research

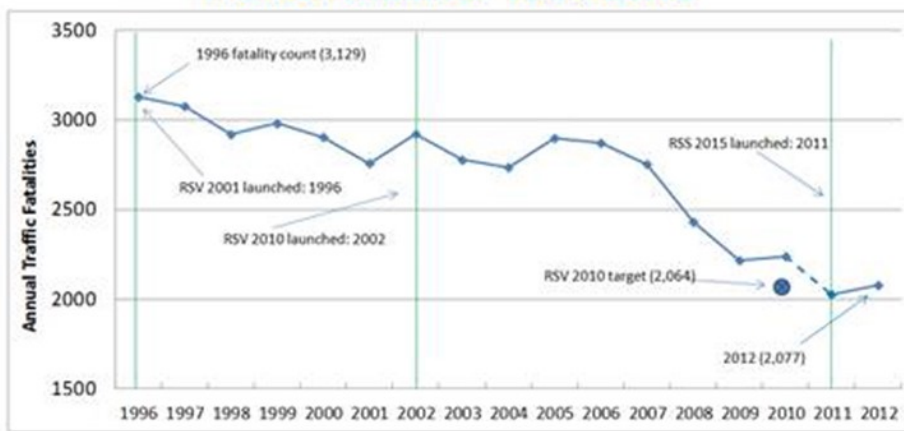
La promotion de la sécurité routière à travers le Canada

Au Canada, la promotion de la sécurité routière s'opère sur plusieurs fronts. Certains programmes nationaux, généralement en appui à la législation fédérale, sont pris en charge par un ou plusieurs ministères (par exemple : Justice, Santé et Transport). De même, les ministères des Transports des provinces et des territoires ainsi que les sociétés d'assurance publiques présentes dans quelques-unes des provinces, mènent d'importantes activités de promotion de la sécurité routière dans leurs administrations respectives. Sans oublier que les services de police, les compagnies d'assurance, les groupes de recherche, les associations d'automobilistes et de nombreuses organisations à but non lucratif dédiées à la sécurité (y compris l'ACPSE!) sont très actifs dans la promotion de la sécurité des usagers de la route, des véhicules et des infrastructures routières.

C'est en raison de ces efforts combinés que des progrès significatifs ont été réalisés dans la réduction du nombre de victimes de la route au Canada au cours des dernières décennies et, de façon plus particulière, à la suite de la récente mise en œuvre d'une série d'initiatives s'inscrivant dans le cadre de la « Vision sécurité routière ».

Improvement in Canada's Level of Road Safety Throughout Three National Road Safety Plans

Traffic Fatalities 1996-2012



Le présent numéro du bulletin *Réseau-Sécurité* porte sur la promotion de la sécurité routière au Canada. L'article principal du Conseil canadien des administrateurs en transport motorisé (CCATM) présente la toile de fond pour les initiatives en matière de sécurité routière sur le plan national. Plus loin, des administrations canadiennes mettent en évidence leur campagne de sécurité routière la plus récente ou celle qui a été la plus réussie, incluant des détails concernant le contexte de la campagne, ses objectifs, son public cible, la méthodologie employée, la stratégie des médias, les résultats et l'évaluation. Nous espérons qu'en partageant ces informations, des programmes ayant connu du succès pourront être utilisés ou adaptés par d'autres administrations et, ainsi, contribuer à rendre les routes du Canada encore plus sûres.

Alan German
Road Safety Research

Le présent numéro du bulletin Réseau-Sécurité porte sur la promotion de la sécurité routière au Canada. Nous espérons qu'en partageant ces informations, des programmes ayant connu du succès pourront être utilisés ou adaptés par d'autres administrations et, ainsi, contribuer à rendre les routes du Canada encore plus sûres.

Road Safety in Canada: A national perspective

The Canadian Council of Motor Transport Administrators (CCMTA) marks its 75th Anniversary in 2015. The association's origins date back to October 1940 when transportation representatives of the four Western provinces created a committee to address common road transportation matters. CCMTA became a Canada-wide organization in 1956, when the remaining jurisdictions joined.

CCMTA has evolved tremendously since its early years to an organization that fosters cooperation in all matters relating to commercial vehicle regulation, drivers and vehicle licencing. In addition, it supports a process that ensures Canadian jurisdictions are represented on all transportation reciprocity and safety matters within North America. With all of the many changes CCMTA has witnessed in the transportation industry through seven decades, its basic tenets have remained: fostering cooperation among provincial and territorial governments in motor vehicle matters and promoting road safety.

Over the years, CCMTA has worked diligently to support this mandate. Through CCMTA, various Memoranda of Understanding (MOU) amongst provincial and territorial jurisdictions, as well as with the federal government, were established to ensure a national commitment to road safety priorities. Developed under the direction of the Council of Ministers Responsible for Transportation and Highway Safety, these include: the development of the Canadian Driver Licence Compact (one driver, one licence, one record) and the more recent Canadian Driver Licence Agreement; the maintenance and management of the Interprovincial Record Exchange; the development and maintenance of the National Safety Code Standards (NSC) including but not limited to Medical Standards, Hours of Service for commercial drivers, and Periodic Motor Vehicle Inspections (PMVI).

When the Council of Ministers agreed to use all possible means to encourage increased seat belt use (National Occupant Restraint Program - NORP), they charted a new approach for addressing road safety that would come to include strategies to eliminate driver impairment (Strategy to Reduce Impaired Driving - STRID), driver distraction and aggressive driving. This collaborative approach to road safety progressed to include other strategies for addressing commercial vehicle safety among provinces and territories. As Canada's official organization tasked with coordinating all matters dealing with the administration, regulation and control of motor vehicle transportation and highway safety, CCMTA was well suited to the job.

It is through Canada's Road Safety Strategy 2015 (RSS 2015) and its previous road safety plans, Road Safety Vision 2001, and Road Safety Vision 2010, that CCMTA as custodian of Canada's road safety plan, has been able to demonstrate progress towards addressing road safety priorities.

When Canada's Road Safety Strategy 2015 was introduced in 2011, it represented a new direction for Canadian road safety stakeholders. RSS 2015 acknowledged the interdependencies between road users, road infrastructure and vehicle design and provided perspective for jurisdictions to evaluate and reflect on their activity. It focused on attaining a downward trend in driver fatalities and collisions by working with a framework from which jurisdictions could develop their own road safety action plans.

When Canada's Road Safety Strategy 2015 was introduced in 2011, it represented a new direction for Canadian road safety stakeholders.



rethinkroadsafety.ca

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To further support the strategy's goals related to raising awareness and outreach, CCMTA assumed stewardship of two public awareness campaigns on driver safety that were initially developed by the Canadian Global Road Safety Committee and led by Transport Canada. Both campaigns encouraged the public to focus on how avoiding certain actions behind the wheel could save lives and each in turn have become important awareness tools. Today, "Leave the Phone Alone" and the "National Day of Remembrance for Road Crash Victims" serve as important reminders of the tragic loss of life resulting from road crash tragedies, and are opportunities to further collaborate with partners, police, and advocacy groups committed to road safety.

Enabling jurisdictions to meet their own road safety goals is a key component of the RSS 2015, and the development of the RSS on-line best practice inventory has grown to include more than 210 proven or promising road safety practices that jurisdictions can access to enhance their own efforts. While CCMTA anticipates reporting a downward trend in fatalities and serious injuries at the close of RSS 2015 (when compared against the baseline period 2006-2010), the organization remains committed to ensuring it does all it can to support road safety and is consulting with jurisdictions on a successor plan for RSS 2015.

When it comes to road safety and addressing all its facets, CCMTA recognizes that is an aspiration that requires shared commitment and collaboration. Our very Mission statement serves as the reminder of this, and how, by working with our members, associates and stakeholders, we continue to champion the vision of having the safest and most efficient movement of people and goods by roads in the world.

Allison Rougeau
CCMTA



La sécurité routière au Canada : une perspective nationale

Le Conseil canadien des administrateurs en transport motorisé (CCATM) fête son 75^{ième} anniversaire en 2015. L'origine de l'association remonte à octobre 1940, lorsque les représentants en transport des quatre provinces de l'Ouest canadien ont créé un comité pour traiter des enjeux du transport routier. Le CCATM est devenu une organisation nationale lorsque les autres administrations canadiennes l'ont rejoint.

Le CCATM a considérablement évolué depuis ses débuts, en développant une vision axée sur la coopération pour tous les aspects liés à la réglementation des véhicules commerciaux, aux conducteurs et à l'immatriculation. Il s'assure que toutes les juridictions canadiennes soient bien représentées sur les questions de réciprocité et de sécurité à travers l'Amérique du Nord.

Avec tous les changements vécus dans l'industrie au cours des sept dernières décennies, l'objectif de base du CCATM demeure de stimuler la coopération entre les gouvernements des provinces et des territoires sur les enjeux du transport motorisé et de la promotion de la sécurité routière.

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Au fil des ans, le CCATM a accompli ce mandat avec assiduité. C'est à travers lui que divers protocoles d'entente furent établis entre les territoires et les provinces, et aussi avec le gouvernement fédéral, afin de mobiliser le pays autour des enjeux prioritaires de sécurité routière. Sous la gouverne du Conseil des ministres responsables en transport et en sécurité routière, ces ententes incluent l'avènement du permis de conduire abrégé (un conducteur, un permis, un dossier) et le plus récent accord sur le permis de conduire canadien; la gestion et l'entretien des échanges interprovinciaux; le développement et la mise à jour des normes du Code canadien de sécurité, qui incluent sans toutefois se limiter, aux normes médicales, aux heures de services des conducteurs commerciaux et aux inspections périodiques des véhicules motorisés.

Quand le Conseil des ministres a accepté d'utiliser tous les moyens pour accroître le port de la ceinture de sécurité (National Occupant Restraint Program - NORP), le CCATM a conçu une approche novatrice pour améliorer la sécurité routière, en implantant des stratégies pour éliminer la conduite avec facultés affaiblies (Strategy to Reduce Impaired Driving - STRID), la distraction et l'agressivité au volant. Cette approche collaborative en sécurité routière a par la suite évolué, en incluant des stratégies spécifiques aux véhicules commerciaux dans les provinces et les territoires. En tant qu'organisme chargé de coordonner tous les dossiers liés à l'administration, la réglementation et le contrôle du transport motorisé et de la sécurité routière, le CCATM était bien placé pour faire ce travail.

C'est par la Stratégie de sécurité routière 2015 (SSR 2015) et les stratégies précédentes (Vision sécurité routière 2010 et Vision sécurité routière 2001), que le CCATM, en tant que gardien de la stratégie canadienne de sécurité routière, a été capable de démontrer son intérêt à considérer les enjeux prioritaires de la sécurité routière.

L'introduction de la Stratégie de sécurité routière 2015 a marqué une nouvelle direction pour les différentes parties prenantes.

L'introduction de la Stratégie de sécurité routière 2015 a marqué une nouvelle direction pour les différentes parties prenantes. La SSR 2015 reconnaît l'interdépendance entre les usagers de la route, la conception routière et celle des véhicules. Cette stratégie fournit un canevas aux différentes juridictions pour réfléchir et évaluer leurs propres activités. Elle vise la réduction des décès et des collisions en proposant aux administrations un cadre à partir duquel elles peuvent développer leurs propres stratégies de sécurité routière.



rethinkroadsafety.ca



Pour faire cheminer les objectifs de la stratégie propres à la sensibilisation, le CCATM a accepté de parrainer deux campagnes de sensibilisation initialement développées par le Comité canadien pour la sécurité routière mondiale et prises en charge par Transports Canada. Les deux campagnes invitent la population à se concentrer sur des actions qui, prises derrière le volant, permettent de sauver des vies. À sa façon, chacune est devenue un important levier de sensibilisation. Par exemple, "Laisse le téléphone tranquille" et le "Jour national du souvenir des victimes de la route" sont utiles pour se rappeler des pertes de vie tragiques causées par les collisions, et pour se rappeler de la nécessité de collaborer davantage avec différents partenaires, tels les policiers et les groupes et associations impliqués en sécurité routière.

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Permettre aux administrations d'atteindre leurs propres objectifs de sécurité routière est une composante majeure de la SSR 2015. Le développement d'un outil Web répertoriant les meilleures pratiques permet aujourd'hui d'offrir plus de 210 mesures éprouvées ou prometteuses, en matière de sécurité routière, et auxquelles peuvent accéder les différentes administrations. Alors que le CCATM pressant une baisse du bilan mortel et des collisions graves à la fin de la SSR 2015 (en comparaison avec la période 2006-2010), l'organisation réitère son engagement à faire tout ce qu'elle peut pour améliorer la sécurité routière et elle consulte les administrations pour élaborer une suite au SSR 2015.

Lorsqu'il est question d'améliorer le bilan de sécurité routière, le CCATM reconnaît que cet idéal requiert de l'engagement et de la collaboration. Cette mission première nous rappelle que nous devons travailler avec nos membres, nos associés et toutes les parties prenantes pour continuer à propager la vision que c'est possible, au Canada, d'avoir le plus sûr et le plus efficient de tous les systèmes de transport routier au Monde.

Allison Rougeau
CCATM



Is it Your Turn to be the Designated Driver?

Insurance Corporation of British Columbia

Résumé: Les données de la police sur les collisions et les études de consommation ont mené à l'idée du « conducteur désigné ». Après évaluation, cette idée a reçu un bon accueil du public, contribuant ainsi à augmenter le nombre de conducteurs désignés. Selon les commentaires des policiers et des acteurs du secteur des alcools et du secteur de l'hébergement, la publicité est populaire et reçoit un écho favorable. Elle touche les gens et les sensibilisent à l'idée, au point où ils deviennent conducteurs désignés à leur tour.

The Designated Driver (DD) creative platform was informed by police crash data and consumer research. When evaluated, it proved to be well received by the public and helped increase usage of DDs. Anecdotal feedback from our police partners and stakeholders in the liquor and hospitality industry was that the ad resonated very well and was popular. The ad engaged people and left them feeling good about DDs and thinking it was time to take a turn as a DD themselves.

Background: Impaired driving takes a deadly toll on roads in BC. Approximately 27% of motor vehicle fatalities are related to impaired driving. In Sept 2010 the government of British Columbia introduced new impaired driving legislation with harsher penalties, the toughest in Canada. In response to the new legislation a designated driver ad campaign was introduced.

Objectives: To remind BC drivers to get home safely by using a designated driver.

The ad engaged people and left them feeling good about DDs and thinking it was time to take a turn as a DD themselves.

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Police data indicates that sixteen-to-25-year-olds account for the highest number of impaired drivers in crashes (31 per cent). Males account for 71 per cent of all impaired drivers.

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Target Audience: All legal BC drivers who are 19+ years of age. Police data indicates that sixteen-to-25-year-olds account for the highest number of impaired drivers in crashes (31 per cent). Males account for 71 per cent of all impaired drivers.

Background Research Methodology and Findings: To help inform the creative platform a survey to gain insight into the designated driver (DD) issue was conducted. 694 panelists completed the survey over 2 weeks. Key findings from this survey included:

- 90% agreed that a DD is someone who “decides not to drink. Period.”
- Younger drivers (18-34) less likely to have been a DD before (30%)
 - ◊ DD seen as an important and shared responsibility. Strong belief that it is the right thing to do, and friends should take turns sharing the responsibility to protect friends and family.
 - ◊ Given these perceptions, many felt that celebrating DDs or providing rewards isn't necessary. Panelists indicated that the motivation to protect others is enough incentive.
- Reasons for being a DD:
 - ◊ It's “my turn”. A sense that it's not just one person's responsibility and should be shared from event to event.
 - ◊ Protecting friends and family. DDs have a desire to let others have fun and want to make sure they are safe
- Reasons for not being a DD:
 - ◊ Haven't had the chance. Haven't been asked or haven't needed to. But would gladly do it.

Informed by the police data and survey results, the DD ad was created to appeal to a typical male with the following characteristics:

- Loves hanging out with his buddies at the local bar.
- Doesn't really talk about who will drive home. It just sort of happens.
- He's been a DD in the past, but cannot really remember when that was.
- Hasn't been asked to be DD in quite a while either.

Media Strategy: Reach the target audience:

- TV/online sports programming channels while they're watching the game at a bar, or at the home of a buddy.
- In areas where alcohol is served: bars & restaurants, golf courses, stadiums.
- Within areas where alcohol is served or consumption is likely to occur (even though it's not sold) movie theatres on-screen pre-roll, community sports facilities, university campuses.



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- Social media - posts on ICBC's social media feeds
- Online banner adds provided for employers and stakeholders to use on websites or signature blocks to help spread the DD message to their staff and clients.
- DD message in ICBC's Special Occasion License kits to help people get their guests home safely.

Evaluation:

Ipsos Survey question	2013 (January) Measure
During the last month or two, can you recall reading, seeing or hearing the slogan " <i>Is it your turn to be the designated driver?</i> "	49% recall the slogan
Thinking of the last six months, were there any occasions where a DD drove you?	37% state they have used a DD
Thinking of the last six months, were there any occasions where you, yourself were the DD?	47% state they have taken a turn as a DD

Online: http://www.youtube.com/watch?v=aSwKm3U9rsA&list=UU_St6Pg0_6yuv8SiaWc6CKQ

Elizabeth Heinz
ICBC

Crotches Kill

Alberta Transportation

Résumé: En 2011, le gouvernement de l'Alberta a adopté une loi sur la distraction au volant. Il y a eu environ 19 000 condamnations pendant la première année de l'entrée en vigueur de la loi. Plus de 95 pour cent de ces condamnations concernaient l'utilisation d'appareils portatifs. Pour réduire le risque de distraction au volant, la campagne « Crotches Kill » (« L'entrejambe mortel ») a été lancée. La campagne ciblait les conducteurs qui envoient des textos en dissimulant leurs appareils portatifs entre leurs cuisses, en croyant qu'ils passeraient inaperçus. La campagne utilise les slogans « quittez votre téléphone des yeux » et « laissez votre téléphone hors de portée ». Une enquête post-campagne a révélé que, même parmi les gens qui avouent texter lorsqu'ils sont au volant, un tiers a dit que la campagne a eu un impact sur leurs habitudes de conduite. Plus de 70 pour cent était d'accord ou fortement d'accord qu'ils étaient moins sujets à envoyer des textos et conduire au même temps, et plus susceptibles de conduire sans quitter la route des yeux.

In 2011, the Alberta Government implemented distracted driving legislation. This resulted in nearly 19,000 convictions during the first year the distracted driving law was in effect. More than 95 per cent of those convictions were for using hand-held devices. Law enforcement and the public recognized that too many drivers are disregarding the law and returning to their old habits. International research shows about 20-30 per cent of all collisions involved some type of driver distraction. People

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Alberta
Government

Alberta
Transportation

To reduce the risk of distracted driving on the road a campaign call "Crotches Kill" was launched.



The campaign is targeted at drivers who text while holding handheld devices in their laps and believe their texting goes unnoticed. The campaign openly acknowledges this texting behaviour, calls drivers out and addresses the myth that it occurs in secrecy.

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were becoming more relaxed since the legislation and a campaign was developed to make people feel uncomfortable about texting and driving and to encourage them to make the right choice and not be distracted while driving.

To reduce the risk of distracted driving on the road a campaign call "Crotches Kill" was launched. The campaign is targeted at drivers who text while holding handheld devices in their laps and believe their texting goes unnoticed. The campaign openly acknowledges this texting behaviour, calls drivers out and addresses the myth that it occurs in secrecy. It shows that other drivers know what you're doing – and it is a dangerous behaviour. The Alberta Government realized that it needed to get the public's attention in order to save lives.

The campaign uses the tag lines 'keep your eyes off your phone' and 'leave your phone out of reach'. This is to stress that sending a text requires the driver to take their eyes off the road for roughly five seconds. The campaign was focus tested with Alberta drivers. The edgy language and humorous approach had great impact.



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Since the law's implementation, the Government of Alberta has taken a number of steps – in collaboration with its partners – to encourage drivers to comply with the law. These efforts included education, enforcement, community initiatives and other strategies.

The “Crotches Kill” campaign is an example of these efforts. A post-campaign survey found that, even among self-reported texters, one-third said the campaign was likely to have an impact on their driving habits. About 93 per cent of those surveyed agreed or strongly agreed that campaign's message was clear and 87 per cent said it effectively highlighted the issues of distracted driving. More than 70 per cent agreed or strongly agreed they were less likely to text and drive and more likely to drive without taking their eyes off the road. During the first 10 days of the campaign, an estimated \$110,000 in earned media coverage was obtained. In six weeks, the campaign generated more than 66,000 visits to the website.

To learn more about this campaign visit crotcheskill.ca or saferoads.alberta.ca.

Nicole Cotterill
Alberta Transportation



National Teen Driver Safety Week

Saskatchewan Government Insurance

Résumé: La semaine du 19 octobre 2014 était la Semaine nationale sur la sécurité des jeunes conducteurs. Parachute Canada, un organisme national de prévention des blessures, a créé une campagne pour soutenir cette initiative à travers le Projet Virage : Piloter le changement au Canada. La Saskatchewan Government Insurance (SGI) a coordonné la campagne pour l'ensemble de la province en encourageant les jeunes conducteurs à partager leurs engagements de conduite sécuritaire via les médias sociaux afin de gagner des prix.

The week of Oct. 19, 2014 was National Teen Driver Safety Week. Parachute Canada, a national injury prevention organization, created a campaign to support the week, called “Project Gearshift – Driving Change in Canada”. SGI led Saskatchewan's campaign encouraging teen drivers to share their safe driving pledges via social media for prizes.

Background: Saskatchewan has a high number of road fatalities and injuries, with the top three contributing factors being distracted driving (including cellphones), impaired driving and speeding. In an effort to make Saskatchewan roads safer, 21 new traffic safety laws were created or strengthened and 17 regulations were updated in 2014. Changes include tougher penalties for impaired drivers, distracted drivers and speeders; photo speed enforcement; mandatory booster seats for children under the age of 7; and increased training, testing and gear requirements for motorcyclists. Teen drivers are over-represented in collisions so this campaign targets them specifically.



SGI led Saskatchewan's campaign on Project Gearshift—Driving Change in Canada, encouraging teen drivers to share their safe driving pledges via social media for prizes

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Although Saskatchewan's road injuries and fatalities have recently decreased, too many people are still being hurt and killed in motor vehicle collisions. Teen drivers represent 13% of Canada's driving population, yet represent 24% of traffic fatalities and 26% of serious injuries on the road.

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Objectives: This campaign was created to increase awareness and promote driver safety with teens and their parents. Messaging focused on impaired driving, distracted driving, texting and driving, speeding and seatbelt use.

Target Audience: Saskatchewan teen drivers aged 19 years and under.

Background Research Methodology and Findings: Although Saskatchewan's road injuries and fatalities have recently decreased, too many people are still being hurt and killed in motor vehicle collisions. Extensive research was done when bringing in the new traffic law changes in June. National Teen Driver Safety Week fit in well to promote the new laws to teen drivers, as well as focusing on the issues that related to them.

Teen drivers represent 13% of Canada's driving population, yet represent 24% of traffic fatalities and 26% of serious injuries on the road. In 2012, drivers 19 years of age and under represented 8.6% of Saskatchewan's driving population. Between 2008 and 2012, that age group represented 15.1% of drivers killed and 12.7% of drivers seriously injured in a motor vehicle collision.

Media Strategy:

- A news release was sent via traditional media
- Information was sent to driver educators and high schools
- The campaign was presented at a provincial Students Against Drinking & Driving (SADD) conference
- Online advertising – MuchMusic, MTV, TSN, Comedy, YouTube, UVC, theCHIVE, College Humour, EyeReturn, Google Banners, Facebook
- SGI's social media sites – Facebook, Twitter, Instagram and YouTube
- SGI's external website for customers
- SGI's intranet for employees
- The Province of Saskatchewan and a few municipalities officially proclaimed the week

Evaluation: This was the first time SGI was involved in National Teen Driver Safety Week and we're pleased with the results. We gained 181 new Twitter followers, 420 Facebook Page Likes and about 100 new Instagram followers, bringing in 188 contest entries. Paid



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advertising was strictly online and there were over 9 million impressions. Unpaid social media promotion included 219 tweets using #mysafedrivingpledge, 72 retweets, 112 Twitter mentions, 1211 Instagram Likes, 94 Facebook Likes and 42 Facebook Shares. SGI was interviewed three times, and six different stories were shared through traditional media outlets. This was the first time we've really used Instagram and are very happy with the audience we've built through this campaign – young, new drivers.

Online:

Video: <https://www.youtube.com/watch?v=O5bLtDFhPNo>

Information: <http://www.sgi.sk.ca/about/newsreleases/2014/teendriversafetyweek.html>

Marie Schultz
SGI



Your Last Words: Texting and driving simulator

Manitoba Public Insurance

Résumé: Le simulateur de textage et de conduite en ligne de la Société d'assurance publique du Manitoba permet aux utilisateurs de faire pratiquement l'expérience des dangers associés au textage au volant — sans les risques réels. Le simulateur est offert en ligne et sous forme d'un kiosque portatif. La version en ligne, offerte sur le site Web www.yourlastwords.ca, permet de conduire un véhicule virtuel sur des routes simulées en utilisant un ordinateur, tout en transmettant et en recevant des textos fictifs avec un téléphone intelligent. Lorsque la simulation est terminée, l'utilisateur voit les résultats de sa conduite, y compris une liste de ses erreurs au volant.

Le kiosque fonctionne de la même manière, mais il propose des écrans multiples, un volant de direction, ainsi que des pédales de frein et d'accélération, pour simuler réellement une expérience de conduite pratique.

Manitoba Public Insurance's online texting and driving simulator allows users to virtually experience some of the dangers of this driving behavior – without the real-life risk. The simulator is available both online and in a portable kiosk version. The online version, available at www.yourlastwords.ca, allows users to operate a virtual vehicle through simulated roads from their computer, while sending and receiving fictional text messages with their own smart phone. When the simulation is complete, users view the results of their driving, including a list of the driving errors they made.

The kiosk version works much the same but features multiple screens, a steering wheel, and gas and brake pedals to really simulate a real-life driving experience.

Background:

- One in four deaths on Manitoba roads involved a distracted driver.
- Nearly 80 per cent of all crashes involve driver inattention.

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**Manitoba
Public Insurance**



Manitoba Public Insurance's online texting and driving simulator allows users to virtually experience some of the dangers of this driving behavior – without the real-life risk.



About half of the online panelists indicated they had changed their behaviour after seeing the campaign (52%).

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- Each year, on average, 25 people are killed and over 800 are injured in Manitoba in collisions linked to distracted driving.
- Texting and driving is a common form of distracted driving in Manitoba. Almost 5,000 Manitoba drivers are convicted each year for using a hand-held electronic device while driving.

Objectives: This campaign focuses on texting and driving. The objective of the campaign is to reduce texting and driving in Manitoba through education and awareness.

Background Research Methodology and Findings: The simulator campaign was tested in a focus group of panelists ages 16 – 25. Seven in 10 viewers said that they strongly agree the campaign delivered the main message—to not text while driving. Findings from an additional online panel show the campaign was successful in engaging young Manitobans to re-think their behaviour when it comes to texting while driving. About half of the online panelists indicated they had changed their behaviour after seeing the campaign (52%).

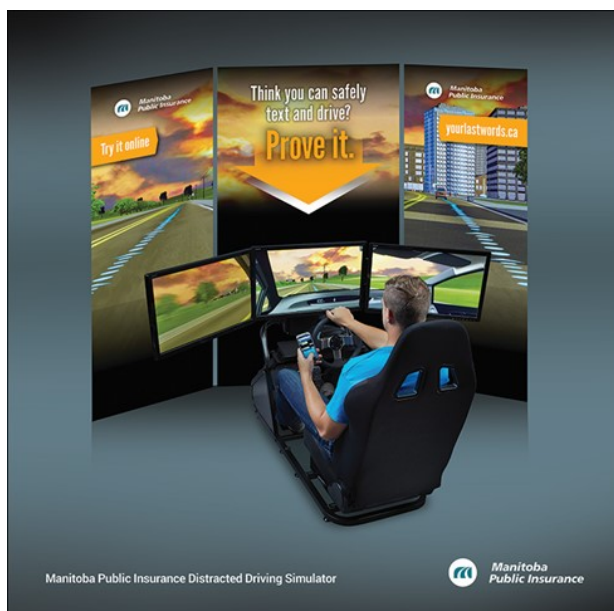
While results from the evaluation of the campaign show that television continues to be the most viewed component, the addition of other media sources (such as social media) improved message delivery and helped increase the campaign's reach.

The Corporation continued to expand on the campaign success with promotion of the texting and driving simulator in Cineplex movie theatres across the province over the holiday season between Dec. 19 and Jan. 2. New media opportunities will continue to be explored throughout 2015.

Media Strategy: The simulator was created in conjunction with the Corporation's anti-texting and driving campaign, *Your Last Words*, which asks the question, "would you want a text to be your last words?" The campaign also included TV, radio, online and outdoor ads and digital ad mirrors which appear on a mirror when a person stands in front of it to use it (for example, in a public washroom). A media event was also held where media outlets were able to try the simulator.

Evaluation: The September 2014 multi-media campaign included television, radio, online, outdoor, print and social media and reached about eight in 10 Manitobans (77 per cent, compared to 69 per cent awareness in May 2013). In addition to outperforming previous Manitoba Public Insurance ads, the campaign exceeded the national norm.

Seven in 10 viewers said that they strongly agree the campaign delivered the main message—to not text while driving. Findings from an additional online panel show the campaign was successful in engaging young



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Manitobans to re-think their behaviour when it comes to texting while driving. About half of the online panelists (ages 16-25) indicated they had changed their behaviour after seeing the campaign (52%).

While results from the evaluation of the campaign show that television continues to be the most viewed component, the addition of other media sources (such as social media) improved message delivery and helped increase the campaign's reach.

Online: More information, as well as the online version of the simulator, is available at www.yourlastwords.ca.

Shannon Bunkowsky
MPI

Eggs on Weed

Ontario Ministry of Transportation

Résumé: Le ministère des Transports et ses partenaires en sécurité routière ont développé une campagne de marketing social portant sur la conduite avec les facultés affaiblies par les drogues afin de répondre aux mauvais comportements routiers des jeunes en lien avec la drogue au volant. Nous avons choisi un public cible de jeunes conducteurs et passagers âgés de 16 à 17 ans parce qu'à cet âge, cette cohorte d'apprenti-conducteurs n'a pas encore eu l'occasion de développer de mauvais comportements routiers et serait plus réceptive aux messages visant à contrer la conduite avec les facultés affaiblies par la drogue. La campagne « Eggs on Weed » utilise l'humour non conventionnel pour atteindre son public cible et faire réfléchir les jeunes sur les conséquences de leur comportement, et ce, sans porter de jugement. Les recherches ont démontré que l'humour est l'approche qui fonctionne le mieux avec notre public cible. La campagne a pris son envol en mai 2014 lors de la Conférence sur le leadership de l'organisme Éléves ontariens contre l'ivresse au volant (EOCIV). EOCIV et Arrive alive DRIVE SOBER (aaDS) ont participé à l'élaboration des plateformes vidéo, affiches, site web et médias sociaux de la campagne. conduite pratique.



The Ministry of Transportation and its road safety partners developed a Drug Impaired Driving (DID) social marketing campaign to address the negative road safety behaviours of youth related to drug impaired driving. We selected a target audience of drivers and passengers 16-17 because that age group of entry level drivers has not yet had a chance to develop poor driving behaviours and would be more receptive to anti-DID messages. The “Eggs on Weed” campaign uses off-the-wall humour to reach its target audience and make them think about the impact of their behaviour in a non-judgmental way. Research showed that humour would work

(Continued on page 16)

Alberta
Government



The Ministry of Transportation and its road safety partners developed a Drug Impaired Driving (DID) social marketing campaign to address the negative road safety behaviours of youth related to drug impaired driving.



This campaign addresses the dangers of driving high. The campaign truly reaches all young drivers and the message also resonates with adult drivers to promote safe and sober driving.

(Continued from page 15)

best with our target audience. The campaign kicked off at Ontario Students Against Impaired Driving (OSAID)'s annual Leadership Conference in May, 2014. OSAID and arrive alive DRIVE SOBER (aaDS) rolled out the campaign videos, displays, website and social media platforms.

Background: Drug impaired driving is transitioning from an undetected killer to a leading cause of death on Ontario's roads. Teens driving under the influence of cannabis has been identified as a major concern that could be effectively addressed through social marketing. The technology for detection and enforcement for drug impaired driving is lagging and is currently in development. Governments are turning to public education, communications and advertising to address these critical behaviours and to educate and raise awareness. In 2011 in Ontario, 57 drivers impaired by drugs were involved in fatal collisions and 92 drivers impaired by drugs were involved in personal injury collisions. Independent research and Ontario data continues to confirm an increasing incidence of drug use among fatally injured drivers. A 2013 MTO-commissioned Pollara research study found that half of Ontarians surveyed perceive drug impaired driving to be on the increase.

Objectives: This campaign addresses the dangers of driving high. The primary objectives of this campaign were to:

- Raise awareness about the issue and harmful consequences of DID among youth
- Positively influence and change the behaviour of youth who choose to drive after consuming cannabis
- Reduce the incidence of DID on Ontario roads
- Reduce the incidence of injury and death on Ontario's roads due to DID.

Target Audience: The target group for the project is teens, specifically those aged 16-17, as studies show they are more likely to accept this message and understand that driving high is an extreme risk. The campaign truly reaches all young drivers and the message also resonates with adult drivers to promote safe and sober driving.

Background Research Methodology and Findings: Canadian research highlights this issue is a national concern:

- It is evident that drug impaired driving is becoming a serious road safety problem in Canada.
- The presence of drugs, rather than alcohol, in fatally injured drivers has increased by 24% from 2000-2008.

The same research recommends the development of a DID awareness campaign based on social research and targeting young drivers. In 2013, the Centre for Addiction and Mental Health (CAMH) found one in 10 Ontario drivers in grades 10 to 12 were driving after using marijuana – alarmingly, this represents over 30 thousand adolescent drivers. Earlier CAMH research (2002-07) reported on their increased risk of being in a collision. Through focus groups we found that there were key attitudes that needed to be addressed:

- Teens recognize DID as risky behaviour, but believe they can control the risks.
- They perceive some drugs as harmful to driving, but don't think their driving ability is adversely affected by marijuana, the most accessible and used drug in this age group.

(Continued on page 17)

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- They are in the process of obtaining a licence and are new to driving – they have less experience with DID or being a passenger of a DID vs. 18-24 year olds.
- They fear consequences of breaking the law, don't want to let family down and are open to influences to form good, safe driving habits.

This was found in both the quantitative and the qualitative work we did with youth, further evidence of this is all over social media. An important part of reaching a target audience is understanding who they will listen to. In our case, we suspected that youth would not want to hear about DID from the government or police. Youth confirmed this suspicion during the focus testing.

Media Strategy: The “Eggs on Weed” campaign was designed to be shared through social media, with some support through events at secondary schools and in the youth community. Development included market research and plans for evaluation. The campaign features:

- Two shareable “Eggs on Weed” online videos posted on YouTube and Vimeo that were promoted through social media ambassadors
- A eggsonweed.ca website with images, information and facts about DID written in a target-appropriate tone
- Photo caption contest to enhance social media sharing ran online through the website weekly for four weeks
- Ontario Students Against Impaired Driving (OSAID), arrive alive DRIVE SOBER and other road safety partners have been sharing the campaign with youth via events, websites, Facebook, YouTube and Twitter.

The campaign was launched in May 2014 at the OSAID Leadership Conference with over 250 participants representing secondary schools across Ontario. Social media ambassadors were engaged to deliver a combination of blog posts, Facebook posts, Tweets and an original YouTube video highlighting the campaign and shared through their social channels.

Evaluation: Overall, the Eggs on Weed campaign achieved a win based on analytics. While video views may not be as high as campaigns with large media buys, success was achieved in terms of reaching a mostly Ontario audience within the target age demographic:

- 72% of Canadian website traffic was from Ontario
- 61% of website traffic was from 18-34 year olds.

Within six months of the launch, combined video views equaled over 105K. The website received over 58K page sessions from over 21K users with an average visit of nearly three minutes, indicating a high level of engagement in the content. The ambassador strategy was extremely successful for generating relevant traffic for the campaign. Through nine youth ambassadors there were a total of 3.1M estimated impressions generated for this campaign with over



We suspected that youth would not want to hear about DID from the government or police. Youth confirmed this suspicion during the focus testing.

Alberta
Government

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826K impressions from Twitter alone and an additional 452 Twitter users amplifying our message. The four-week long contest received 252 entries in total, and received nearly 3000 views and over 300 votes.

With behaviour change campaigns, success is hard to measure over a short period of time. Changing behaviour can take decades, as we have seen with past behaviour change campaigns such as quitting smoking and using a seat belt. With consistent and repetitive use of the campaign messaging, we should expect a shift in perception within our target audience over the next several years. Early measurement for success of this campaign means seeing youth share the message and engage in conversations around the possible effects of driving under the influence of cannabis.

Online: www.eggsonweed.ca



Anne Leonard, Arrive Alive
Lisa Thompson, MTO
Andrew Davidson, MTO
Debra Merowitz, MTO



To raise public awareness regarding the risks associated with impaired driving, the SAAQ launched a mass media ad campaign in 2014 that used the legal and financial consequences of drinking and driving as a deterrent.

It's All Tied to One Decision

Société de l'assurance automobile du Québec

Résumé: L'alcool au volant est l'une des principales causes d'accidents au Québec. De 2008 à 2012, chaque année au Québec, les accidents dus à l'alcool ont causé en moyenne 180 décès, 380 blessés graves et 2 020 blessés légers.

Pour sensibiliser la population sur les risques associés à la conduite avec les facultés affaiblies, la SAAQ a déployé en 2014 une campagne dans les médias de masse en utilisant les conséquences légales et financières comme outil de dissuasion. La campagne visait à faire prendre conscience de l'ampleur des conséquences associées à une infraction pour conduite avec les facultés affaiblies afin de dissuader les conducteurs à risque de prendre le volant après avoir consommé de l'alcool.

To raise public awareness regarding the risks associated with impaired driving, the SAAQ launched a mass media ad campaign in 2014 that used the legal and financial consequences of drinking and driving as a deterrent. The campaign sought to make people aware of the scale of the consequences of an impaired driving-related offence, with a view to deterring at-risk drivers from getting behind the wheel after drinking.

Background: Drinking and driving is one of the leading causes of traffic accidents in Québec. Between 2008 and 2012, alcohol-related accidents resulted on average in 180 deaths, 380 serious injuries and 2,020 minor injuries each year.

Thirty-eight percent (38%) of all drivers who died as a result of a traffic accident between 2008 and 2012 had a blood-alcohol concentration over 80 mg per 100 ml (0.08).

In 2012, the cost of compensation for accident victims was estimated at \$90 million and the social costs related to drinking and driving were estimated at \$360 million.

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Objectives:

- To make individuals more aware of the legal and financial consequences of being charged with an alcohol-related driving offence.
- To increase the proportion of drivers who say that they find alternatives to driving when they know they are going to drink alcohol away from home.
- To increase the proportion of drivers who believe that the likelihood of being arrested while driving under the influence of alcohol is high or very high.

Target Audience: Men between 16 and 44.

Background Research Methodology and Findings: A 2005 study by the Université de Montréal found that a good understanding of the legal and financial consequences of drinking and driving helps deter at-risk drivers from driving after having consumed alcohol.

A survey conducted in 2012 highlighted a lack of awareness of the legal and financial consequences of drinking and driving. While Québec drivers clearly understand that offenders will lose their driver's licence, they are not very aware of the other penalties that result from a drinking and driving offence.

A survey conducted in 2013 revealed that one out of every two drivers admits to having driven a vehicle after having had at least one drink and 18% of drivers admit to having driven after having had two or more drinks in the hour before they got behind the wheel.

Educating drivers about the legal and financial consequences of drinking and driving will help them think before getting behind the wheel and make them less certain that they will not be arrested.

Media Strategy:

- 60-second TV commercial broadcast on major French-language television channels in Québec, on Webtélé and on YouTube.
- 30-second radio ad aired on major English-language radio stations in Québec.
- Web banners posted on many popular Québec Web sites.
- Print ad published in daily and weekly newspapers across Québec.
- Publications posted on Facebook and Twitter (including two sponsored publications).
- Press release issued to Québec media.

While Québec drivers clearly understand that offenders will lose their driver's licence, they are not very aware of the other penalties that result from a drinking and driving offence.

Alberta
Government

L'ALCOOL AU VOLANT
**UN GESTE LOURD
DE CONSÉQUENCES**

CE QUI POURRAIT VOUS ARRIVER

- Perte du permis de conduire
- Saisie du véhicule
- Antidémarrreur éthylométrique
- Casier judiciaire
- Prison
- Voyages à l'étranger plus difficiles

LES COÛTS

- De 1700\$ à 13000\$
- Frais d'avocat
- Augmentation de la prime d'assurance automobile privée

LORSQU'ON BOIT, ON NE CONDUIT PAS
Tous les détails à saq.gouv.qc.ca

Société de l'assurance automobile
Québec

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Evaluation: The campaign reached 71% of the Québec population (7 out of 10 people remember having seen or heard the campaign's message). The message conveyed was clear (90% of respondents), drew people's attention (73%), was convincing (79%) and prompted a change in behaviour (56%).

In addition, 38% of respondents considered that the message dealt with issues that concerned them. Of this number, 44% had previously driven after drinking. The message therefore reached the intended audience.

On YouTube, the TV commercial was viewed more than 210,000 times, which makes it one of the most viewed videos on the SAAQ's YouTube page in 2014.

The two sponsored publications that were posted on Facebook were seen by over 500,000 people, generated nearly 4,000 "likes" and 600 comments, and were shared nearly 3,700 times.

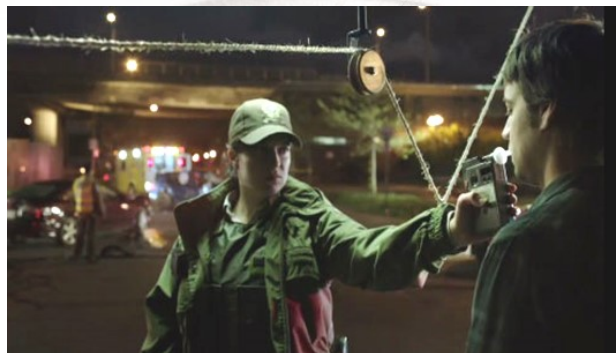
The press release that launched the campaign generated good media coverage. The campaign was picked up by major TV networks (TVA, Radio-Canada, V), several radio stations (98.5, NRJ, 93.3, CKOI, CHOI, etc.) and several news Web sites (e.g. Journal Métro, La Presse, Yahoo actualités, Infopresse). A number of international Web sites and media also mentioned the campaign (Adweek, Tumblr, Campaign Türkiye, etc.).

Online:

FR: www.saaq.gouv.qc.ca/securite_routiere/comportements/alcool/campagne_2014/index.php

EN: www.saaq.gouv.qc.ca/en/road_safety/behaviour/alcohol/2014_campaign/index.php

Eric Lambert
SAAQ



Don't Risk Your Life for a Trivial Message

Société de l'assurance automobile du Québec

Résumé: Au Québec, la distraction au volant est en cause dans près de la moitié des accidents avec dommages corporels. Parmi les différentes sources de distraction, celle qui préoccupe le plus la population est l'utilisation du cellulaire au volant, particulièrement les textos. En effet, depuis 2011, il ressort des sondages postcampagne que 99 % des Québécois considèrent qu'écrire ou lire un message texte en conduisant est assez ou très dangereux.

Pour sensibiliser la population sur les risques associés au texto au volant, la SAAQ a déployé en 2014 une quatrième campagne dans les médias de masse. La campagne visait à faire prendre conscience aux conducteurs qu'aucun message texte n'est assez urgent pour mettre leur vie et celle des autres en danger.

To raise public awareness about the dangers of texting while driving, the SAAQ launched a fourth mass-media campaign on the issue in 2014.

In Québec, distracted drivers are behind nearly half the accidents resulting in bodily injury. The source of distraction that people find most worrying is the use of cell phones behind the wheel and texting in particular. Since 2011, post-campaign surveys have revealed that 99% of Quebecers consider writing or reading text messages while driving to be either quite or very dangerous.

To raise public awareness about the dangers of texting while driving, the SAAQ launched a fourth mass-media campaign on the issue in 2014. The campaign's aim was to make drivers understand that no text message is urgent enough to jeopardize their lives or those of others.

Background: Texting while driving is dangerous: drivers who text while driving are twenty times more likely to be involved in a collision than those who do not. Although they understand the dangers of texting while driving, many drivers still engage in at-risk behaviour. Some people seem "hooked" to their telephone's ring tone. As soon as they hear it, they cannot help but read and answer the text message, even though they are driving.

At this time, the exact number of deaths related to cell phone use while driving is unknown. Police must have compelling evidence to declare cell phone use to be a factor in an accident. That is why cell phone use is very seldom mentioned as a main cause of traffic accidents.

Objectives:

- Reducing the number of drivers who say they read or write text messages while driving.
- Reducing the number of drivers who use cell phones while driving and who cannot resist the urge to read a text message.
- Promoting the Focus Mode mobile application.

Target Audience: Drivers under age 44, particularly 20- to 44-year-olds

Background Research Methodology and Findings: A post-campaign survey conducted in November 2014 on behalf of the SAAQ revealed that:

- 99% of Quebecers consider writing or reading text messages while driving to be either quite or very dangerous;
- 25% of drivers who have a cell phone admit to occasionally texting while driving;
- 56% of drivers who text while driving admit to being unable to resist the urge to read a text message even though they are driving;
- 22% cannot resist answering the text message while driving.

The SAAQ also relied on various Canadian and American studies on the risks of texting while driving, such as a study of heavy vehicle drivers conducted by a team from Virginia Tech in 2009.

Media Strategy:

- A thirty-second TV commercial broadcast on the main Québec French-language television stations, on Webtélé and on YouTube
- Two thirty-second radio ads played on the main Québec French- and English-language radio stations
- Twitter and Facebook messages
- Press releases issued to Québec media



(Continued on page 22)



Since 2011, post-campaign surveys have revealed that 99% of Quebecers consider writing or reading text messages while driving to be either quite or very dangerous.

Alberta
Government

(Continued from page 21)

An awareness-raising tool in the form of a static window cling (for the rear windows of vehicles) was distributed to launch a social movement against texting while driving.

Evaluation: Across all media platforms, the 2014 texting campaign reached 79% of adult Quebecers. Aided awareness of the TV commercial reached 82% in the adult francophone population. It averaged an appreciation rating of 8.5/10.

Eighty-eight percent of respondents found the message to be clear. The message convinced more than 2/3 of respondents (67%) that texting or talking on a cell phone while driving is dangerous. Eighty-one percent of respondents found the message to be attention-grabbing and 80% found it to be convincing on the whole.

The TV commercial was seen 101,500 times on the SAAQ's YouTube channel. As a result of an ad placement on YouTube, the TV commercial was loaded 488,809 times and visitors clicked on the loaded video 69,096 times. The TV commercial was also embedded on various Web sites, which resulted in it being loaded 1,677,848 times. Visitors clicked on the loaded video 46,035 times. Taking into account all sites, 925,146 unique visitors saw the ad on average twice. Furthermore, several comments were left on the SAAQ's Facebook page and Twitter account in response to the TV commercial and radio ads.

A press release was issued to publicize the campaign. Press coverage was heavy and especially positive. Several interview requests were made in the days that followed.

Online:



FR: www.saaq.gouv.qc.ca/securite_routiere/comportements/distraction/cellulaire_texto/campagne_2014/index.php

EN: www.saaq.gouv.qc.ca/en/road_safety/behaviour/distraction/cell_phone/2014_campaign/index.php

Marlène Gagné

Photo Contest Winner

*Congratulations to
Nicole Cotterill with
Alberta
Transportation!*



*Félicitations à Nicole
Cotterill, de chez
Alberta
Transportation !*

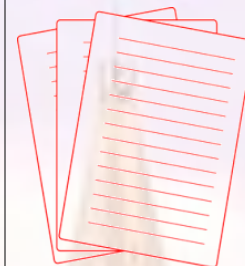


Congratulations to Nicole Cotterill, Marketing Coordinator of the Office of Traffic Safety with Alberta Transportation on their winning submission "When Eyes Lock, it's Safer to Walk." These images were part of a traffic safety campaign launched in November 2014, focused on pedestrian safety. The photo will be featured at the 2015 CARSP Conference and Nicole will receive a certificate of recognition.

Félicitations à Nicole Cotterill, coordonnatrice marketing au Service de la sécurité routière chez Alberta Transportation, pour avoir gagné le concours avec le document de la campagne : « When Eyes Lock it's Safer to Walk » (Avec le contact visuel, c'est plus sûr de traverser). Ces images ont été tirées d'une campagne de sensibilisation lancée en novembre 2014 axée sur la sécurité des piétons. La photo sera présentée lors de la Conférence ACPSER 2015 et Nicole recevra un certificat de reconnaissance.

Call for Student Papers

Deadline: March 20, 2015



Students are invited to submit papers on a road safety topic for presentation at the 2015 CARSP conference.

Road Safety—The Road Ahead

25th CARSP Conference

Ottawa, ON, May 27-30, 2015

Students are invited to submit papers on a road safety topic for presentation at the 2015 conference.

Theme

The theme for this year's conference "Road Safety: The Road Ahead" was chosen to recognize the significant strides Canada has made in road safety, where action is still needed, and the challenges and opportunities Canada will face tomorrow.

Paper Stream Choices

- Policy and Practice
- Research and Evaluation

Monetary Awards

Authors of the top three papers will receive the following monetary awards:

\$1000 for first place

\$600 for second place

\$400 for third place

Plus free conference registration and **\$1,000** for travel expenses.

Submit online!

Complete the form and upload your documents:

<http://www.carsp.ca/carsp-conference/carsp-conference-xxv/call-for-student-papers/>

Sponsored by the Insurance Bureau of Canada, the Canadian Road Safety Youth Committee and CARSP. Winning papers are to be presented at the 25th CARSP Conference, Ottawa, ON, May 27-30, 2015. Contact chair@youthroadsafety.ca for more information.



Les étudiants sont invités à soumettre leurs articles sur un sujet touchant la sécurité routière afin d'en faire la présentation dans le cadre de la réunion de 2015.

Demande d'articles rédigés par un(e) étudiant(e)

Date limite le 20 mars, 2015

Sécurité routière : en route vers l'avenir

25e Conférence ACPSER

27 au 30 mai 2015, Ottawa, ON

Les étudiants sont invités à soumettre leurs articles sur un sujet touchant la sécurité routière afin d'en faire la présentation dans le cadre de la réunion de 2015.

Thème de cette année

Le thème pour la conférence de cette année « Sécurité routière : en route vers l'avenir » a été choisi afin de souligner l'apport significatif du Canada à la sécurité routière, ainsi que les actions à entreprendre afin de faire face aux enjeux et aux défis qui seront posés au Canada dans l'avenir.

Choix de volet pour les articles

- Volet « Politiques et pratiques » (Nouveau)
- Volet « Recherche et évaluation » (anciennement le volet technique)

Prix pécuniaires

Les auteurs des trois meilleurs articles se mériteront les prix suivants :

- Premier prix : **1 000 \$**
- Deuxième prix : **600 \$**
- Troisième prix : **400 \$**

De plus, l'inscription gratuite à la conférence et **1 000 \$** en frais de déplacement.

Soumission en ligne!

Complétez le formulaire et téléchargez vos pièces jointes. (Nouveau)

<http://www.carsp.ca/fr/carsp-conference/carsp-conference-xxv/call-for-student-papers/>

Commandité par le Bureau d'assurance du Canada, le Comité Canadien de la Jeunesse pour la Sécurité Routière et ACPSER. Les présentations auront lieu lors de la 25e Conférence canadienne multidisciplinaire en sécurité routière 27 au 30 mai 2015, Ottawa, ON. Contacter chair@youthroadsafety.ca pour plus d'informations.

Hosting a CARSP Conference

CARSP is looking for a local hosting committee to help organize a high quality road safety conference in 2016.

CARSP is dedicated to enhancing road safety internationally, nationally and at the local level by providing access to multi-disciplinary information, research and networking opportunities.

The annual CARSP conference (formally CMRSC) is held to share research and policy initiatives with other multi-disciplinary road safety professionals. The conference attracts attendees from across Canada as well as internationally.

Advantages of Hosting the Conference

The local hosting committee has the opportunity to highlight local road safety programs and research and to use the conference to pull together regional road safety partners. There is also an opportunity for local businesses to provide information to a national target group.

What is Involved in Hosting the Conference

The local hosting committee works with the CARSP board of directors in defining the local venue, menus, the scientific program, finding sponsors and other local events. A manual has been produced by CARSP to assist local hosting committees. The web site to support the conference as well as other logistics and seed funding is provided by CARSP.

How to Get Started

A local hosting committee should consider finding other local partners to assist in distributing the workload. Consideration should also be given to identifying key funding sources, such as Ministry of Transportation, Insurance Agencies or Road Construction Firms.

Contact CARSP to make your intentions known so that your jurisdiction may be considered as host of the 2016 conference or to get additional information on conference hosting. (carssp@cogeco.ca).

Brenda Suggett
CARSP



CARSP is looking for a local hosting committee to help organize a high quality road safety conference in 2016.





L'ACPSE est à la recherche d'un hôte conjoint pour l'organisation d'une conférence de haute qualité sur la sécurité routière en 2016.

Recherche d'un hôte conjoint pour une conférence ACPSE

L'ACPSE est à la recherche d'un hôte conjoint pour l'organisation d'une conférence de haute qualité sur la sécurité routière en 2016.

L'ACPSE est dévouée à l'amélioration de la sécurité routière tant à l'échelle internationale, nationale que locale en assurant à ses membres l'accès à de l'information et de la recherche multidisciplinaires ainsi qu'à des opportunités de réseautage.

La conférence de l'ACPSE (précédemment la CCMSR) a lieu annuellement afin de permettre aux membres de partager leurs initiatives en recherche, politiques et pratiques avec d'autres professionnels en sécurité routière provenant de diverses disciplines. Les participants à la conférence viennent de partout au Canada ainsi que d'autres pays.

Les avantages d'organiser une conférence

L'hôte conjoint bénéficie d'une opportunité pour mettre l'accent sur les programmes et les recherches locaux en sécurité routière. L'organisation de la conférence peut aussi être l'occasion de rassembler les divers partenaires en sécurité routière locaux et régionaux. De plus, la conférence permet à des entreprises locales de diffuser de l'information à un niveau national.

Qu'est-ce que l'organisation de la conférence implique ?

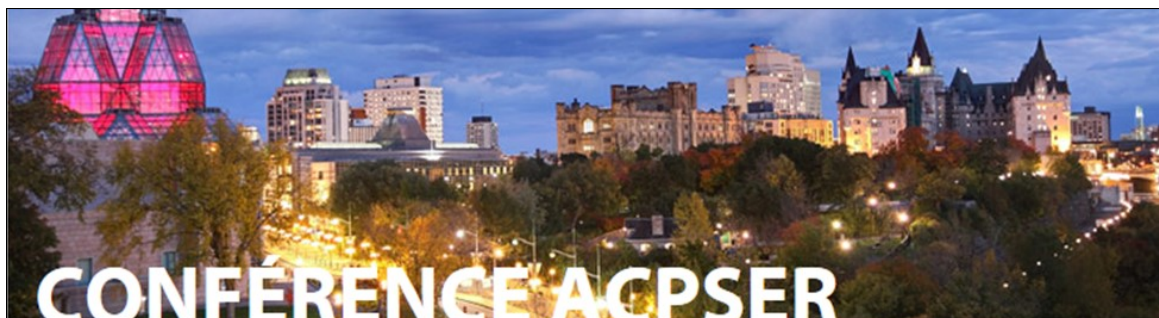
L'hôte conjoint forme un comité organisateur local qui travaille de concert avec le conseil d'administration de l'ACPSE pour choisir le lieu de la conférence ainsi que les menus, le programme scientifique, les commanditaires et les événements locaux. Un manuel a été rédigé par l'ACPSE afin d'aider les comités organisateurs locaux. L'ACPSE s'occupe du site web de la conférence, de certains détails logistiques et du financement de démarrage.

Par où commencer ?

Un comité organisateur local devrait trouver d'autres partenaires locaux qui pourront les aider lors de la distribution des tâches. Le comité organisateur local devrait aussi identifier des sources de financement comme le ministère des Transports, des compagnies d'assurances ou des firmes d'ingénierie ou de construction de routes.

Veuillez aussi contacter l'ACPSE pour faire connaître votre intérêt afin que votre juridiction soit considérée pour l'organisation de la conférence 2016 ou pour obtenir plus d'informations sur l'organisation de la conférence. (carsp@cogeco.ca)

Brenda Suggett
ACPSE



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Next Issue

2015 marks the 30 year anniversary of CARSP. The 25th CARSP Conference will look at Road Safety—The Road Ahead, while the next issue of the Safety Network Newsletter will look at the road behind us, by featuring the first 30 years of CARSP: founding and key members, history of the conference, a CARSP timeline, and other articles. Please contact Rebecca Peterniak (chair@youthroadsafety.ca) if you would like to contribute to this issue. Articles are due April 1, 2015, should be between 300 and 500 words, and accompanying pictures and graphics are encouraged.

Prochain Numéro

Cette année marque le 30^e anniversaire de l'ACPSPER. La 25^e Conférence de l'ACPSPER aura pour thème « Sécurité routière : en route vers l'avenir », alors que la prochaine édition du Réseau-sécurité fera le point sur le chemin parcouru, en remémorant les 30 années de l'association : origine et membres fondateurs, historique de la conférence, les jalons importants, et d'autres articles. SVP contactez Rebecca Peterniak (chair@youthroadsafety.ca) si vous souhaitez contribuer à cette édition. Les articles doivent être acheminées avant le 1^{er} avril 2015, doivent contenir entre 300 et 500 mots et l'ajout de photos et de figures est encouragé.