



Insurance
Travel
Roadside
Rewards

Advocating for safer roads

Advocacy, Partnerships and Programming

CARSP Conference
May 28th, 2015





Insurance
Travel
Roadside
Rewards

About CAA

- Canada's premier road safety advocacy organization for motorists with over six (6) million Members across the nation
- Not-for-profit auto club offering roadside services, automotive care, travel and insurance
- 9 Clubs across the country





Insurance
Travel
Roadside
Rewards

CAA advocacy

- CAA has been advocating on traffic safety, mobility, transportation, infrastructure and consumer protection since 1903
- As our infrastructure has evolved, so has our advocacy. We advocate for things such as dedicated infrastructure funding, towing regulations and stiffer penalties for distracted driving



1903: Twenty-seven avid motorists gather to form the first automobile club in Canada, the Toronto Automobile Club, at the Queen's Hotel to advocate for the rights of motorists and new automobile laws.



Insurance
Travel
Roadside
Rewards

Our role in reducing distracted driving

2006

Through a private members bill, asked for a ban on cell phone/portable equipment use by novice drivers while operating a vehicle

2009

Supported introduction of provincial legislation banning mobile device use while operating a vehicle

2012

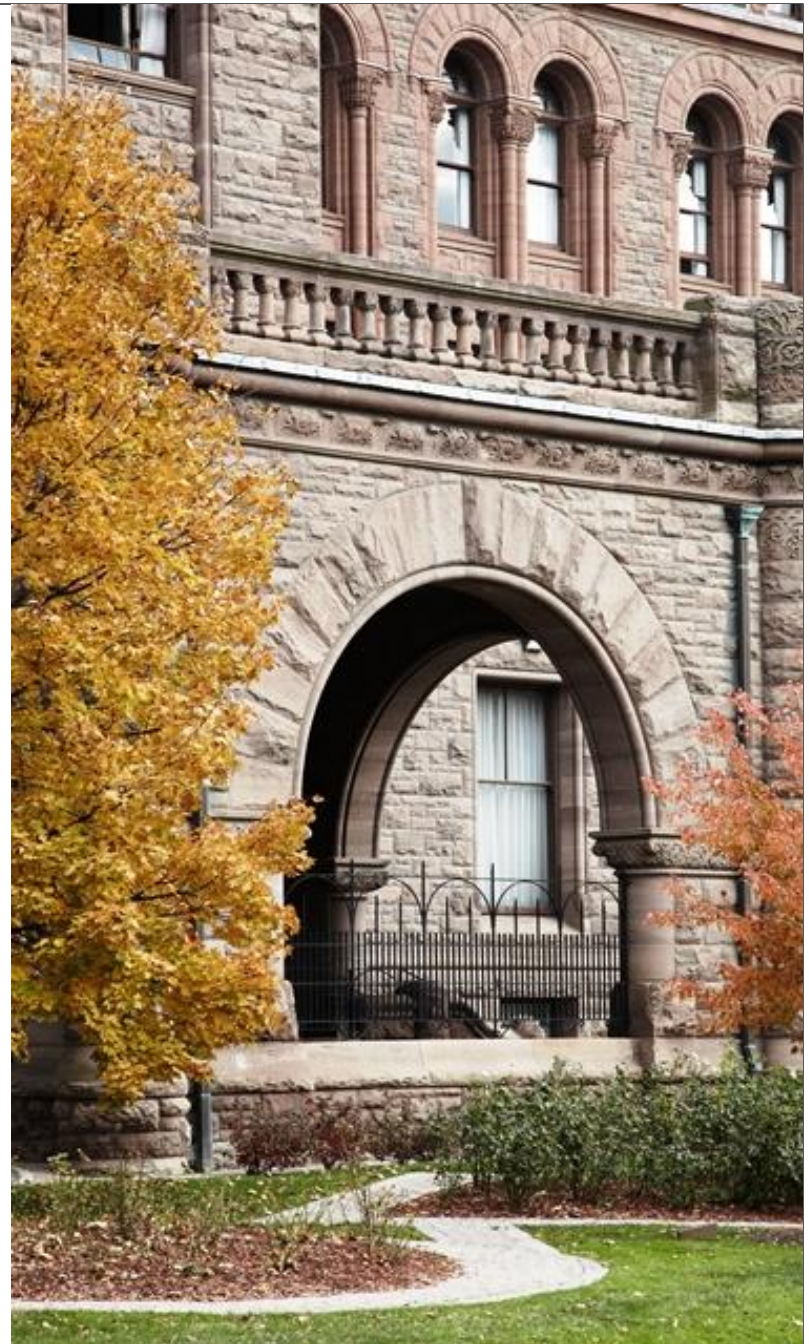
CAA Traffic Coalition launches annual distracted driving campaign reminding drivers to focus on the road

2014

Supported the introduction of Bill 31 'Making Ontario's Roads Safe Act'

2015

Continual collaboration with MTO on Bill 31. Awareness safety campaign launching over the summer.





Insurance
Travel
Roadside
Rewards

Why do we care?

- Represent over two (2) million Members in Ontario
 - One (1) in four (4) households
 - One (1) in five (5) people hold a CAA Membership
- Distracted drivers endanger all road users
- Laws, enforcement and public education are all part of the solution

“Distracted driving deaths likely to surpass impaired driving deaths for 7th consecutive year”
(OPP)



Insurance
Travel
Roadside
Rewards

They agree...

Members raise concerns about drivers' lack of attention on the road:

- **91%** support increasing distracted driving penalties
- **86%** agree that higher penalties will help deter distracted driving
- Distracted driving ranks as one of Ontario's **top three (3)** transportation issues.



Insurance
Travel
Roadside
Rewards

CAA Traffic Safety Coalition

- Formed in 2011 with a mandate to develop road safety initiatives

Coalition focus:

- Develop traffic safety-based strategies and initiatives
- Build a safer Ontario through collaboration, innovation, education, infrastructure and enforcement





Insurance
Travel
Roadside
Rewards

caasco.com/focus

Focus on the road

- Annual distracted driving awareness campaign educating drivers about the range of distractions that lead to collisions
- Emotionally charged; relating to life's best moments one would not want to miss
- Key areas of focus:
 - Engagement
 - Partnerships
 - Promotional outreach





Insurance
Travel
Roadside
Rewards

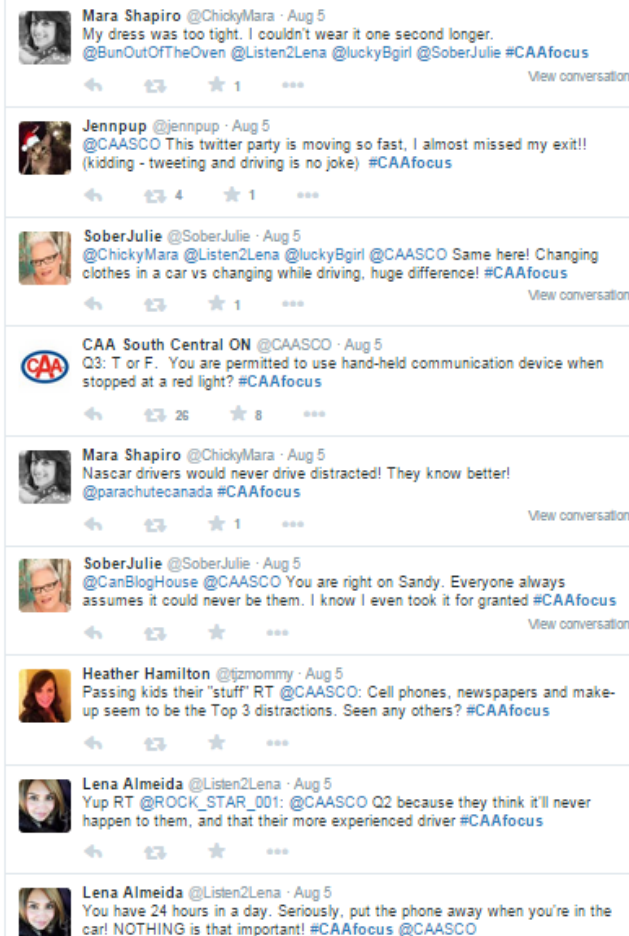
How do we do it?

Engagement:

Online promise to focus on the road,
sharable via social media

Twitter Party

- #CAAFocus tag appeared more than **12.2 million** times, making it one of the most popular Twitter events so far for CAA SCO
- **No. 1** trending topic in Canada for hours after the event
- **4,738 tweets, 372 contributors**





PROMISE TO
FOCUS
ON THE ROAD

Join CAA's
Distracted Driving
Twitter Party

Use hashtag **#CAAFocus** to join
the conversation and win great prizes!

August 5 between 12-1 p.m. EST



Insurance
Travel
Roadside
Rewards

How do we do it?

Partnerships

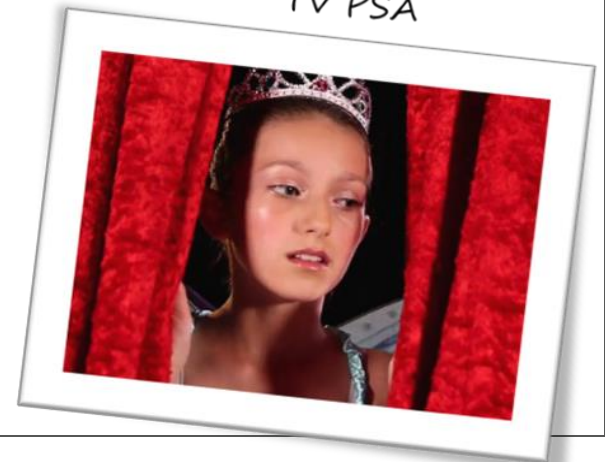
Leverage external & internal stakeholder communication channels to promote campaign messaging:

- ETR 407 newsletters and Police services across Ontario
- CAA Insurance, CAA Roadside Assistance, CAA Driver Training, CAA Stores

Promotional outreach

- Brochure
- TV PSA
- Radio PSA
- CAA Magazine

TV PSA





Insurance
Travel
Roadside
Rewards

How do we do it?

Promotional outreach

- **Media event** campaign kick off with coalition partners
- In 2014, YRP and TPS conducted a blitz on Steeles Ave. targeting distracted drivers
- Media coverage: **CP24, City TV, 680 News, AM640, CTVNews Toronto, CBC Radio & TV, Fairchild TV, Global TV, Newstalk 1010, AM800, Epoch Times, New Tang Dynasty TV**

*Media coverage:
267 stories in total*






Insurance
Travel
Roadside
Rewards


How do we do it?

Promotional outreach

- Blog ambassadors & stories:
 - CAA Daily Boost
 - Yummy Mummy
 - Momstown
- Parents Canada
- Facebook & Twitter
- CAA e-letters

 **CAA South Central Ontario**
July 30 · 🌐

"For my friends, my family and my future."



Know the risks. Drivers who text are 23x more likely to crash!
Make your promise to focus on the road.

Focus On The Road
This summer, make the promise. Put down the phone and concentrate on the road when you're behind the wheel. Let's end distracted driving.
CAASCO.COM

165,440 people reached

Like · Comment · Share · 👍 538 💬 20 ➦ 140



Insurance
Travel
Roadside
Rewards

Benefits of partnerships:

- Knowledge sharing & continuous learning
- Subject matter experts, lends credibility to output
- Optimizing audience reach beyond what one could accomplish
- Unique partnerships and alliances with respected stakeholders build brand creditability
- Networking opportunities, expanding our partnership portfolio and future joint venture prospects

∴ Best practices shared with other CAA club across Canada.



Insurance
Travel
Roadside
Rewards

Lessons learned

- Stats and scare tactics don't resonate with people. Focus on emotions, the 'it' factor
- Traditional vs. social media. Find that right balance
- Difficult to measure awareness
- Plan ahead
- Adapt your messaging to upcoming events or time of year
- It takes commitment





Insurance
Travel
Roadside
Rewards

Contact Information

Teresa Di Felice

*Director, Government &
Community Relations and
Driver Training*

CAA South Central Ontario

email: tdf@caasco.ca

phone: 905-771-3394

