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SAFE, SAFER, SAFEST

ROAD SAFETY VISION 2010



CCMTA • CCATM

CANADIAN COUNCIL OF MOTOR TRANSPORT ADMINISTRATORS
CONSEIL CANADIEN DES ADMINISTRATEURS EN TRANSPORT MOTORISÉ

Canada

ROAD SAFETY VISION 2010 IS CANADA'S NATIONAL ROAD

8 Deaths — 600 Injuries

These are sobering numbers.

The good news is that safety on our roads is improving. Since 1984, deaths resulting from traffic collisions have decreased by 33% and serious injuries have declined by 35%.



But if we want to have the safest roads in the world, we have to do more. Right now, Canada ranks 10th – behind such countries as the United Kingdom, Sweden and the current leader, the Netherlands. Each of these countries has ambitious road safety plans with specific targets.

Canada has established targets, too. Our main target is another 30% decrease in the number of deaths and serious injuries by 2010. This translates into 900 lives saved and 5,550 fewer seriously injured people each year.

The plan has specific sub-targets as well. These sub-targets are concerned with various issues that contribute to deaths and injuries on our roads. For example, one of the sub-targets calls for at least 95% of all motor vehicle occupants to wear **seat belts** or to be properly secured in appropriate **child seats**.

SAFETY PLAN. ITS GOAL IS TO MAKE CANADA'S ROADS THE SAFEST

Injuries — 1,600 Crashes

WHAT WE'RE DOING

Together the federal, provincial and territorial governments, along with the police and other road safety organizations are working to promote our collective mission of making our roads the safest in the world by reducing deaths and injuries.

We're working to tackle the issues of seat belt use, impaired driving and excessive speed. We also work together to raise public awareness, particularly through promotional campaigns and through special events such as Canada Road Safety Week in May and Operation Impact in October.

Working through the Canadian Council of Motor Transport Administrators (CCMTA), we share information and the results of our individual research efforts and we cooperate on identifying new areas for study and analysis such as new standards for child car seats.

We work closely with police services across the country to combine education and enforcement efforts with regard to seat belt and child car seat use, drinking and driving, intersection safety and speed-related enforcement. We also work together on gathering and sharing collision data so we can see what progress we're making and where we need to refocus our efforts.

At the provincial and territorial level, we're working with government departments, police and the private sector to identify local issues and the appropriate measures to tackle them. Activities vary, from staging road checks, to visiting schools, to producing brochures or media ads to participating in community events. Every day we're looking for ways to transmit road safety messages and to get road users to commit to the idea of making our roads the safest in the world.

*Information from Transport Canada



Road Safety Vision 2010

Making Canada's Roads the Safest in the World

T IN THE WORLD. **EVERY DAY** ON CANADA'S ROADS T

shes & \$27,000,00

WHAT CAN YOU DO?

We all have our part to play to make our rural and city roads safer. As a road user, you can follow some basic rules of the road and stick to them, every trip, all the time.

- > Don't drive while impaired by alcohol, drugs or fatigue. You probably already know about the dangers of drinking and driving and the importance of having a designated driver. However, going without sleep for 19 hours can cause impairment equal to a blood-alcohol reading of .08. If you are significantly fatigued, you are impaired. Don't drive. Rest.
- > Always wear your seat belt, ensure all your passengers are wearing their seat belts and that children are correctly secured in appropriate child seats. The latest national figures show that 39% of occupants, who were killed in motor vehicle collisions and 18% of those who were seriously injured, were not wearing their seat belts. If you're not wearing your seat belt, what's holding you back?
- > Don't speed and when conditions warrant, go slower than the posted limit. Speed is a major contributing factor to the severity of a collision and is a factor in approximately 20% of fatal collisions. In particular, reduce speed in rain, snow, fog or slippery conditions.
- > Be extra careful at intersections. Know who has the right of way but be prepared for those who may fail to yield. More than 30% of collision fatalities take place at intersections. Speed is often a factor. Stay alert, slow down if appropriate and never speed up when the light turns amber.
- > Be alert for motorcycle riders, bicyclists and pedestrians, particularly at night. The latest figures show that almost 23%



HERE ARE:*

0 Cost to Society.

of collision fatalities involve these types of vulnerable road users. That's more than 600 deaths and almost 60% of them are pedestrians. If you are a pedestrian, cross only at intersections, if there is no sidewalk stay on the left-hand side of the road so you can observe on-coming traffic and wear reflective clothes at night.

- > Pay attention. An estimated 20–30% of collisions involve driver distraction. Outside distractions can range from scenic views to watching for a particular address. Distractions inside a vehicle range from conversations with passengers or dealing with small children, to the use of technology like CD and MP3 players, cell phones or navigation systems. Train yourself to stay focussed upon the complex task of driving, instead of being driven to distraction.
- > Approximately 20% of all traffic fatalities involve commercial vehicles. Remember that big trucks have blind spots on each side, behind and in front. If you can't see the driver in his or her side mirror, the driver probably can't see you.

HOW YOU CAN LEARN MORE

We need your commitment and involvement to make our roads safe. Follow the rules of the road and encourage your family members, friends and neighbours to do the same. To learn more about Road Safety Vision 2010 and its national target and sub-targets or what is happening in your community, contact your federal, provincial or territorial government or the Canadian Council of Motor Transport Administrators. A complete list of contacts is available at:

www.roadsafetyvision.ca or call
1-800-333-0371 – Transport Canada

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