

Media Release

Ontario Police Chiefs Launch Annual Drive Safe! Campaign

It's a Fact. Distracted Driving Ruins Lives. Drive Safe.

For Immediate Release: May 14, 2019

(Toronto, ON) – As part of the national Road Safety Week and Ontario's Police Week, the Ontario Association of Chiefs of Police (OACP) today launched its 2019 *Drive Safe!* Campaign, a Province-wide initiative designed to support our police services as they strive to keep our roadways among the safest in North America. This year's theme is "*Distracted Driving Ruins Lives. Drive Safe.*"

"We can be proud of Ontario's accomplishments in making our roads and highways safe. But distracted driving remains one of the leading causes of collisions, injuries, and deaths on our roadways," said Chief Superintendent Chuck Cox (OPP), Co-Chair of the OACP Traffic Committee. "Every day, our police officers have to deal with the consequences of people getting behind the wheel and taking their attention away from the road. Reading, eating, using your phone or GPS, all these things can cause distracted driving. Don't do it. Drive safe."

The 2019 *Drive Safe!* (#DriveSafe) campaign features a booklet with information designed to make motorists, cyclists, and pedestrians more aware of what distracted driving is, the consequences of driving while distracted, and tips on how to avoid being distracted while on the road.

Research has shown that distracted drivers are three times more likely to be in a crash than attentive drivers. A shocking 80% of collisions and 65% of near crashes have some form of driver inattention as contributing factors.

"During Road Safety Week, the OACP and Ontario police services are joining a national effort to urge motorists to think before they drive," said Superintendent Scott Baptist (Toronto PS), Co-Chair of the OACP Traffic Committee. "The message is simple: resolve to do your part in putting an end to any form of distracted driving."

The OACP launched the *Drive Safe!* Campaign during Ontario's Police Week as a way to honour the women and men who work tirelessly to keep our roadways safe.

The 2019 OACP Drive Safe! Campaign is supported by the following community partners: Accident Support Services International, Canadian Tire Corporation, Canpar Express, ArriveAlive.org, Liquor Control Board of Ontario (LCBO), Lyft, Smart Serve Ontario, The Beer Store, and Trillium Gift of Life Network.

-30-

Follow our event on Twitter at #DriveSafe

Police Week: #PoliceWeekON

Canada Road Safety Week: #NationalRoadSafetyWeek



**For more information,
contact:**

Joe Couto

Director of Government
Relations & Communications
T. (416) 926-0424 ext. 22
C. (416) 919-9798
E. media@oacp.ca

Twitter: [@OACPOfficial](https://twitter.com/OACPOfficial)

Facebook:
<http://facebook.com/OACPOfficial>

Instagram: [@OACPOfficial](https://www.instagram.com/OACPOfficial)

YouTube:
<http://youtube.com/OACPOfficial>

**The Ontario Association of
Chiefs of Police is the voice
of Ontario's Police Leaders**

*Members of the
Ontario Association of Chiefs
of Police
Serve their communities
As the senior police leaders in
municipal, regional, provincial
National, and First Nations
police services across Ontario*