

Media Release

Ontario's Police Leaders Launch "Share the Road" *Drive Safe!* Campaign

For Immediate Release: May 17, 2017

(Ottawa, ON) – Ontario's police leaders today launched the 2017 *Drive Safe!* R.I.D.E Campaign in the nation's capital and urged Ontarians to join the fight to keep our roadways among the safest in North America. The Ontario Association of Chiefs of Police (OACP) kicked off the campaign by reminding Ontarians to "Share the Road", with a particular emphasis on the following key areas:

- Be aware of Ontario's "Move Over" legislation (which requires motorists to pull over to allow emergency vehicles to get by),
- Share the road with cyclists,
- Make sure pedestrians are safe, and
- Look out for tow truck personnel at collision scenes.

The 2017 *Drive Safe!* R.I.D.E. Campaign features a booklet with information on what it means to share the road and information from *Drive Safe!* Campaign partners to help Ontarians make the right choices when it comes to their driving choices.

"Our roads and highways are among the safest in North America. But far too many people are still seriously injured and even killed on Ontario roads," said Superintendent Gord Jones (Toronto Police Service), OACP Traffic Committee Co-Chair. "It's important that everyone – drivers, cyclists, and pedestrians – share the road."

The *Drive Safe!* Campaign supports the efforts of police services and the Government of Ontario to promote road safety throughout the year.

In 2013, Ontario's injury rate (62.1 per 10,000 licensed drivers) was the lowest in Canada and the province's fatality rate (0.54 per 10,000 licensed drivers) was the second lowest in all of North America. Yet in 2014, 94 pedestrians died in Ontario due to road accidents and 3,523 pedestrian were injured – 19.5 per cent of all road fatalities for the year and 13.4 per cent of all injuries. When it comes to cyclists, a total of nine fatalities and 1,713 injuries occurred during the same period.

According to Chief Superintendent Chuck Cox (Ontario Provincial Police), Co-Chair of the OACP Traffic Committee, one of the campaign's focus is to make motorists aware of Ontario's "Move Over" law.

"Stay focused on your surroundings. Protect those that help protect you and your loved ones. Move over or slow down and proceed with caution when passing an emergency vehicle or tow truck parked on the side of the highway with its emergency lights activated. Let's ensure everyone gets home safely." said Cox.

The 2017 OACP *Drive Safe!* Campaign is supported by the following community partners: Accident Support Services International Inc., ArriveAlive.org, Insurance Brokers Association of Ontario, The Beer Store, Honda Canada, Canadian Tire, Insurance Bureau of Canada, Molson Coors, Ontario Ministry of Transportation, Smart Serve Ontario, and VIA Rail Canada.



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To download our new
Drive Safe! booklet,
visit www.oacp.ca

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Association of Chiefs of
Police serve their
communities as the senior
police leaders in municipal,
regional, provincial, national,
& First Nations police
services across Ontario.*

Quotes

“Ensuring the safety of some of our most vulnerable road users is of the upmost priority. Pedestrians, seniors, cyclists, and first responders deserve tough laws and strong enforcement, supported by the OACP and our other valuable road safety partners. We stand committed in supporting this year’s *Drive Safe!* Campaign and urge everyone to spread the message to share the road, safely!”

The Honourable Steven Del Duca
Ontario Minister of Transportation

“The *Drive Safe!* Campaign brings much-needed awareness to the issue of road safety. Being aware of what is happening around you – whether you are a motorist, a cyclist, or a pedestrian – is common sense. That means focusing on the task at hand, and avoiding distractions. We are all safer when we make good choices.”

The Honourable Marie-France Lalonde,
Minister of Community Safety and Correctional Services

“Tragedies on our roadways are preventable. We need to be mindful of the other vehicle, the cyclist beside us, and the pedestrian crossing the street. We can make our roadways the safest in North America.”

Chief Charles Bordeleau
President, the Ontario Association of Chiefs of Police