

## 2007 CALENDAR OF ROAD SAFETY EVENTS

# JANUARY

<p><b>Snowmobile Safety Week</b> January 14–20, 2007 Ontweio Federation of Snomobile Clubs (through the International Snomobile Manufacturers Association) Tel: (705) 739–7669</p>	<p><b>Road Safety Messages on Changeable Highway Message Signs</b> Ongoing Ontario Ministry of Transportation (416) 235–3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Road Safety Community Partnership Program</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235–3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>
<p><b>Project Red Ribbon</b> November to January MADD Canada <a href="http://www.MADD.ca">www.MADD.ca</a></p>	<p><b>Provincial RIDE Campaign</b> November to January Ontario Association of Chiefs of Police (705) 946–6389</p>	<p><b>School Safety: School transportation safety campaign</b> January 29 – February 9<sup>th</sup> ATEQ, SAAQ, MTQ, CTQ, police Tel: 418) 528–3990 Fax: 418) 643–7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>
<p><b>Road Safety: Year of Road Safety</b> January to December SAAQ, MTQ, MSP and police Tel: 418) 528–3990 Fax: (418) 643–7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>	<p><b>Snowmobile Safety Campaign</b> Alberta Office of Traffic Safety Tel: (780) 422–8839 Fax: (780) 422–3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Alberta Snowmobile Association</b> 11759 Groat Road Edmonton, AB T5M 3K6 Tel: (780) 427–2695 Fax: (780) 415–1779 <a href="http://www.altasnowmobile.ab.ca">www.altasnowmobile.ab.ca</a></p>
<p><b>ATV Safety</b> (in conjunction with Snowmobile Safety Campaign) Alberta Office of Traffic Safety Tel: (780) 422–8839 Fax: (780) 422–3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Impaired Driving Campaign</b> Alberta Office of Traffic Safety Tel:(780) 422–8839 Fax: (780) 422–3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>PARTY Program</b> (On-going September – June), Nova Scotia Health Promotion &amp; Protection Tel: (902) 424–6964 <a href="mailto:greenmx@gov.ns.ca">greenmx@gov.ns.ca</a></p>
<p><b>International Snowmobile Week</b> 2<sup>nd</sup> Week of January Saskatchewan Safety Council Tel: (306) 757–3197 Fax: (306) 569–1907 <a href="http://www.sasksafety.org">www.sasksafety.org</a> Sask. Snowmobile Association Tel: (306) 729–3500 Fax: (306) 729–3505 <a href="http://www.sasksnowmobiling.sk.ca">www.sasksnowmobiling.sk.ca</a></p>	<p><b>Impaired Driving Consequences Restobars Campaign</b> All month Saskatchewan Government Insurance Tel: (306) 751–1319 Fax: (306) 757–7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>Speed-Too Fast for Conditions Public Awareness Ad Campaign</b> January 8 – February 4 Manitoba Public Insurance Tel: (204) 985–7199 Fax: (204) 985–7652 <a href="http://www.mpi.mb.ca">www.mpi.mb.ca</a></p>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

# JANUARY

### **Impaired Driving TV Commercial**

January 22 – begin March

Creative: MADD

Media Buy: MPI

Tel: (204) 985-7199

Fax: (204) 985-7652

[www.madd.ca](http://www.madd.ca), [www.mpi.mb.ca](http://www.mpi.mb.ca)

### **Back to School Flashing Light/Drive-by Program**

Week of January 6<sup>th</sup>

PEI Highway Safety

Tel: (902) 368-5219

Fax: (902) 368-5236

[www.gov.pe.ca](http://www.gov.pe.ca)

### **Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses**

Ongoing

PEI Highway Safety Division

Tel: (902) 368-6225

Fax: (902) 368-5236

[www.gov.pe.ca](http://www.gov.pe.ca)

### **Integrated Traffic Check Stops**

Ongoing

PEI Highway Safety Enforcement,  
RCMP and Municipal Police.

Tel: (902) 368-5219

Fax: (902) 368-5236

[www.gov.pe.ca](http://www.gov.pe.ca)

### **Roadside Public Awareness Messages**

Ongoing

PEI Highway Safety Division

Tel: (902) 368-5227

Fax: (902) 368-5236

[www.gov.pe.ca](http://www.gov.pe.ca)

### **Safety Media Advertising Campaigns**

Ongoing

PEI Highway Safety Division

Tel: (902) 368-5227

Fax: (902) 368-5236

[www.gov.pe.ca](http://www.gov.pe.ca)

## 2007 CALENDAR OF ROAD SAFETY EVENTS

# FEBRUARY

<p><b>Road Safety Messages on Changeable Highway Message Signs</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Road Safety Community Partnership Program</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Road Safety: Cell phone while driving ad</b> February MTQ, SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>
<p><b>Auto Crime Campaign</b> February 1 – 28 Insurance Corporation of British Columbia Tel: 604 982-4362 <a href="http://www.icbc.com">www.icbc.com</a></p>	<p><b>Collision Prime Time Radio Commercials</b> Alberta Office of Traffic Safety Tel:(780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Long Weekend campaign Radio and TV close caption</b> February 15 – 19 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>
<p><b>Impaired Driving Radio Advertising</b> February 19 – 28 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>“Safety Tips” Radio Campaign</b> February 19 – 28 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>Impaired Driving Consequences Restobars Campaign</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>
<p><b>Roadside Public Awareness Messages</b> Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 <a href="http://www.gov.pe.ca">www.gov.pe.ca</a></p>	<p><b>Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses</b> Ongoing PEI Highway Safety Division Tel: (902) 368-6225 Fax: (902) 368-5236 <a href="http://www.gov.pe.ca">www.gov.pe.ca</a></p>	<p><b>Safety Media Advertising Campaigns</b> Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 <a href="http://www.gov.pe.ca">www.gov.pe.ca</a></p>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### MARCH

<p><b>Road Safety Messages on Changeable Highway Message Signs</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Road Safety Community Partnership Program</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Creating Social Norms in Road Safety Seminar</b> March 22-23 Road Safety Partners of Ontario <a href="http://www.roadsafe.ca">www.roadsafe.ca</a></p>
<p><b>Road Safety: Banner "Un accident ça frappe...ça frappe beaucoup de monde"</b> [accidents hit hard, not merely the victims but also the people close to them] March 12 - 8 SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>	<p><b>Road Safety: Radio campaign on alcohol, speeding, drugs</b> March 12 - April 8 SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>	<p><b>Child Traffic Safety: Bicycle/Helmet Campaign</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>
<p><b>Collision Prime Time Radio Commercials</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Alcohol is Alcohol Social Marketing Campaign Launch</b> Tel: (902) 424-8030 <a href="http://www.gov.ns.ca/news/details.asp?id=20070227001">www.gov.ns.ca/news/details.asp?id=20070227001</a></p>	<p><b>Nova Scotia Child Safety Seat Coalition Meeting</b> Tel: 1-866-288-1388 <a href="http://www.childsafetylink.ca">www.childsafetylink.ca</a></p>
<p><b>Driver Distraction campaign: radio (all month) and TV</b> March 1 - 25 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>Impaired Driving Consequences Restobars Campaign</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>National Farm Safety Week</b> 2<sup>nd</sup> week in March Saskatchewan Safety Council Tel: (306) 757-3197 Fax: (306) 569-1907 <a href="http://www.sasksafety.org">www.sasksafety.org</a></p>

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### MARCH

<p><b>Impaired Drivin: Radio advertising</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>Brain Awareness Week</b> 3<sup>rd</sup> week in March Saskatchewan Neuroscience Network College of Medicine University of Saskatchewan Tel: (306) 966-4092</p>	<p><b>Impaired Driving Awareness Week</b> 2<sup>nd</sup> week in March SADD Tel: (306) 757-5562 Fax: (306) 757-5569 <a href="http://www.saddsask.ca">www.saddsask.ca</a></p>
<p><b>“Safety Tips” radio campaign</b> February 19 – 28 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>Impaired Driving TV commercial (cont’d)</b> January 22 – beginning March Creative: MADD Media Buy: MPI Tel: (204) 985-7199 Fax: (204) 985-7652 <a href="http://www.mpi.mb.ca">www.mpi.mb.ca</a>, <a href="http://www.madd.ca">www.madd.ca</a></p>	<p><b>Speed-Too Fast for Conditions Public Awareness Ad Campaign (cont’d)</b> January 8 – February 4 Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 <a href="http://www.mpi.mb.ca">www.mpi.mb.ca</a></p>
<p><b>Roadside Public Awareness Messages</b> Ongoing PEI Highway Safety Division Tel: (902) 368 5227 Fax: (902) 368 5236 <a href="http://www.gov.pe.ca">www.gov.pe.ca</a></p>	<p><b>Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses</b> Ongoing PEI Highway Safety Division Tel: (902) 368-6225 Fax: (902) 368 5236 <a href="http://www.gov.pe.ca">www.gov.pe.ca</a></p>	<p><b>Integrated Traffic Check Stops</b> Ongoing PEI Highway Safety Enforcement, RCMP and Municipal Police Ongoing Tel: (902) 368 5219 Fax: (902) 368 5236 <a href="http://www.gov.pe.ca">www.gov.pe.ca</a></p>
<p><b>Safety Media Advertising Campaigns</b> Ongoing PEI Highway Safety Division Tel: (902) 368 5227 Fax: (902) 368 5236 <a href="http://www.gov.pe.ca">www.gov.pe.ca</a></p>		

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### APRIL

<p><b>Road Safety Messages on Changeable Highway Message Signs</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Provincial Spring Seatbelt Campaign</b> April 16-30 Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Road Safety Community Partnership Program</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>
<p><b>National Rail Safety Week</b> April 23-29 Supported provincially by the Ontario Ministry of Transportation Railway Association of Canada and Transport Canada Tel: (613) 567-8591 Fax: (613) 990-2309</p>	<p><b>1<sup>st</sup> UN Global Road Safety Week</b> April 23 - 29 United Nations Ontario Ministry of Transportation sponsoring 2 delegates for Geneva. Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Motorcycle Safety: Advertising campaign</b> April 1 - May 30 Fédération des motocyclistes du Québec (Quebec federation of motorcycle riders)</p>
<p><b>Pedestrian Safety: Awareness campaign for pedestrians and motorists on traffic rules at specific intersections in Montreal</b> April 2 - 29 SAAQ, SPVM [Mtl police] Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>	<p><b>Hours of Driving Operation: Check of records of on-duty times of heavy vehicle drivers and education on fatigue and new regulations</b> Mid-April to beginning of May CRQ</p>	<p><b>Speeding: Campaign aimed at drivers age 25-45</b> April 23 - May 20 SAAQ, ADPQ, SQ, SPVM, MTQ Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>
<p><b>Young Drivers: Awareness raising by police</b> April SAAQ, ADPQ Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>	<p><b>Child Traffic Safety: Bicycle/Helmet</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Collision Prime Time - Impaired radio commercials</b> April long weekend Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>

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### APRIL

<p><b>Motorcycle Safety Campaign Collision Prime Time Radio Commercials</b> April 17 – May 14 Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p><b>Intersection Safety</b> Month of April Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p><b>Collision Prime Time Radio Commercials</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>
<p><b>Commuter Challenge (with pedestrian and bicycle safety)</b> 2nd week of May Resource Conservation Manitoba, with partners Tel: (204) 925-3772 Fax: (204) 942-4207 www.resourceconservation.mb.ca</p>	<p><b>Impaired Driving Radio Advertising</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>Impaired Driving Consequences Restobars Campaign</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p><b>“Safety Tips” radio campaign</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>Bike Helmet Campaign Outdoor, radio and TV close caption</b> April 1 – 29 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>Safety Media Advertising Campaigns</b> Ongoing PEI Highway Safety Division Tel: (902) 368 5227 Fax: (902) 368 5236 www.gov.pe.ca</p>
<p><b>Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses</b> Ongoing PEI Highway Safety Division Tel: (902) 368 6225 Fax: (902) 368 5236 www.gov.pe.ca</p>	<p><b>Roadside Public Awareness Messages</b> Ongoing PEI Highway Safety Division Tel: (902) 368 5227 Fax: (902) 368 5236 www.gov.pe.ca</p>	

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<p><b>Road Safety Messages on Changeable Highway Message Signs</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Road Safety Community Partnership Program</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Road Safety Challenge</b> May 12 – June 10 Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>
<p><b>Arrive Alive Drive Sober Campaign</b> May 1 – October 31 Ontario Community Council on Impaired Driving Tel: (416) 485-4411 <a href="http://www.occid.org">www.occid.org</a></p>	<p><b>Ontario Students Against Impaired Driving Conference</b> May 10 – 13 Tel: (877) 706-7243</p>	<p><b>Child Safety: Permanent Provincial Child Safety Seat Inspection Network</b> May 2<sup>nd</sup> CAA-Québec, SAAQ, CSSS, dealers, etc. Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>
<p><b>Drinking and Driving: Campaign aimed at drivers age 25-45</b> May 17 and June 18 SAAQ, ADPQ, SQ, SPVM, MTQ Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>	<p><b>Courtesy on the road: Awareness campaign-enforcement "Gardez vos distances" [keep your distance]</b> May 21 – 31 SAAQ, SQ, SPVM, MTQ Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>	<p><b>Bike Safety: Cycling awareness campaign in schools</b> May and June SAAQ, MELS Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>
<p><b>Bike Safety: Cycling safety information kit used by police and Optimist Clubs during awareness activities</b> May to August SAAQ, police and Optimist Clubs Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>	<p><b>Motorcycle Safety Education Campaign</b> May 1 – 31 Insurance Corporation of British Columbia Tel: (604) 982-4224 <a href="http://www.icbc.com">www.icbc.com</a></p>	<p><b>High-risk Driving Enforcement Campaign</b> May 1 – 31 Insurance Corporation of British Columbia and RCMP/Municipal police Tel: (604) 982-2460 <a href="http://www.icbc.com">www.icbc.com</a></p>

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### MAY

<p><b>Child Traffic Safety: Bicycle and Helmet</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p><b>Collision Prime Time Impaired Driving Radio Commercials</b> May long weekend Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p><b>Motorcycle Safety Campaign: Collision Prime Time Radio Commercials</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>
<p><b>Occupant Restraints</b> Alberta Occupant Restraint Program Tel: (780) 412-5553 Fax: (780) 412-5403 www.saferoads.com</p>	<p><b>Joint Forces Operations Impaired Driving Checkstop</b> Municipal Police Services and RCMP Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p><b>Canada Road Safety Week May 14 – 21</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>
<p><b>Collision Prime Time Radio Commercials</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p><b>Canada Road Safety Week</b> May 14 to 21 RCMP H Division Traffic Services Province Wide</p>	<p><b>Motorcycle Awareness Month</b> May 1<sup>st</sup> Proclamation by NS Govt along with the Nova Scotia Safety Council Tel: (902)454-9621, Fax: (902)454-6027, www.nssafety.ns.ca</p>
<p><b>Motorcycle Safety Awareness Rodeo</b> May 27 Nova Scotia Safety Council Tel: (902)454-9621, Fax: (902)454-6027, www.nssafety.ns.ca/rodeo</p>	<p><b>Motorcycle Safety Week</b> May 13 – 19 Saskatchewan Safety Council Tel: (306) 757-3197 Fax: (306) 569-1907 www.sasksafety.org</p>	<p><b>Saskatchewan Brain Injury Prevention Week</b> Week before Victoria Day weekend Saskatchewan Brain Injury Association Tel: 1-800-567-7233 Fax: (306) 787-2208</p>
<p><b>Bicycle Safety Week</b> 3<sup>rd</sup> week of May Sask. Prevention Institute Tel: (306) 655-4077 Fax: (306) 655-2511 www.preventioninstitute.sk.ca/bicycle</p>	<p><b>Impaired Driving Campaign radio, TV, point of sale, web advertising</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>Impaired Driving Consequences Restobars Campaign</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>

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### MAY

<p><b>Long Weekend campaign</b> Radio and TV close caption May 17 – 22 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>Rural Seat Belt Campaign</b> Outdoor, rural point of sale, (all month) First Nation Publications (May 21 –28) Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>Rural Seat Belt Campaign</b> Outdoor, rural point of sale, (all month) First Nation Publications (May 21 –28) Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p><b>Child Restraint Campaign</b> Radio remotes, print ads, clinics All month Saskatchewan Government Insurance Tel: (306) 775-6179 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>Click It or Ticket Campaign</b> Enforcement project involving all SK law enforcement All month RCMP Tel: (306) 780-8171 Fax: (306) 780-7252</p>	<p><b>National Summer Safety Week</b> 1<sup>st</sup> week of May Saskatchewan Safety Council Tel: (306) 757-3197 Fax: (306) 569-1907</p>
<p><b>Annual Road Safety Week Campaign</b> 3<sup>rd</sup> Week of May (tentative) MPI, with partners Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p><b>Driver Ed Challenge: Finale of Year Long Competition</b> May 26 Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p><b>Manitoba Brain Injury Mock Car Crash Event</b> May 24 Manitoba Brain Injury Association, with partners Tel: (204) 953-5355 Fax: (204) 975-3027 www.mbia.ca</p>
<p><b>National Occupant Restraint Campaign</b> 3<sup>rd</sup> Week of May Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p><b>SpeedWatch "new season" kickoff and media event</b> May 15 Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p><b>Teddy Bear Picnic: Car seat and seat belt awareness displays</b> Last week of May (May 29) Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### MAY

**School Patrol Day:  
patrol appreciation event**

May 17

Manitoba Public Insurance

Tel: (204) 985-7199

Fax: (204) 985-7652

[www.mpi.mb.ca](http://www.mpi.mb.ca)

**RoadWatch impaired driving  
checkstop and supporting public  
awareness campaign**

Checkstop: May 1 – Nov.1

Campaign launch: May 16 & 17

Manitoba Public Insurance  
supporting provincial police  
partners

Tel: (204) 985-7199

Fax: (204) 985-7652

[www.mpi.mb.ca](http://www.mpi.mb.ca)

**Motorcycle Safety and Public  
Awareness Ad Campaign**

May – June and August

Manitoba Public Insurance  
supporting provincial police  
partners

Tel: (204) 985-7199

Fax: (204) 985-7652

[www.mpi.mb.ca](http://www.mpi.mb.ca)

**Safety Media Advertising  
Campaigns**

Ongoing

PEI Highway Safety Division

Tel: (902) 368 5227

Fax: (902) 368 5236

[www.gov.pe.ca](http://www.gov.pe.ca)

**Impaired Driving & Breaking the  
Rules Presentation to schools &  
Safety Education Courses**

Ongoing

PEI Highway Safety Division

Tel: (902) 368-6225

Fax: (902) 368 5236

[www.gov.pe.ca](http://www.gov.pe.ca)

**Roadside Public Awareness  
Messages**

Ongoing

PEI Highway Safety Division

Tel: (902) 368 5227

Fax: (902) 368 5236

[www.gov.pe.ca](http://www.gov.pe.ca)

**CVSA Road Checks**

May 14-20

PEI Highway Safety  
Enforcement

Tel: (902) 368 5219

Fax: (902) 368 5236

[www.gov.pe.ca](http://www.gov.pe.ca)

**Integrated Traffic Check Stops**

Ongoing

PEI Highway Safety Enforcement,  
RCMP and Municipal Police.

Tel: (902) 368-5219

Fax: (902) 368 5236

[www.gov.pe.ca](http://www.gov.pe.ca)

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### JUNE

<p><b>Road Safety Messages on Changeable Highway Message Signs</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Road Safety Community Partnership Program</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Ontario Injury Prevention Conference</b> June 3 – 5 SMARTRISK <a href="http://www.smartrisk.ca">www.smartrisk.ca</a> supported by the Ontario Ministry of Transportation</p>
<p><b>Arrive Alive Drive Sober Campaign</b> May 1 – October 31 Ontario Community Council on Impaired Driving Tel: (416) 485-4411 <a href="http://www.occid.org">www.occid.org</a></p>	<p><b>Canadian Road Safety Youth Conference</b> June 6–8 2007 Transport Canada – Ontario Ministry of Transportation sponsoring 6 delegates.</p>	<p><b>Road Safety: Awareness campaign on road sharing among motorists and truckers</b> June 18 – September 9 MTQ, SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>
<p><b>Road Safety: Awareness campaign on road sharing among cyclists and motorists</b> Mid-June to end of September MTQ, SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>	<p><b>Speeding: Opérations pieds pesants [led foot operation]</b> <b>Police awareness program for speed control</b> June SAAQ, police, municipalities, MTQ Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>	<p><b>Bike Safety: Vélo-Sécur [ride safe program]</b> June SAAQ, Vélo-Sécur, MTQ Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>
<p><b>Road Safety: Roadcheck operation to check mechanical status of heavy vehicles</b> June 4 – 10 Contrôle routier Québec and other North-American jurisdictions Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>	<p><b>High-Risk Driving Education Campaign</b> June 1 – July 14 Insurance Corporation of British Columbia Tel: 604 982-2460 <a href="http://www.icbc.com">www.icbc.com</a></p>	<p><b>Collision Prime Time Radio Commercials: Impaired – long weekend</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

# JUNE

<p><b>Joint Forces Operations Impaired Driving Checkstops</b> Municipal Police Services and RCMP Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p><b>Speed Awareness</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p><b>Collision Prime Time Radio Commercials</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>
<p><b>Impaired Driving: Collision Prime Time Radio Commercials</b> Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p><b>Operational Road Checks (for Commercial Vehicles)</b> June 5, 6 &amp; 7 RCMP H Division Traffic Services Province wide</p>	<p><b>Child Restraint Campaign</b> Radio remotes, print ads, clinics (all month) TV (June 11 - 30) Saskatchewan Government Insurance Tel: (306) 775-6179 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p><b>Impaired Driving Campaign Point of sale, web advertising</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>"Safety Tips" radio campaign</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>Rural Seat Belt Campaign</b> Rural point of sale (all month), radio June 11 - 30 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p><b>National Water Safety Week</b> 1<sup>st</sup> week in June Canadian Red Cross (Saskatoon Office) Tel: (306) 668-7020 Fax: (306) 668-0722</p>	<p><b>Click It or Ticket Campaign</b> Enforcement project involving all SK law enforcement All month RCMP Tel: (306) 780-8171 Fax: (306) 780-7252</p>	<p><b>Impaired Driving Consequences Restobars Campaign</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p><b>Rural Seat Belt Campaign</b> Rural point of sale, radio Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>Long Weekend campaign</b> Radio and TV close caption June 29 - July 2 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>Safe Grad Public Awareness Newspaper Ad</b> 1<sup>st</sup> week of June Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### JUNE

<p><b>"Safe Streets" speed and red light cameras support/public awareness ad campaign</b>                  June 2007 - April 2008                  Winnipeg Police Services                  Tel: (204) 986-6269                  Fax: (204) 986-8114  <a href="http://www.winnipeg.ca/police">www.winnipeg.ca/police</a></p>	<p><b>Annual STEP campaign</b>                  (speed, seatbelts, intersection safety)                  Last week June up to and including July long weekend                  RCMP                  Tel: (204) 984-4731  <a href="http://www.rcmp-grc.gc.ca/mb">www.rcmp-grc.gc.ca/mb</a></p>	<p><b>"What's Your Hurry" Speed ad campaign (commercial &amp; website launch)</b>                  June - July                  Manitoba Public Insurance                  Tel: (204) 985-7199                  Fax: (204) 985-7652  <a href="http://www.mpi.mb.ca">www.mpi.mb.ca</a></p>
<p><b>RoadWatch impaired driving checkstop and supporting public awareness campaign</b>                  Checkstop: May 1 - Nov 1                  Campaign: May 1 - TBD                  Manitoba Public Insurance supporting provincial police partners                  Tel: (204) 985-7199                  Fax: (204) 985-7652  <a href="http://www.mpi.mb.ca">www.mpi.mb.ca</a></p>	<p><b>Transportation Dangerous Goods (check points)</b>                  Random dates                  PEI Highway Safety CVEO                  Tel: (902) 368-5219                  Fax: (902) 368-5236  <a href="http://www.gov.pe.ca">www.gov.pe.ca</a></p>	<p><b>Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses</b>                  Ongoing                  PEI Highway Safety Division                  Tel: (902) 368-6225                  Fax: (902) 368-5236  <a href="http://www.gov.pe.ca">www.gov.pe.ca</a></p>
<p><b>Safety Media Advertising Campaigns</b>                  Ongoing                  PEI Highway Safety Division                  Tel: (902) 368-5227                  Fax: (902) 368-5236  <a href="http://www.gov.pe.ca">www.gov.pe.ca</a></p>	<p><b>Motor Vehicle Insurance Blitz</b>                  Random dates                  PEI Highway Safety Division and Police Agencies                  Tel: (902) 368-5219                  Fax: (902) 368-5236  <a href="http://www.gov.pe.ca">www.gov.pe.ca</a></p>	<p><b>Roadside Public Awareness Messages</b>                  Ongoing                  PEI Highway Safety Division                  Tel: (902) 368-5227                  Fax: (902) 368-5236  <a href="http://www.gov.pe.ca">www.gov.pe.ca</a></p>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### JULY

<p><b>Road Safety Messages on Changeable Highway Message Signs</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Road Safety Community Partnership Program</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Arrive Alive Drive Sober Campaign</b> May 1 – October 31 Ontario Community Council on Impaired Driving Tel: (416) 485-4411 <a href="http://www.occid.org">www.occid.org</a></p>
<p><b>Road Safety: Fatigue campaign</b> July 2 to September 2 MTQ, SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>	<p><b>High-Risk Driving Education Campaign</b> June 1 – July 14 Insurance Corporation of British Columbia Tel: (604) 982-2460 <a href="http://www.icbc.com">www.icbc.com</a></p>	<p><b>Impaired driving enforcement and education campaign</b> July 15 – August 31 Insurance Corporation of British Columbia and the RCMP/Municipal police Tel: (250) 729-3522 <a href="http://www.icbc.com">www.icbc.com</a></p>
<p><b>Impaired Driving: Collision Prime Time Radio Commercials</b> Long weekend Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Collision Prime Time Radio Commercials</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Impaired Driving: Collision Prime Time Radio Commercials</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>
<p><b>Speed Enforcement</b> June 29 – 2nd July RCMP H Division Traffic Services Province wide</p>	<p><b>Child Restraint Campaign</b> Radio remotes, print ads, clinics, TV All month Saskatchewan Government Insurance Tel: (306) 775-6179 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>Impaired Driving Campaign Point of sale, web dvertising</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### JULY

<p><b>Rural Seat Belt Campaign</b> Rural point of sale, TV close caption, radio (all month), First Nation Publication (July 1 – 8) Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>Long Weekend campaign</b> Radio and TV close caption June 29 – July 2 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>"Safe Streets" speed and red light cameras support/public awareness ad campaign</b> June 2007 – April 2008 Winnipeg Police Services Tel: (204) 986-6269 Fax: (204) 986-8114 <a href="http://www.winnipeg.ca/police">www.winnipeg.ca/police</a></p>
<p><b>"What's Your Hurry" Speed ad campaign (commercial &amp; website launch)</b> June – July Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 <a href="http://www.mpi.mb.ca">www.mpi.mb.ca</a></p>	<p><b>Annual STEP campaign (speed, seatbelts, intersection safety)</b> July long weekend RCMP Manitoba (w. Sask &amp; Alb) Tel: (204) 984-4731 Fax: (204) 984-0642 <a href="http://www.rcmp-grc.gc.ca/mb">www.rcmp-grc.gc.ca/mb</a></p>	<p><b>RoadWatch impaired driving checkstop and supporting public awareness campaign</b> Checkstop: May 1 – Nov.1 Manitoba Public Insurance supporting provincial police partners Tel: (204) 985-7199 Fax: (204) 985-7652 <a href="http://www.mpi.mb.ca">www.mpi.mb.ca</a></p>
<p><b>Child Restraint Roadside Checks/Clinic</b> To be decided PEI Highway Safety Division Tel: (902) 368- 5217 <a href="http://www.gov.pe.ca">www.gov.pe.ca</a></p>	<p><b>Roadside Public Awareness Messages</b> Ongoing PEI Highway Safety Division Tel: (902) 368- 5227 Fax: (902) 368- 5236 <a href="http://www.gov.pe.ca">www.gov.pe.ca</a></p>	<p><b>Integrated Check Traffic Stops</b> Ongoing PEI Highway Safety Enforcement, RCMP and Municipal Police. Tel: (902) 368-5219 Fax: (902) 368-5236 <a href="http://www.gov.pe.ca">www.gov.pe.ca</a></p>
<p><b>Safety Media Advertising Campaigns</b> Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 <a href="http://www.gov.pe.ca">www.gov.pe.ca</a></p>		

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### AUGUST

<p><b>Road Safety Messages on Changeable Highway Message Signs</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Road Safety Community Partnership Program</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Arrive Alive Drive Sober Campaign</b> May 1 – October 31 Ontario Community Council on Impaired Driving Tel: (416) 485-4411 <a href="http://www.occid.org">www.occid.org</a></p>
<p><b>Impaired driving enforcement and education campaign</b> July 15 – August 31 Insurance Corporation of British Columbia and the RCMP/Municipal police Tel: (250) 729-3522 <a href="http://www.icbc.com">www.icbc.com</a></p>	<p><b>Collision Prime Time – Impaired Driving Radio Commercials</b> August long weekend Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Joint Forces Operations Impaired Driving Checkstop</b> Municipal Police Services and RCMP Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>
<p><b>Collision Prime Time Radio Commercials</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Impaired – Collision Prime Time Radio Commercials</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Impaired Driving</b> August RCMP H Division Traffic Services Province wide</p>
<p><b>Impaired Driving Campaign Web advertising (Aug 1 – 8) Point of sale, radio (all month) TV (August 20 – 31)</b> Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>Long Weekend campaign</b> Radio and TV close caption Aug 2 – 7, Aug 30 – Sept 4 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>Child Restraint Campaign</b> Radio remotes, print ads, clinics All month Saskatchewan Government Insurance Tel: (306) 775-6179 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>
<p><b>Impaired Driving Consequences Restobars campaign</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>Rural Seat Belt Campaign</b> Rural point of sale, TV close caption, radio (all month), First Nation Publication (Aug 1 – 13) Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>“Safety Tips” radio campaign</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### AUGUST

#### **Motorcycle Safety and Public Awareness Ad Campaign**

May – June and August  
Manitoba Public Insurance  
supporting provincial police  
partners  
Tel: (204) 985-7199  
Fax: (204) 985-7652  
[www.mpi.mb.ca](http://www.mpi.mb.ca)

#### **RoadWatch impaired driving checkstop and supporting public awareness campaign**

Checkstop: May 1 – Nov.1  
Manitoba Public Insurance  
supporting provincial police  
partners  
Tel: (204) 985-7199  
Fax: (204) 985-7652  
[www.mpi.mb.ca](http://www.mpi.mb.ca)

#### **Brake Safety Awareness**

August 27 – September 2  
PEI Highway Safety CVEO  
Tel: (902) 368-5219  
Fax: (902) 368-5236  
[www.gov.pe.ca](http://www.gov.pe.ca)

#### **Safety Media Advertising Campaigns**

Ongoing  
PEI Highway Safety Division  
Tel: (902) 368-5227  
Fax: (902) 368-5236  
[www.gov.pe.ca](http://www.gov.pe.ca)

#### **Roadside Public Awareness Messages**

Ongoing  
PEI Highway Safety Division  
Tel: (902) 368-5227  
Fax: (902) 368-5236  
[www.gov.pe.ca](http://www.gov.pe.ca)

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### SEPTEMBER

<p><b>Road Safety Messages on Changeable Highway Message Signs</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Road Safety Community Partnership Program</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Arrive Alive Drive Sober Campaign</b> May 1 – October 31 Ontario Community Council on Impaired Driving Tel: (416) 485-4411 <a href="http://www.occid.org">www.occid.org</a></p>
<p><b>Provincial Fall Seatbelt Campaign</b> last week of September – 1<sup>st</sup> week October TBC. Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>National Trucking Week</b> last week of September Supported by the Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Road Safety: Radio campaign on alcohol, speeding and drugs</b> September 3 – October 7 SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>
<p><b>Road Safety:</b> <b>Banner "Un accident ça frappe...ça frappe beaucoup de monde"</b> [accidents hit hard, not merely the victims but also the people close to them] September 3 – October 7 SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>	<p><b>School Safety:</b> <b>School transportation operation</b> Mid-September CRQ</p>	<p><b>Pedestrian Safety:</b> <b>Radio ads supporting police operations in Montréal, Québec City and Sherbrooke</b> September 24 – November 4 SAAQ, Mtl, Sherbrooke and Québec City police Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>
<p><b>Distracted driving education campaign</b> September 1 – 30 Insurance Corporation of British Columbia Tel: (604) 661-1253 <a href="http://www.icbc.com">www.icbc.com</a></p>	<p><b>Child Traffic Safety – Walk the Talk About Back to School Safety</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Collision Prime Time – Impaired Driving Commercials</b> Long weekend Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>
<p><b>School Bus Safety Campaign</b> September 4 – October 1 Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Walk the Talk Day</b> September 26 Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Collision Prime Time Radio Commercials</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### SEPTEMBER

<p><b>Impaired – Collision Prime Time Radio Commercials</b>                  Alberta Office of Traffic Safety                  Tel: (780) 422-8839                  Fax: (780) 422-3682  <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>School Bus Safety Blitz</b>                  September 10 – 14                  RCMP H Division Traffic Services                  Province wide</p>	<p><b>International Car Free Day</b>                  September 22                  Annually  <a href="http://www.carfreeday.ca">www.carfreeday.ca</a></p>
<p><b>Impaired Driving Campaign Web advertising</b>                  Sept 17 – 30 Point of sale, radio (Sept 1 – 11 and Sept 24 – 30)                  TV (all month)                  Saskatchewan Government Insurance                  Tel: (306) 751-1319                  Fax: (306) 757-7477  <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>“Safety Tips” radio campaign</b>                  All month                  Saskatchewan Government Insurance                  Tel: (306) 751-1319                  Fax: (306) 757-7477  <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>Long Weekend campaign</b>                  Radio and TV close caption                  August 30 – September 4                  Saskatchewan Government Insurance                  Tel: (306) 751-1319                  Fax: (306) 757-7477  <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>
<p><b>Rural Seat Belt Campaign</b>                  Radio (all month), First Nation Publication, TV close caption (Sept 1 – 10)                  Saskatchewan Government Insurance                  Tel: (306) 751-1319                  Fax: (306) 757-7477  <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>Impaired Driving Consequences Restobars Campaign</b>                  All month                  Saskatchewan Government Insurance                  Tel: (306) 751-1319                  Fax: (306) 757-7477  <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>“Crash Course” (University/College) education and awareness day</b>                  1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> week of Sept. (TBD)                  Manitoba Public Insurance                  Tel: (204) 985-7199                  Fax: (204) 985-7652  <a href="http://www.mpi.mb.ca">www.mpi.mb.ca</a></p>
<p><b>Back to School safety campaign (early, middle and high school)</b>                  First week of September                  Manitoba Public Insurance                  Tel: (204) 985-7199                  Fax: (204) 985-7652  <a href="http://www.mpi.mb.ca">www.mpi.mb.ca</a></p>	<p><b>Slow Down in School Zones Campaign</b>                  2<sup>nd</sup> week of September                  Manitoba Public Insurance                  Tel: (204) 985-7199                  Fax: (204) 985-7652  <a href="http://www.mpi.mb.ca">www.mpi.mb.ca</a></p>	<p><b>RoadWatch impaired driving checkstop and supporting public awareness campaign</b>                  Checkstop: May 1 – Nov.1                  Manitoba Public Insurance supporting prov'l police partners                  Tel: (204) 985-7199                  Fax: (204) 985-7652  <a href="http://www.mpi.mb.ca">www.mpi.mb.ca</a></p>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### SEPTEMBER

#### **Back to School Flashing Light/Drive-by Program**

Week of September 3 & 10

PEI Highway Safety

Tel: (902) 368-5219

Fax: (902) 368-5236

[www.gov.pe.ca](http://www.gov.pe.ca)

#### **Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses**

PEI Highway Safety Division

Tel: (902) 368-6225

Fax: (902) 368 5236

[www.gov.pe.ca](http://www.gov.pe.ca)

#### **P.A.R.T.Y. Program (SADD)**

To be announced

PEI Highway Safety Division

Tel: (902) 368-5211

[www.partyprogram.com](http://www.partyprogram.com)

#### **Roadside Public Awareness Messages**

Ongoing

PEI Highway Safety Division

Tel: (902) 368-5227

Fax: (902) 368-5236

[www.gov.pe.ca](http://www.gov.pe.ca)

#### **Safety Media Advertising Campaigns**

Ongoing

PEI Highway Safety Division

Tel: (902) 368-5227

Fax: (902) 368-5236

[www.gov.pe.ca](http://www.gov.pe.ca)

#### **Integrated Check Traffic Stops**

Ongoing

PEI Highway Safety

Enforcement, RCMP and Municipal  
Police

On going

Tel: (902) 368-5219

Fax: (902) 368-5236

[www.gov.pe.ca](http://www.gov.pe.ca)

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### OCTOBER

<p><b>Road Safety Messages on Changeable Highway Message Signs</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Road Safety Community Partnership Program</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Arrive Alive Drive Sober Campaign</b> May 1 – October 1 Ontario Community Council on Impaired Driving Tel: (416) 485-4411 <a href="http://www.occid.org">www.occid.org</a></p>
<p><b>Provincial Fall Seatbelt Campaign</b> last week of September – 1st week October TBC. Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>School Bus Safety Week</b> Mid October Ontario School Bus Operators Association Tel: (416) 695-9965</p>	<p><b>Road Safety: Pedestrian and motorist awareness activities on right turn on red light</b> October SAAQ, MTQ, police Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>
<p><b>Pedestrian Safety: Awareness campaign for pedestrians and motorists on traffic rules at specific intersections in Montreal</b> October 1 – 28 SAAQ, SPVM Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>	<p><b>Pedestrian Safety: "Bon pied, bon oeil" [sound foot, sound eye] campaign</b> October 7 – 21 SAAQ, city of Sherbrooke and Sherbrooke police Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>	<p><b>Pedestrian Safety: Halloween campaign</b> October 22 – 31 SAAQ, Unicef, Block Parents Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>
<p><b>Occupant restraint enforcement campaign</b> October 1 – 31 Insurance Corporation of British Columbia and the RCMP/Municipal police Tel: 604 982-4224 <a href="http://www.icbc.com">www.icbc.com</a></p>	<p><b>Child Traffic Safety: School Bus Safety</b> Month of October Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Impaired Driving Collision Prime Time – Radio Commercials – long weekend</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

# OCTOBER

<p><b>School Bus Safety Campaign – Collision Prime Time Radio and print</b> Office of Traffic Safety Tel: Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p><b>National Students Against Drinking and Driving Day</b> 3<sup>rd</sup> Tuesday in October Office of Traffic Safety Tel: (780) 412-5553 Fax: (780) 412-5403 www.saferoads.com</p>	<p><b>Alberta Occupant Restraint Program</b> Tel: (780) 412-5553 Fax: (780) 412-5403 www.saferoads.com</p>
<p><b>Collision Prime Time Radio Commercials</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p><b>Operation Impact</b> October 5 – 8 RCMP H Division Traffic Services Province wide</p>	<p><b>International Walk to School Week</b> October 1 to 5 www.iwalktoschool.org/</p>
<p><b>International Walk to School Day</b> October 3 www.goforgreen.ca/asrts</p>	<p><b>School Bus Safety Awareness Campaign</b> October 14-20 Nova Scotia Safety Council Tel: (902) 454-9621 www.schoolbussafety.ca</p>	<p><b>Operation Impact</b> Thanksgiving weekend F Division RCMP Tel: (306) 780-8171</p>
<p><b>National School Bus Safety Week and School Safety Week</b> 3<sup>rd</sup> week in October Saskatchewan Safety Council Tel: (306) 757-3197 Fax: (306) 569-1907 www.sasksafety.org</p>	<p><b>Impaired Driving Consequences Restobars Campaign</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>Impaired Driving Campaign Web advertising, Point of sale (all month), radio, TV</b> October 1 – 14 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

# OCTOBER

<p><b>"Safety Tips" radio campaign</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>Long Weekend campaign</b> <b>Radio and TV close caption</b> October 4 – 9 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>Rural Seat Belt Campaign</b> Radio October 1 – 8 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p><b>Click It or Ticket Campaign</b> Enforcement project involving all SK law enforcement All month (tentative) RCMP Tel: (306) 780-8171 Fax: (306) 780-7252</p>	<p><b>Halloween Safety – "safety flashers" distribution and public awareness campaign</b> Last week of October Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p><b>"Safe Streets" speed and red light cameras support/public awareness ad campaign</b> June 2007 – April 2008 Winnipeg Police Services Tel: (204) 986-6269 Fax: (204) 986-8114 www.winnipeg.ca/police</p>
<p><b>Wildlife collisions public awareness campaign</b> 4<sup>th</sup> week of October to end of November Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p><b>"Light" seatbelt awareness advertising campaign re-launch</b> October – November Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p><b>RoadWatch impaired driving checkstop and supporting public awareness campaign</b> Checkstop: May 1 – Nov 1 Manitoba Public Insurance supporting provincial police partners Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>
<p><b>Safety Media Advertising Campaigns</b> Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p><b>Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses</b> Ongoing PEI Highway Safety Division Tel: (902) 368-6225 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p><b>P.A.R.T.Y. Program (SADD)</b> To be announced PEI Highway Safety Division Tel: (902) 368-5211 Fax: (902) 368-5236 www.partyprogram.com</p>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

# OCTOBER

### Roadside Public Awareness

#### Messages

Ongoing

PEI Highway Safety Division

Tel: (902) 368-5227

Fax: (902) 368-5236

[www.gov.pe.ca](http://www.gov.pe.ca)

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### NOVEMBER

<p><b>Road Safety Messages on Changeable Highway Message Signs</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Road Safety Community Partnership Program</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Project Red Ribbon</b> November to January MADD Canada <a href="http://www.MADD.ca">www.MADD.ca</a></p>
<p><b>Provincial RIDE Campaign</b> November to January Ontario Association of Chiefs of Police Tel: (705) 946-6389</p>	<p><b>Pedestrian and Bad Weather education campaign</b> November 1 – 30 Insurance Corporation of British Columbia Tel: (250) 729-3522 <a href="http://www.icbc.com">www.icbc.com</a></p>	<p><b>Speed Relative to Conditions enforcement campaign</b> November 1 – 30 Insurance Corporation of British Columbia and RCMP/Municipal police Tel: (250) 729-3522 <a href="http://www.icbc.com">www.icbc.com</a></p>
<p><b>Collision Prime Time Impaired Driving Radio Commercials – long weekend and Grey Cup weekend</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Impaired Driving Campaign</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.co">www.saferoads.co</a></p>	<p><b>Collision Prime Time Radio Commercials</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>
<p><b>Madd Red Ribbon Campaign</b> November RCMP H Division Traffic Services Province wide</p>	<p><b>Impaired Driving Campaign Web advertising, Point of sale, radio</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>	<p><b>Impaired Driving Consequences Restobars Campaign</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 <a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a></p>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

# NOVEMBER

<p><b>"Safety Tips" radio campaign</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>Long Weekend Campaign</b> Radio and TV close caption November 8 – 12 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>Driver Distraction campaign radio and TV</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p><b>National Seniors Safety Week</b> 2<sup>nd</sup> week of November Saskatchewan Safety Council Tel: (306) 757-3197 Fax: (306) 569-1907 www.sasksafety.org</p>	<p><b>National Drug Awareness Week</b> 3<sup>rd</sup> week of November Saskatchewan Drug Awareness Week Committee Tel: (306) 691-6495 Fax: (306) 691-6499</p>	<p><b>Click It or Ticket Campaign</b> Enforcement project involving all SK law enforcement All month (tentative) RCMP Tel: (306) 780-8171 Fax: (306) 780-7252</p>
<p><b>Click It or Ticket Campaign</b> Enforcement project involving all SK law enforcement All month (tentative) RCMP Tel: (306) 780-8171 Fax: (306) 780-7252</p>	<p><b>"Light" seatbelt awareness advertising campaign re-launch</b> October – November Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p><b>Impaired Driving Campaign</b> Point of sale, radio, TV (all month), web advertising Dec 1– 10) Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p><b>Operation Red Nose "new season" campaign launch</b> 4<sup>th</sup> Week of November Manitoba Safety Council Tel: (204) 949-1085 Fax: (204) 956-2897 www.mbsafety.org</p>	<p><b>Impaired Driving Consequences Restobars Campaign</b> All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p><b>Rural Seat Belt Campaign</b> First Nation Publication (Dec 17 – 31) Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p><b>Wildlife collisions public awareness campaign (cont'd)</b> 4<sup>th</sup> week October to end of November Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p><b>Winter Driving/Too Fast for Conditions media release (public reminder)</b> 2<sup>nd</sup> Week of November (if snow) Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p><b>Manitoba Addictions Awareness Week (MAAW)</b> 3<sup>rd</sup> week of Nov (tentative) Addictions Foundation of Manitoba, with partners Phone: (204) 944-6200 Fax: (204) 786-7768 www.afm.mb.ca</p>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### NOVEMBER

<b>SADD Annual Conference</b> To be announced Highway Safety Division/SADD P.E.I Tel: (902) 368-5211 Fax: (902) 368-5236 <a href="http://www.gov.pe.ca">www.gov.pe.ca</a>	<b>Impaired Driving and Breaking the Rules</b> Presentation to schools and Safety Education courses Ongoing PEI Highway Safety Division Tel: (902) 368-6225 Fax: (902) 368 5236 <a href="http://www.gov.pe.ca">www.gov.pe.ca</a>	<b>P.A.R.T.Y. Program (SADD)</b> To be announced PEI Highway Safety Division Tel: (902) 368-5211 Fax: (902) 368-5236 <a href="http://www.partyprogram.com">www.partyprogram.com</a>
<b>Roadside Public Awareness Messages</b> Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 <a href="http://www.gov.pe.ca">www.gov.pe.ca</a>	<b>Safety Media Advertising Campaigns</b> Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 <a href="http://www.gov.pe.ca">www.gov.pe.ca</a>	<b>Integrated Traffic Check Stops</b> Ongoing PEI Highway Safety, RCMP Enforcement, & Municipal Police Tel: (902) 368-5219 Fax: (902) 368- 5236 <a href="http://www.gov.pe.ca">www.gov.pe.ca</a>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### DECEMBER

<p><b>Road Safety Messages on Changeable Highway Message Signs</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Road Safety Community Partnership Program</b> Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 <a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a></p>	<p><b>Project Red Ribbon</b> November to January MADD Canada <a href="http://www.MADD.ca">www.MADD.ca</a></p>
<p><b>Provincial RIDE Campaign</b> November to January Ontario Association of Chiefs of Police Tel: (705) 946-6389</p>	<p><b>Drinking and Driving: Opération Nez rouge (Red Nose elsewhere in the country) drive home service</b> This provincial operation is held throughout December. Opération Nez rouge, SAAQ and Desjardins assurances générales Tel: (418) 528-3990 Fax: (418) 643-7220 <a href="http://www.saaq.gouv.qc.ca">www.saaq.gouv.qc.ca</a></p>	<p><b>Impaired driving enforcement and education campaign</b> December 1 – 31 Insurance Corporation of British Columbia Tel: (250) 729-3522 <a href="http://www.icbc.com">www.icbc.com</a></p>
<p><b>Operation Red Nose</b> (volunteer driving service) December 1-31 In 8 BC communities. BC Crime Prevention and ICBC Autoplan Brokers Tel: (604) 291-9959 <a href="http://www.bccpa.org">www.bccpa.org</a> <a href="http://www.operationnezrouge.com">www.operationnezrouge.com</a></p>	<p><b>Impaired Driving – Collision Prime Time Radio Commercials</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Joint Forces Operations Impaired Driving Checkstops</b> Municipal Police Services and RCMP Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>
<p><b>Impaired Driving Campaign</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Collision Prime Time Radio Commercials</b> Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 <a href="http://www.saferoads.com">www.saferoads.com</a></p>	<p><b>Operation Christmas</b> Month of December RCMP H Division Traffic Services Province wide</p>

## 2007 CALENDAR OF ROAD SAFETY EVENTS

### DECEMBER

#### Operation Red Nose

(ride service)

1st week to end of December

Manitoba Safety Council, with partners

Tel: (204) 949-1085

Fax: (204) 956-2897

[www.mbsafety.org](http://www.mbsafety.org)

#### National Safe Driving Week

1<sup>st</sup> week in December

Saskatchewan Safety Council

Tel: (306) 757-3197

Fax: (306) 569-1907

[www.sasksafety.org](http://www.sasksafety.org)

#### Liquor Bag Project

Dec 1 – Dec 30th

SADD & Liquor Commission

PEI Highway Safety Division

Tel: (902) 368 5211

Fax: (902) 368 5236

[www.gov.pe.ca](http://www.gov.pe.ca)

#### Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses

Ongoing

PEI Highway Safety Division

Tel: (902) 368-6225

Fax: (902) 368-5236

[www.gov.pe.ca](http://www.gov.pe.ca)

#### Safety Media Advertising Campaigns

Ongoing

PEI Highway Safety Division

Tel: (902) 368 5227

Fax: (902) 368 5236

[www.gov.pe.ca](http://www.gov.pe.ca)

#### National Road Safety

Dec 1 – 7

Highway Safety Enforcement

Tel: (902) 368-5219

Fax: (902) 368-5236

[www.gov.pe.ca](http://www.gov.pe.ca)

#### Roadside Public Awareness

##### Messages

Ongoing

PEI Highway Safety Division

Tel: (902) 368-5227

Fax: (902) 368-5236

[www.gov.pe.ca](http://www.gov.pe.ca)