

Ontario  
Provincial  
Police

Police  
provinciale  
de l'Ontario



**Highway Safety Division**  
**Division de la sécurité routière**

100 Bloomington Rd. W.  
Aurora ON L4G 7N5

100, rue Bloomington ouest  
Aurora ON L4G 7N5

February 28<sup>th</sup>, 2018

Submitted Via email to: [emelnick@ccmta.ca](mailto:emelnick@ccmta.ca)

Canadian Council of Motor Transport Administrators  
2323 St. Laurent Blvd.,  
Ottawa, Ontario K1G 4J8

Attention: Ms. Eileen Melnick McCarthy  
Director of Communications  
Canadian Council of Motor Transport Administrators

Reference: CCMTA Police Partnership Award – March 2018

Dear Ms. McCarthy,

Please find attached documentation in support of the March 2018 nomination for Canadian Council of Motor Transport Administrators – Police Partnership Award. The nominee for this award is the Ontario Provincial Police and Georgian College, Barrie Campus.

The award is being submitted by Chief Superintendent Chuck Cox, Divisional Commander of the Highway Safety Division, and if successful, the award would be accepted by him.

Their contact information for Chief Superintendent Cox is: [Chuck.Cox@opp.ca](mailto:Chuck.Cox@opp.ca).

This nomination is supported and endorsed by V. Hawkes, Commissioner, of the Ontario Provincial Police.

In support of this nomination, I offer the attached information to the Awards Committee.

Thank you,

Inspector Tracy Lowe,  
Ontario Provincial Police  
Highway Safety Division

Attach: CCMTA – Police Partnership Award Submission

**Canadian Council of Motor Transport Administrators  
Police Partnership Award**

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Distracted Driving is a serious and complex road safety issue and the OPP is committed to finding new and innovative ways to reduce the number of injuries and lives lost on Ontario roads, due to distracted driving. We know that young people are one of the primary target/risk groups (age 15 to 24 years old), and according to Transport Canada, these young drivers have one of the highest fatality rates, serious injuries and injuries.<sup>1</sup>

To address this issue, OPP Traffic Staff Sergeant Don Fawcett of the Highway Safety Division (HSD), Provincial Traffic Operations (PTO), formed a collaborative partnership with a provincial community college. The program commenced, in 2013, at Georgian College, within the Police Foundations Program with the assistance of Professor Simon Bradford. The partnership involved the police and the students working together to address distracted driving, aggressive driving, impaired driving and lack of occupant restraints.

The program entitled: “**Community Service Learning Opportunity**” provides students with the unique experience of creating a media product designed to address one or more of the “Big Four” causal factors in road deaths which include: distracted driving, alcohol/drug-related, aggressive driving and lack of occupant restraints. Students are assigned a project to create a media product that is designed to target their age group (< 25 years), and focus on the “Big Four”.

The collaborative interaction allows students to approach their media project from various angles, while striving to meet the following criteria: content, organization, style, creativity, presentation and overall effectiveness. The media product can be in any single or multi-media format such as a poster, short video or other type of social media product.

One of the most significant benefits of this program was the decision to address the Big Four by developing a relationship with young people in the community and having them provide a format to address road safety through their eyes. This tied in with Canada’s Road Safety Strategy 2025: Towards Zero – The Safest Roads in the World, and the need to “Rethink Road Safety through Young Minds”.

This program is now entering its sixth year since the pilot commenced in 2013 and has proven to be a resounding success. Every year the OPP and Georgian College have in excess of 25 submissions per year. However, the submissions are fanned out using social media including: Facebook, Twitter, Instagram, and YouTube, and the number of individuals who view these submissions would conservatively be in the 100s of thousands.

In 2017/18 the winning submission was a campaign entitled “D.A.N.I.” with a mission to educate young people on the dangers and impacts of the “Big Four” as represented in the acronym: Distracted, Aggressive, Negligent and Impaired Driving.

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<sup>1</sup> Transport Canada, Road Safety in Canada. Accessed at: <http://www.tc.gc.ca/eng/motorvehiclesafety/tp-tp3322-2015-1487.html>. February 26, 2018.



Canadian Council of Motor Transport Administrators  
Police Partnership Award



Exposure to D.A.N.I. was captured through the following social media outlets:

**Social Media Links & Website - Project**

D.A.N.I. Facebook: <https://www.facebook.com/Project.D.A.N.I/>

Twitter: [https://twitter.com/Project\\_DAN/](https://twitter.com/Project_DAN/)

Instagram: [https://www.instagram.com/project\\_d.a.n.i/](https://www.instagram.com/project_d.a.n.i/)

YouTube: <https://youtu.be/Gc1p7R0DGaw>

This year the second place went to "Wreck It All". This team impressed upon their target audience that driving errors in the Big Four can wreck their future, and exposure of this message was initiated through Facebook, Twitter, YouTube, Instagram and a website.

**Social Media Links & Website - Project "Wreck It All"**

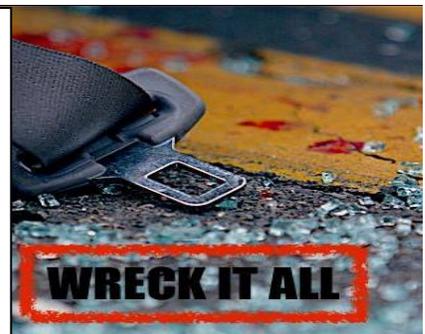
Facebook: <https://www.facebook.com/WreckItAll/>

Website: <https://wreckitall2017.wixsite.com/mysite>

Twitter: <https://twitter.com/wreckitall2017>

YouTube: <https://www.youtube.com/channel/UCEgefmr3znUb5onEtd6xICg>

Instagram: [https://www.instagram.com/wreckitall\\_2017/](https://www.instagram.com/wreckitall_2017/)



Ontario Provincial Police



"Saving lives on Ontario's highways, trails and waterways through Professionalism, Leadership and Visibility."

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The third place team encouraged drivers to “Think Inside the Box” and keep their mobile devices in the repurposed glove box in an effort to discourage distracted driving.



Social media links and website included the following:

www.thegloveboxrepurposed.ca [https://www.youtube.com/watch?time\\_continue=6&v=6BIsZXoU3Ac](https://www.youtube.com/watch?time_continue=6&v=6BIsZXoU3Ac)

**Additional benefits include the following:** The top three teams each year are recognized however, the team or individual with the winning submission receives a non-monetary award that assists students in their future career aspirations. The awards have included:

- a “ride along” with the OPP’s Aviation Services during aerial enforcement;
- road ride along with front-line HSD officers to observe how Automated Licence Plate Recognition (ALPR) operates;
- mock interview session with OPP Uniform Recruitment; and
- an award, a certificate, and lunch with a member of OPP Traffic Safety Senior Command.



**Project D.A.N.I. Winning team of the 2017/18 Community Service Learning Opportunity.**

(L-R Director of Provincial Traffic Operations Supt. Chris Gilpin, Coletan Irvine, Jennah McIntyre, Amanda Shambrook, Tamar Spina, Georgian College Dean Stephanie Dimech, and Commander Highway Safety Division Chief Supt. Chuck Cox).

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**Ontario Provincial Police**



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**Results - Spreading the message:**

The cumulative effect of this program is accomplished through the encouragement of all groups disseminating their media products to fellow students and among other peer groups through social media platforms. Through peer messaging, this initiative aims to create a positive impact on drivers in their early years and set the stage for them to maintain this behavior throughout their driving years.

This program is now entering its sixth year and while it is difficult to quantify the measureable impact this partnership program has had, or will have on public safety, it has increased awareness of road safety for young people within this community college program. Undoubtedly, the benefits realized by this partnership have brought increased awareness of road safety to these young drivers, their friends, peers, staff and family members.

**Lessons Learned – Engaging the Community:**

Engaging the community as part of the solution is a key pillar of Ontario's Community Engagement and Mobilization Model. The OPP is committed to increasing public safety through collaborative partnerships within the community. The power of youthful participation cannot be underestimated.

