



Royal Canadian  
Mounted Police

Gendarmerie royale  
du Canada



CCMTA  
POLICE PARTNERSHIP AWARD

Sgt. Jeff Wells

RCMP Traffic Services

Submitted by:  
Inspector Matthew Lowther  
OIC H Division Traffic Services

**Candidate:** Sgt. Jeff Wells  
H Division Traffic Services  
District Commander South West Nova  
Halifax, N.S.

**Nominated by:** Inspector Matthew Lowther  
Officer in Charge  
H Division Traffic Services  
3139 Oxford St.,  
Halifax, N.S. B3J-3E1  
(902) 426-1507

As the Officer in Charge of the H Division Traffic Services Program in the Province of Nova Scotia, I am pleased to nominate Sgt. Wells for this award and wish to highlight many of the areas that he has been involved in to support his nomination and consideration by the CCMTA committee.

Sgt. Wells has been a member of the Royal Canadian Mounted Police in excess of 30 years and has distinguished himself as an outstanding member of the RCMP. He has served in a number of locations within Nova Scotia and Newfoundland during his career. In 2002 he was promoted to the rank of Sgt. and was transferred into the Traffic Program at that time. He has proven to be a key leader in the Traffic Program as well as an outstanding program innovator.

**PARTNERS:**

Mothers Against Drunk Driving (MADD)  
Halifax Regional Police Service  
Halifax Regional Municipality  
Road Safety Advisory Committee  
Insurance Bureau of Canada  
Nova Scotia Liquor Corporation  
Nova Scotia Department of Transportation and Public Works,  
Nova Scotia Department of Education  
Nova Scotia Office of Health Promotion  
Nova Scotia Office of the Fire Marshal  
Nova Scotia Department of Health  
Nova Scotia Department of Justice  
Service Nova Scotia  
Emergency Health Services  
National Traffic Conference  
Municipal Police Departments (Halifax Regional Police, Bridgewater Police)  
Municipal and District Fire Departments  
LPGA Halifax Organizing Committee

## **PROGRAMS:**

### **IMPAIRED DRIVING**

#### **Partners:**

**MADD, Emergency Health Services (EHS), Private Industry, Other Police Agencies  
Nova Scotia Government (Transportation and Public Works, Education, Commercial  
Vehicle Compliance)**

Sgt. Wells has initiated many programs to advance enforcement and education to resolve issues of impaired driving.

In 2003 he recognized that a Mothers Against Drunk Driving (MADD) chapter did not exist in the district that he policed. On his own initiative he gathered a group of like-minded individuals and created a MADD chapter. He currently serves on the chapter executive as a Vice President and is the Police Liaison representing law enforcement agencies in the district as well as each of the four units that he commands. Through this initiative he has implemented and coordinated the "Choose Your Ride" poster program. This poster depicts several vehicles including an ambulance, a police vehicle, a hearse, a tow truck and a taxi. Its message is simple, Drive Sober, Drive Safe and outlines the number of people killed in alcohol related crashes every year. The creation of the poster required partnership with Emergency Health Services (ambulance) and private industry (taxi, funeral services, tow)

With MADD he has been very involved in promoting the annual "Red Ribbon" campaign, a national program that distributes red ribbons to motorists to tie around their vehicle antennae. The essence of the message is to bring attention to reducing the incidents of impaired driving primarily during the December holiday season.

Operation Christmas is an enforcement activity conducted annually in Nova Scotia by police agencies. It includes partnership with corporate clients who in the past have included Aliant, which is the regional telecommunications provider, as well as the Nova Scotia Liquor Corporation. A component of the awareness campaign included distribution of telephone calling cards during Operation Christmas related check stops. Sgt. Wells has served on the organizing committee for the past three years and strongly promoted the initiative within the RCMP in Nova Scotia. The message being delivered through this program: If you have been drinking, don't drive, call a friend, call a taxi and here is 20 minutes of phone time to do it.

Every community can identify individuals that routinely participate in high risk activity such as impaired driving. Sgt. Wells and his traffic team partnered with Detachment personnel to identify those high risk drivers, then conducted enforcement activity within specific communities in an effort to influence the behaviour of these individuals.

## **FATAL VISION GOGGLES**

**Partners: Province of Nova Scotia (Transportation and Transportation and Public Works) MADD**

Sgt. Wells learned of the availability of the Fatal Vision goggles and partnered with MADD and the Nova Scotia Department of Transportation and Public Works to implement an effective program into the Province at various locations.

Sgt. Wells recognized that at times it was difficult to access the equipment to present the Fatal Vision Goggles program. The availability of golf carts and transportation of the equipment provided significant challenges. He has partnered with the Insurance Bureau of Canada to arrange appropriate funding for two trailers, two golf carts, Fatal Vision goggles and traffic cones in order to implement this program on a larger scale with the ease of accessibility for all traffic units.

## **SAFE GRAD**

**Partners: Nova Scotia Government (Education) High Schools, MADD**

Sgt. Wells partnered with the Nova Scotia Department of Education, MADD and various local area high schools to implement an effective “Safe Grad” program. A component of the Safe Grad program saw him identify 15 high school students that had been exposed to the Fatal Vision program. These students signed consent forms which will allow the RCMP to access their driving and criminal history over the next five years to determine their involvement in any of the high risk activities such as impaired driving. This is seen as a positive step in measuring the short and long term impact that the Fatal Vision/ Safe Grad programs have on students.

## **ROAD SAFETY ADVISORY COMMITTEE**

**Partners: Nova Scotia Government (Justice, Service Nova Scotia), Road Safety and User Groups**

Sgt. Wells is an active member of the Nova Scotia Provincial Road Safety Advisory Committee and commits considerable effort to various subcommittees including the Alcohol as well as the Speed Enforcement group. Partners in the RSAC include all of the municipal police departments in Nova Scotia, Nova Scotia Department of Justice, Transportation and Public Works, Nova Scotia Safety Council, Seniors Advisory Council, Nova Scotia Department of Health, Service Nova Scotia and Insurance Bureau of Canada.

## **NOVA SCOTIA JUSTICE MINISTERS TRAFFIC FORUM**

**Partners: Nova Scotia Government (Justice, Service Nova Scotia)**

He is a participant in the Nova Scotia Justice Ministers Traffic Forum which is a working group that includes prosecutors, police and Registry of Motor Vehicle personnel to provide strategic advice directly to the Minister of Justice.

## **INTEGRATED POLICING**

**Partners: Nova Scotia Government (Vehicle Compliance), Various municipal police services**

He has been a driving force in implementing an integrated approach to traffic enforcement with partners that include the Halifax Regional Police, Bridgewater Police, Nova Scotia Department of Transportation and Public Works Commercial Vehicle Compliance. Working with these partners he has planned, coordinated and implemented many enforcement initiatives that focus on road safety including Operation Impact.

## **PARTY PROGRAM**

**Partners: Nova Scotia Government (Health Promotion)**

The “Party Program” (Prevent Alcohol and Risk-Related Trauma in Youth) is a program that is managed by Nova Scotia Office of Health Promotion a government agency that promotes healthy lifestyles. The Party Program is delivered to appropriately aged youth in Nova Scotia in order to help them understand the consequences of high risk behaviour such as accepting rides from impaired drivers. Sgt. Wells has been a strong proponent of this initiative and has provided resources to participate in the program’s development as well as taken an active role in training resources in order to deliver this program.

## **FIRST RESPONDERS PROTOCOL**

**Partners: Nova Scotia Government (Transportation and Public Works, Fire Marshal), Various Fire Departments**

Working with Nova Scotia Department of Transportation and Public Works, the Office of the Fire Marshal and representatives from various fire departments, a First Responders protocol was developed that clearly identified the requirements that various agencies are looking to address during the initial response to an incident. Policing agencies in Australia are studying the protocol to determine its significance in order to consider implementation.

## **COLLISIONS: HIGH RISK LOCATIONS**

**Partners: RCMP Detachment Commanders, Municipal Police Services and Chiefs of Police**

In consultation with Detachment Commanders, Sgt. Wells, created and implemented plans to

address collisions in areas that were prone to a high number of incidents in effort to decrease these crashes.

## **VULNERABLE ROAD USERS**

### **Partners: Nova Scotia Government (Education) Private Industry (School Bus Service Providers)**

“Buster the Bus” is another policing safety initiative that Sgt. Wells has committed to and participated in. “Buster” is an initiative aimed at entry level elementary school students that introduces them to school bus safety in a manner that is directed toward their particular age. Sgt. Wells has overall responsibility for promoting school bus safety throughout Nova Scotia and works with RCMP Detachments and Traffic Services Units to ensure delivery of this and other traffic safety programs to vulnerable road user groups. He also coordinated the shadowing of school buses and strategic ride alongs to identify vehicles that fail to stop for school buses.

## **ROAD SAFETY VISION 2010**

### **Partners: Internal**

In order to deliver a strong program that includes consistent enforcement strategies and a well-managed message, Sgt. Wells has rebuilt his traffic services program to provide a high quality level of service to the communities in which he serves.

Upon assuming command of his district Sgt. Wells conducted a complete review of the program as it existed. He recognized that there was a minimal level of integrated enforcement, inefficient coverage by resources and there needed to be a significant improvement in proactive activities in order to move toward the goals of RSV 2010. With his team he scheduled resources in order to provide an increased level of coverage by the traffic program creating an immediate improvement in overall service delivery to the community.

He has implemented and monitored Unit Level Quality Assurance along with Unit Policing Plans that clearly indicate the goals, objectives and service delivery standards that he expects from his employees. This includes the development of a benchmark pertaining to crash data and collision analysis that assist in determining areas of high risk traffic activity within his district. Through the implementation of these audit type functions he has clearly identified the role of his supervisory team and created an environment of accountability that is applied to the service provided to the community, to the traffic program partners and to the unit themselves.

In order to further understand traffic issues he approached various road users such as operators of commercial vehicles and arranged for traffic resources to ride along with these drivers in order to gain a perspective of the issues from a completely unique position. This initiative provided an education component for the commercial vehicle operators as well as the police resources.

He oversaw the implementation of the roll-over simulator program and its availability throughout his district of South West Nova and the Halifax Regional Municipality in order to educate the public on the importance of seat belt adherence. This program is conducted in conjunction with many community and road safety organizations.

Sgt. Wells also oversees the use of motorcycles for enforcement purposes as well as for community activities such as parades or other public events that provide an opportunity to advance a positive perception of the traffic services program as well as policing in general. The RCMP in H Division draw positive attention to the traffic program by utilizing an antique police vehicle during public relation events which Sgt. Wells also coordinates.

He has partnered with local radio stations who have provided an opportunity for “live from the road “ traffic updates during peak commuting periods. This also provides an opportunity for the traffic resources to provide seasonal or generalized safe driving tips. He further coordinated public service announcements for Operation Impact and Canada Road Safety Week.

Sgt. Wells has participated in National Traffic Conferences in order to identify, implement or improve programs that support our RSV 2010 goal. Through this forum he is able to learn of and discuss innovative techniques to improve service delivery or implement programs that will benefit our vision.

Working with the Halifax Regional Municipality, he has provided direction and advice in implementation of various traffic plans associated with major events such as the LPGA Golf Tournament, International Airshow, Rolling Stones Concert and the diplomatic visit of United States Secretary of State Condoleeza Rice.

Sgt. Wells is nominated for this award as he has clearly established and fostered a committed partnership with a large number of organizations within Nova Scotia. Sgt. Wells did not wait for interested parties to seek him out to create partnerships. The partners include volunteers, other policing agencies, government agencies and private enterprise. He recognized and embraced individuals or groups that would make strong partners in support of road safety and was extremely proactive in ensuring their participation. The traffic program in Nova Scotia is highly effective, accountable and completely committed to the RSV 2010 goals. The overall success of the program is a direct result of the efforts of Sgt. Wells in ensuring that the RSV 2010 is embraced by all traffic resources and our partners. He has developed support for the RSV 2010 through consensus and participation at the unit, district and provincial level. Through his efforts he has ensured that the Nova Scotia Traffic Services program remains focused and committed to achieving our goals. The strong leadership that he has demonstrated within the RCMP, as well as our policing partners, makes him a candidate worthy of recognition by the CCMTA.