



Toronto Police Service

**9 Hanna Avenue
Toronto, Ontario
M6K – 1W8
(416) 808-1900**

“Move Over...Protect Us All!” Video Project

(For organizations with more than 500 officers.)

**A Traffic Safety Initiative by
Police Constable Lee Bishop #3123**

**This nomination is supported and endorsed by the Unit Commander of the Toronto
Police Traffic Services Unit - Superintendent Stephen Grant.**

Nomination prepared by Staff Sergeant William Kemp

william.kemp@torontopolice.on.ca

(416) 808-1939

**Nomination Report:
“Move Over...Protect Us All!” Video Project.**

The purpose of this nomination is to recognize Constable Lee Bishop and her efforts in creating a powerful public awareness video called “Move Over...Protect Us All!”

This video is approximately 20 minutes in length, and features the participation of emergency response vehicles from police, fire and ambulance services. The primary intent of the video is to drive home to motorists the importance of clearing the way for emergency vehicles with their lights and siren activated. A second message was also incorporated to address the provinces new ‘Move Over’ laws.

The project began in 2005 and had a fairly modest beginning. Initially, Constable Bishop had discussions with other members of the emergency response service community in order to produce an awareness poster to combat drinking and driving. The participants at that time were Toronto Emergency Medical Services and the Toronto Fire Department.

The idea then evolved into producing a current version of the “Seconds Can Save” video, which had been produced in the eighties and had become dated. That video delivered the message that motorists must pull to the right when approached or when approaching an emergency vehicle with its emergency equipment activated. It was believed that the message could be expanded to include an explanation of Ontario’s new “Move Over” law, (HTA section 159.1) which requires motorists to slow down and move over when they are approaching emergency vehicles stopped on the side of the road with their emergency lights activated.

PC Bishop understood that the “Move Over” law - which had come into effect two years earlier - was a meaningful and important piece of legislation. The catalyst for this law was the tragic death of OPP Sergeant Margaret Eve in June 2000.

Sergeant Eve had stopped her cruiser on the side of Highway 401 to assist two other officers with a vehicle stop. During the investigation, Sergeant Eve was critically injured

when a passing transport struck their cruisers. Sergeant Eve died two days later, leaving behind her husband and two small children. This tragic collision was totally preventable.

The project also had other significance. Constable Hugh Lynn was a 14 year veteran of the Toronto Police Service assigned to the Traffic Services Unit. On March 16, 1988, he was conducting a traffic stop on the Don Valley Parkway when he pulled over a car for speeding. Constable Lynn was standing on the shoulder speaking with the driver of the stopped vehicle when he was struck and killed.

Although Constable Bishop received the support of the other stakeholders in the project, there was no blue print to follow in the early stages. Initially it was thought that Toronto Emergency Medical Services would handle the video portion of the project. Ultimately Toronto EMS was unable to commit the necessary resources, so Lee approached the Toronto Police Video Services Unit for assistance.

Lee began discussions with the Video Services Unit, and got down to the business of turning the concept of a public safety announcement into the most ambitious video production ever produced by the Toronto Police Service. The commitment exhibited throughout this endeavor was truly extraordinary and Constable Bishop formed a tightly knit creative team that was committed to delivering an effective safety message.

The ability to gain the trust and cooperation of several major agencies, working towards a common goal, is no small feat. PC Bishop was able to accomplish this due to her unequalled commitment to the initiative, her professionalism, and her adherence to the core values of the Toronto Police Service. Her enthusiasm for the project was infectious, and Lee's positive attitude enabled her to obtain the necessary commitment from other individuals and organizations in order to push the project ahead.

Constable Bishop attended to every detail, from scouting locations to obtaining the necessary funding from various sources. Lee contacted Global Television and was able to obtain the commitment of Mr. Nathan Downer to be the video's on screen host and

narrator. She was successful in obtaining substantial funding from the Ministry of Transportation and the OPP Association. Constable Bishop also developed a partnership with Toyota Canada, who supplied many of the vehicles used in the filming of the video.

The video features a number of interviews with crisis survivors who provide their stories in a compelling and human manner. Each segment puts a face to the facts, and invites the viewer to see themselves or their loved ones in need. But perhaps the most emotionally powerful segment of the video features a reenactment of the Margaret Eve tragedy.

The video incorporates actual scene footage provided by the news media, as well as still photos from the OPP case package. Sergeant Eve's colleague, Patti McPhail, who was also injured in the tragedy, provided comments, as did Sergeant Eve's sister. These testimonials were incredibly moving and left no doubt as to the terrible consequences of failing to move over for stopped emergency vehicles. "It is hoped that this video will assist and protect our paramedics, our firefighters and our police officers from being involved in tragic circumstances such as the devastating collision in June of 2000 which took the life of Ontario Provincial Police Sergeant Margaret Eve." relates Toronto Police Chief Bill Blair.

The video was unveiled to the public on Monday, February 26th, 2007 at a well-attended press conference in the auditorium at Toronto Police headquarters. Provincial Minister of Transportation, the Honourable Donna Cansfield addressed the gathering, as did Chief of Police William Blair and Ontario Provincial Police Commissioner Julian Fantino. Chief of Toronto Fire Services William Stewart, and Chief of Toronto EMS Bruce Farr were also in attendance at the gathering, which included many of the video's participants and their families.

Thousands of copies of the "Move Over...Protect Us All!" video have been produced and distributed through the dedicated efforts of PC Lee Bishop using a number of methods including the internet.

The video was distributed to all emergency services in the province of Ontario. It was distributed to all driving schools accredited by the Ministry of Transportation. School boards, libraries, and MTO driver examination centers have all agreed to feature the video. The Canadian Automobile Association has agreed to play the video in their retail offices across the city. The Ministry of Transportation is working towards having all G1/G2 drivers, seniors over the age of 80 years of age, and anyone needing to be retested for their license, be required to view this video. Cogeco Cable has featured the video on their cable outlets across southern Ontario. The general public can view and download the video by visiting the web site of any of the TPS, OPP, TFD or Toronto Emergency Medical Services. A French language version of the video is currently underway with the potential for other languages to follow in the coming months.

The immediate response to this initiative has been overwhelmingly positive. The returned feedback forms have been unanimous in their praise of the video with many respondents requesting additional copies. Individuals have requested copies so that they can show it to their organizations. The broad target audience for this video includes everyone who drives a motor vehicle on any of the roadways in this province. This is a very large and diverse group, and through the wide distribution of the video it is hoped that awareness of the “Move Over” law will be substantially heightened.

The project’s contribution to community safety has been recognized by the Toronto Fire Service. In April, Constable Lee Bishop was awarded a “Rescue Merit Award” by the Toronto Fire Service. This award is typically given to individuals who have demonstrated exceptional bravery and courage in saving life, but was bestowed in this instance due to the exceptional and proactive contribution made by this video towards saving lives.

From a humble beginning PC Lee Bishop has produced a powerful and professional training aid in the ‘Move Over...Protect Us All’ video. From the unprecedented cooperation between emergency services agencies, government and private stakeholders, to the professional production values, to the use of cutting edge distribution methods, this

project has provided an unparalleled traffic safety tool to address both new and old legislation designed to enhance police and public safety.

Staff Sergeant William Kemp (2977)

Traffic Services- Traffic Support Section

WK:pb

Constable Lee Bishop is a 21 year veteran of the Toronto Police Service. She is currently assigned to the Traffic Safety Programs section of Traffic Services using a three pronged approach in achieving the goal of traffic safety: Education - Awareness - Enforcement. Lee has also served the citizens of Toronto in 14 Division, 42 Division, the Employment Unit, and as an instructor at the Ontario Police College.