



It's all **FUN** and
GAMES until....

No matter the vehicle, **DRIVE SAFE.**



Message from the Ministry of Community Safety and Correctional Services

Vehicle safety in Ontario is a 24 hour a day responsibility – seven days a week.

As summer approaches and more Ontarians get behind the wheel, the potential for serious collisions and boating accidents increases – especially on long weekends.

The Ontario Association of Chiefs of Police 2009 Drive Safe! R.I.D.E. Campaign is a strong reminder that the rules of traffic safety are as important on Ontario's trailways and waterways as they are on our roads and highways.

Indeed, the time between fun and tragedy while riding an All Terrain Vehicle can be measured in a split-second for somebody not operating the vehicle safely and responsibly.

Ontarians are grateful to the OACP for the 2009 Drive Safe! R.I.D.E. Campaign and the powerful message it sends to operators of all vehicles. We also owe a great debt to those dedicated police officers who are committed to keeping our highways, trails and waterways safe. But traffic safety is everybody's business.

Ontario leads the way in combating drinking and driving through some of the toughest laws and programs in North America. The government has increased penalties for impaired driving, strengthened provincial support for R.I.D.E. and introduced legislation banning the use of handheld mobile telephones while driving.

We want Ontario families to enjoy a fun-filled summer. And we want you to return home safely, whatever vehicle you drive.



Sincerely,
Rick Bartolucci, MPP, Sudbury
Minister

CHOOSE YOUR RIDE

Plan a safe ride home for yourself,
your family and your friends.

Ministry of
Transportation

arrive alive
DRIVE SOBER
arrivealive.org

The Beer Store



Message from the Ontario Association of Chiefs of Police

Ontario offers its citizens and visitors endless opportunities to enjoy the many different attractions and features of this great Province. Throughout the year, people from every corner of Ontario, Canada, and the world come here to find rugged terrains, thunderous waterfalls, incredible urban attractions, and rustic rural settings.

As Ontario's police leaders, the Ontario Association of Chiefs of Police wants everyone to safely enjoy what our Province has to offer safely. We especially want people who operate any type of vehicle to do so with careful regard to their personal safety as well as the safety of those around them.

Our 2009 Drive Safe! R.I.D.E. Campaign focuses on the safe use of recreational vehicles. Because Ontario is a destination of choice for individuals who want to enjoy our great outdoors, it is imperative that everyone uses All Terrain Vehicles and other recreational vehicles do so in a safe manner.

We are grateful for the strong support of the Government of Ontario and our corporate supporters for this important Campaign. Together, we are making Ontario a safe for everyone.



Chief Daniel Parkinson,
Cornwall Community Police Service
President –
Ontario Association of Chiefs of Police



Ride Safely and Responsibly.

Test your ATV Safety I.Q.

1 What is the single most important piece of protective gear you can wear while riding an ATV?

- Goggles
- Boots
- Helmet
- Long-sleeved shirt

2 You use this on your ATV to control your speed

- Throttle
- Brakes
- Common Sense
- All of the above

3 How many people can an ATV safely carry?

- One
- Two, but only if properly supervised

- Three, if small children are riding
- None

4 What is the safest stunt to perform while riding an ATV?

- Flip
- Wheelie
- None
- Aerial jump, if controlled

5 What is the safe amount of alcohol to drink before riding?

- Two beers or drinks, but only if you've had something to eat
- None
- Depends on the size of person
- As many as you want – alcohol doesn't affect riding skills

Answers:

1-Helmet; 2 -All of the above; 3 -One; 4 -None; 5 -None

NEVER operate an **ATV** **without** an approved helmet, proper eye protection, boots, gloves, long pants and long-sleeved shirt or jacket.

SAFETY FOR ATV RIDERS

- Ride off-road only, never on public roads.
- Wear your helmet.
- Protect your eyes and body.
- Safety inspect the ATV before you ride.
- Ride with others – never alone.
- Always supervise youngsters.
- Ride sober – no alcohol or drugs.
- Respect the environment.
- Be courteous to all you meet.
- Ride within your capabilities.
- Respect riding trail and area rules.



DRIVERS, wake up, stay alert!

Constant yawning, a nod of the head, heavy eyelids, blurred and wandering vision while driving are some of the warning signs that you may be on the verge of falling asleep at the wheel.

When you are sleepy, your brain starts to shut down. Driving when you are sleepy is dangerous. It reduces your ability to drive effectively and to think quickly. Your reaction time is slower, awareness is decreased, and judgement is impaired. Often the actions of fatigued drivers are confused with drivers who have been drinking. **The consequences can be just as fatal.**

The following tips can help you avoid falling asleep at the wheel:

- Get adequate and quality sleep before a trip.
- Avoid alcoholic beverages and heavy foods.
- Beware of medications that can impair your driving ability.
- Limit long-distance driving.
- Stop at a safe place and take a nap.
- Drive with a companion and share the driving.
- Keep the temperature cool in your vehicle.
- Avoid caffeine-type drinks like coffee or cola. They provide a short-term boost, however, if you are seriously sleep deprived, no amount of caffeine will help. It's best to stay off the road.
- If possible, avoid driving during the peak drowsy times – from 2 pm to 5 pm, and from 10 pm to 6 am.

Recognize the signs, know the dangers, and reduce your risks
– don't drive when drowsy.

Road Safety. It starts with you.



Kick Your Aggression to the Curb.

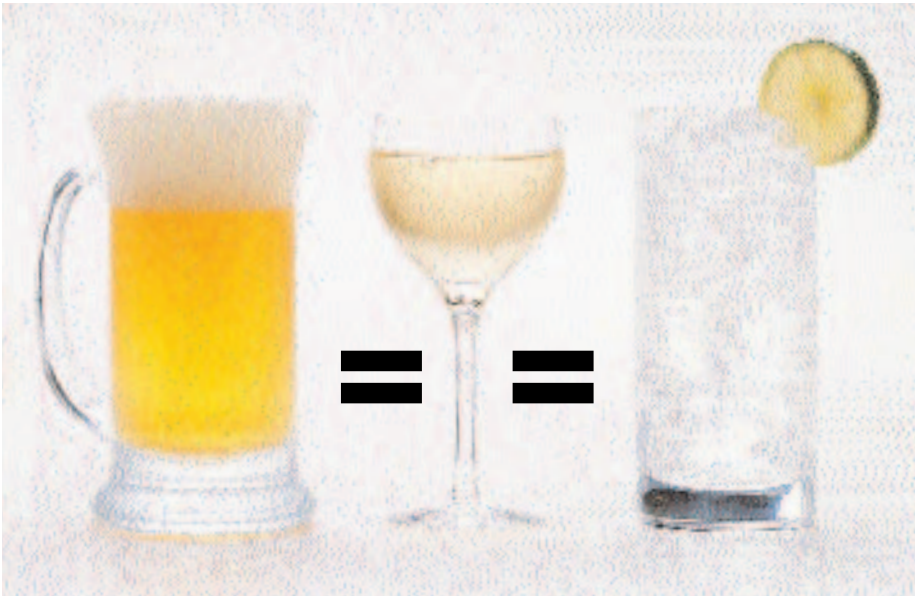
- Don't drive when you're angry, upset or overtired
- Allow enough travel time and know alternate routes
- Drive the speed limit
- Let other drivers merge
- Acknowledge your mistakes with a wave
- Don't take the bait! Avoid a confrontation!
- Ignore rude gestures
- Give an aggressive driver a lot of room
- Give others the benefit of the doubt – poor driving isn't always intentional

Remember to practice safe and courteous driving at all time!



OACP

Drive Safe! Save Lives.



To a Breathalyser they're all the same.

The Association of Canadian Distillers and its members are proud to support the Ontario Association of Chiefs of Police and their continued effort to combat all modes of unsafe driving. Whether it is the issue of drinking and driving or distracted driving, it is important for all citizens to take responsibility for their actions when operating a motor vehicle. As always, we urge you to drink responsibly. ***When you drink please do not drive.***





ONTARIO'S DRINKING AND DRIVING LAW HAS CHANGED.

Starting May 1, 2009, even a couple of drinks could mean an immediate licence suspension.

If you've been drinking and your blood alcohol concentration registers from .05 to .08 on a roadside breath test, you will lose your driver's licence for 3 to 30 days.

Drivers caught more than once face mandatory alcohol education programs and ignition interlock.

For more information visit

ontario.ca/drivesober



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Any way you stop a friend from drinking and driving is the right way.

Arrange for a designated driver, call a cab, have them sleep over, or take away their keys. Discover the best solution for your situation. For more drinking and driving prevention tips, please visit www.lcbo.com/sr

LCBO

Please Drink Responsibly



**There is no such thing as an accident on an ATV
or Off-Road Motorcycle**

Common sense will prevent most collisions

It's all fun and games until someone loses their head

For more information visit: honda.ca or ridesmart.ca

RIDESMART

Honda's tips for smarter riding

- ATVs and dirt bikes can't go everywhere and don't belong everywhere. It's up to you to show respect for the natural environment and the people you encounter along the way. Use your best judgment, tread lightly on trails, watch for hazards, be smart and you'll be amazed how far a little common sense and courtesy, will take you.
- Off-road vehicles are just that. They are not designed or equipped to be operated on paved or public roads. Stick to the trails.
- Correct safety apparel can significantly reduce chance of, or severity of injury. Over the past few years, over 60% of riders killed in off-road vehicle collisions were not wearing helmets.
- An ATV is designed for a single operator. Honda does not believe current ATV design can safely accommodate a passenger.
- A minimum rider to machine weight ratio is required to ensure adequate control of an off-road vehicle (ATV's in particular), and therefore all young riders should be matched to a machine of appropriate weight. Always check your owner's manual for age restrictions or recommendations.
- ATV riders have a tendency to stay with the machine in the event of an upset, as such, Honda believes it essential that youth be prevented from operating adult-sized machines.
- Higher speeds require faster reaction times and higher skills. Consider skill levels, terrain, and conditions when setting your pace.
- Alcohol is a factor in far too many incidents. Drinking and riding never mix. We're not the first ones to tell you.
- Your local riders club is a great resource for information on when, where, and how to ride. Find your provincial OHV federation at www.cohv.ca.



Drinking and Driving is an Expensive Gamble.

A convicted offender faces the following costs, at a minimum:

ITEM	COST
Legal Costs (estimated range)	\$2,000 – \$10,000
Criminal Code fine	\$1,000
back on track program	\$578 plus GST
Licence reinstatement fee	\$150
Increased insurance (estimate) (\$5,000 extra per year for 3 yrs)	\$15,000
Ignition Interlock	\$1,300
Total Minimum Cost* (plus applicable taxes on some items)	\$20,028

* actual costs may be higher
Information provided by MTO

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DIAGEO IS PROUD TO BE ASSOCIATED WITH 2009 DRIVE SAFE PROGRAM



Unfit Drivers

IT'S NOT A QUESTION OF AGE...

IT'S A QUESTION OF ABILITY



Too many Canadians are killed each year due to unfit drivers.

An unfit driver is anyone who's ability to safely operate a motor vehicle is compromised. Ability can be compromised due to mental capacity, inexperience, diminished vision or illness. If you suspect someone should not be operating a motor vehicle, please speak with your family physician or contact your local police for assistance.

Drive Safely. Save Lives.



**FOR TICKETS CALL:
416.341.1234, 1.888.OK.GO.JAY.**

Tickets also available at select Rogers Plus locations and bluejays.com

No
really,
I'm OK
to drive.

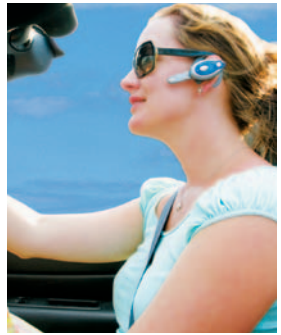
**KNOW WHEN TO
DRAW THE LINE**


Labatt



FOCUS ON DRIVING

*Keep two eyes on the road
Keep two hands on the wheel*



Canada's wireless industry reminds you to drive responsibly.

Put your driving skills to the test at
www.FocusOnDriving.ca

Get out of the way!

It's the law for any driver who sees and hears an emergency vehicle approaching to get out of the way.

Here's what you **MUST** do:

1. Do not slam on the brakes or pull over suddenly. Check your rear-view mirror, look in front and on both sides of your vehicle. React quickly, but calmly before pulling over and use your signals.
2. On a two-way road, traffic travelling both directions must pull over and stop as close as possible to the right-hand side of the road and clear of any intersection.
3. On a one-way road with more than two lanes, stop as close as possible to the nearest edge of the road and clear of any intersection.
4. Wait until the emergency vehicle has passed. Stay alert and look for more than one emergency vehicle approaching. Check to make sure the way is clear and signal before merging back into traffic.
5. On multi-lane freeways, many times an emergency vehicle will use the shoulder of the road if all the lanes are blocked. Don't block the shoulder.
6. Never follow or try to outrun an emergency vehicle.

Information provided by MTO

Canpar
THE PACKAGE PEOPLE

CANPAR IS PROUD TO BE ASSOCIATED WITH 2009 DRIVE SAFE PROGRAM

www.canpar.com

1-800-387-9335 A TRANSFORCE COMPANY



If YOU are involved in a collision, **COLLISION REPORTING CENTRES** *are here to help!*

\$1,000 or more combined vehicle damage must be reported to Police.

Report the collision to the Police at the **Collision Reporting Centres** when there are:

- No injuries
- No Criminal Activity
- No Dangerous Goods

Exchange information at the scene, then report in the safety of your local Collision Reporting Centre. Our professional and courteous staff will guide you through the process with Police, and if you wish to report to your Insurer, they will assist you for convenient "One Stop Service"!

Accident Support Services has 20 offices across Ontario to serve you!



For more information please visit
our website at www.accsupport.com
or call 1-877-895-9111

PROUD TO SUPPORT THE 2009 DRIVE SAFE CAMPAIGN





Smart drivers just DRIVE!

Driver distraction is a major cause of collisions

Driving is a task that requires your full attention **every time** you get behind the wheel. As a driver, you must always remember to reduce driver distractions and focus on the driving task. Your first responsibility is road safety!

The following are some tips to help reduce driver distraction:

- Put reading material in trunk if tempted to read.
- Attend to personal grooming and plan route before leaving.
- Identify and preset your vehicle's climate control, radio and CD player.
- Make it a habit to use your cell phone only when parked, have a passenger take the call or let the caller go to voice mail.
- Do not engage in emotional or complex conversation.
- When hungry or thirsty, take a break.

Remember, focus on the task of driving, with your hands on the wheel and eyes on the road. Reduce the distractions that may cause you to overreact or respond too slowly to a situation.

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Paul Giki

President and
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A MORE HUMAN WAY TO TRAVEL



VIA Rail Canada

Your Party. Your Guests. Your Responsibility.

Tips for a safe party

- When planning a house party or social outing where alcohol is served, make sure that you also plan on your guests arriving home safely.
- Always offer food during the gathering.
- Keep alternative beverages on hand for non-drinkers and designated drivers.
- Stop serving alcohol well before the end of the party. If a guest continues drinking right up until they leave your premises, their BAC may not have reached its peak, and may still be rising.



For more tips on how to host a safe party visit

www.smartserve.ca

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TO THE CONSUMER: Provincial law may require the retailer to charge the applicable tax on the full value of the product(s) before the reduction in coupon value. GST, HST, QST and PST are included in the face value of this coupon where applicable. Unauthorized reproduction is unlawful. Limit: one coupon per purchase. Valid for redemption in Canada only. Not valid in conjunction with any other offer. No cash redemption value. No extension or substitutions.

**Coupon expires:
December 31, 2009**

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On behalf of the Ontario Association of Chiefs of Police, I would like to thank the following sponsors and partners for their support of the 2009 Drive Safe Campaign. If you would like more information on this or other campaigns please email oacp@oacp.on.ca.



Ron Bain
Executive Director, OACP



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