

# Whether Roadways or Waterways...

Be Safe. Play Safe.

**Drive Safe.**



# Don't drink and drive.



## Think about it.

This poster has been produced with funding provided by



Transport Canada / Transports Canada

OFFICE OF BOATING SAFETY  
BUREAU DE LA SÉCURITÉ NAUTIQUE

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LIFESAVING SOCIETY  
The Lifeguarding Experts

# Message from the Ontario Association of Chiefs of Police

Promoting safety on our roadways and waterways is everyone's business. Our Province has a vast network of roads and highways that allow motorists to get around between our cities and towns efficiently and safely. We also enjoy the use of some of the world's best rivers and lakes. Being mindful of the rules of the road and water helps ensure that everyone enjoys themselves and gets home safe.

The Ontario Association of Chiefs of Police is once again proud to partner with the Ontario Ministry of Transportation and our corporate supporters on the 2010 Drive Safe R.I.D.E. campaign. While we continue to educate Ontario motorists about road safety throughout 2010, we are pleased that this year sees our campaign also emphasize safety on Ontario waterways.

Please enjoy our roadways and waterways responsibly. Preventing a tragedy is a shared responsibility!



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

Canadian **students** thank you for driving sober  
and **saving** lives!



Empowering students to end impaired driving

Aider les étudiants Canadian à cesser de conduire en état d'ébriété

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

# Alcohol and Water...

*A potentially deadly  
combination!*

At a greater risk of drowning this summer are males between the ages of 18 and 34, who have been drinking alcohol and are not wearing lifejackets while participating in recreational on-water activities. Alcohol involvement is twice as high among adult male victims compared to women – and every summer lives are needlessly lost to alcohol consumption and boating accidents.

## IMPAIRED Boating is IMPAIRED Driving

Boating is a fun and exciting way to enjoy time with friends and family. To ensure that your boating experience is enjoyable, it is important to practice safe boating practices. Here are three helpful ways to reduce risk while boating:

**WEAR THE EQUIPMENT!** Make sure everyone in the boat is wearing, and is buckled into, an approved lifejacket or personal floatation device (PFD).

**DRIVE SOBER!** Alcohol and boating do not mix - in Ontario you can be charged and have your driver's licence suspended with a 0.05 Blood Alcohol Concentration (BAC).

**GET TRAINED!** Training gives you the knowledge to make smart choices when boating.

Boaters caught drinking and boating in Ontario will face the same penalties as those for drinking and driving. Penalties include:

- 3-, 7- or 30 day driver's licence suspension if caught with a blood alcohol concentration (BAC) in the "warn" range (0.05 to 0.08)
- Drivers caught more than once face mandatory alcohol education and treatment programs and ignition interlock

For boaters exceeding a 0.08 BAC:

- Immediate 90-day Administrative Driver's Licence Suspension (ADLS) for exceeding .08 BAC (or for refusing to provide a breath sample)
- If convicted under the Criminal Code, the boater's driver's licence can be suspended for one year up to a lifetime
- Mandatory alcohol assessment, education or treatment, and follow-up
- Ignition interlock condition on their driver's licence for one year up to a lifetime
- Vehicle impoundment for driving while under suspension

*These penalties apply to anyone who is caught drinking and operating motorized and non-motorized vessels, including power boats, canoes, kayaks, jet-skis, sailboats, dinghies and other inflatable boats and rafts.*





# Tips for Safe boating:

1. **Get Your BOATsmart! Card.** All Operators of motorized vessels require a Pleasure Craft Operator Card. Test your knowledge at [BoatSmartExam.com](http://BoatSmartExam.com) and take the exam.
2. **Be Prepared.** Being prepared with the right knowledge is good – but ensuring your passengers also know their responsibilities is better.
3. **Check Your Safety Equipment.** You should perform maintenance on your craft and equipment at the beginning of each season and at regular intervals throughout the season.
4. **Know The Rules Of The Water.** It is very important to know and understand the rules of the water and how to navigate safely. Markers and buoys indicate the most preferred and safest routes for navigation and also mark specific hazards and/or dangers.
5. **Check the weather.** Always check the weather forecast before you head out.
6. **Wear Sunscreen.** Always protect yourself and your loved ones from the bright sun.
7. **Know The Lake.** Consult marine charts and talk to local boaters and marine operators to gain valuable insight on where you're planning on boating.
8. **Leave A Trip Plan.** Operators should leave a trip plan with a responsible person – it can be used in case of emergency to aid in locating a missing craft.
9. **Keep The Beer On The Pier.** Alcohol and boating don't mix – ever. So keep the beer on the pier and the boat on the water!
10. **Wear The Gear.** It's simple. Wear a Personal Floatation Device (PFD) or Lifejacket! Make sure everyone on board is fitted with an approved PFD and make them wear it!
11. **Stay Safe, Stay Clear.** Stay safe and clear around dams, hydroelectric stations and surrounding waterways.
12. **Have Fun and Make Memories!** Ontario is a water-sport paradise and safe family fun is only a splash away.

**Keeping these tips in mind and applying the knowledge learned from a boating safety course will ensure you have a great time on the water this summer.**

**So get out there, have fun and boat smart!**

For more boating safety information and to obtain your Pleasure Craft Operator Card visit [www.BoatSmartExam.com](http://www.BoatSmartExam.com) or call toll free 1-877-792-3926.



No  
really,  
I'm OK  
to drive.

**KNOW WHEN TO  
DRAW THE LINE**



12:00



You have 1  
new message

**Did you know that it will cost drivers who text, type, dial or chat using a hand-held device \$155 for:**

- Using hand-held cell phones, smart phones, video games and media players?
- Viewing screens on laptops or DVD players?

# Eyes on the Road Hands on the Wheel

**The new law only applies to hand-held devices.**

**If necessary, drivers may use hands-free devices:**

- Cell phones with an earpiece, headset or Bluetooth device using voice dialing
- Global positioning system (GPS) units mounted on the dashboard
- Portable media players (e.g. iPod) plugged into vehicle's sound system

**The law does not apply to:**

- Drivers in vehicles pulled off the roadway or lawfully parked
- 9-1-1 calls
- Display screens showing information about the vehicle's status

For more information visit [www.ontario.ca/eyesontheroad](http://www.ontario.ca/eyesontheroad)

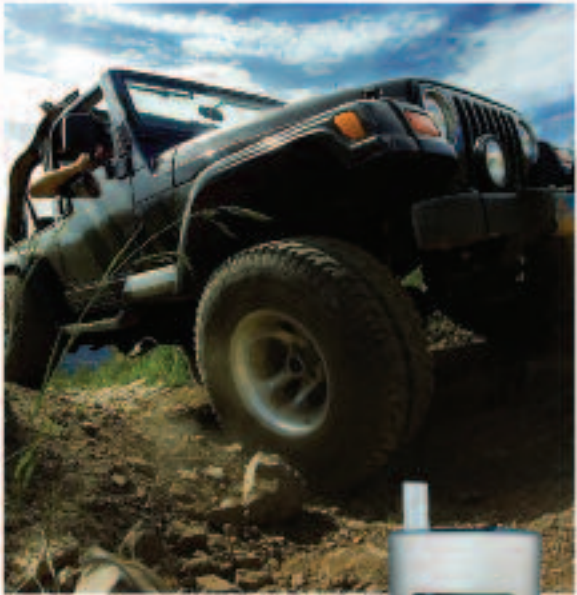




# BAQ Tracker



No matter what  
you drive...  
**We've got your BAQ**



## What gets measured, gets managed

The BAQ Tracker is a premium, fuel cell breath alcohol tester that provides an accurate and reliable measurement of Breath Alcohol Content. Benchmarked against road side screeners the BAQ Tracker brings enforcement-quality breathalysers to the consuming public at a price we all can afford.





# What do and **LIFEJACKETS** **SEATBELTS** have in common?

They only work if you wear them!

The law requires boats to be equipped with a Canadian-approved lifejacket or Personal Flotation Device (PFD) of an appropriate size for each person on board. Whether you are an angler, water skier or leisure boater, lifejackets and PFDs now come in a variety of different styles to ensure maximum comfort and safety.

So wear a PFD on the water and buckle up in the car!

For safety demos, tips, prizes and more, visit the *Be Smart. Be Safe.* Tour at fairs and festivals throughout Ontario this summer.

For dates and locations, go to:  
[www.ibr.ca/en/besmartbesafe](http://www.ibr.ca/en/besmartbesafe)



**Be smart | Be safe**

**INSURANCE BUREAU OF CANADA**

**DRINKING AND DRIVING SHOULD NEVER BE THE  
ELEPHANT IN THE ROOM.**



**LCBO**

Please Drink Responsibly

**SPEAK UP. YOU COULD SAVE A LIFE.  
VISIT [DEFLATETHEELEPHANT.COM](http://DEFLATETHEELEPHANT.COM) TO LEARN MORE.**





**ONTARIO TOYOTA DEALERS** Real people. Great cars.

## ***Five tips to help you make the most of the summer season on the road.***

1. Keep your tires properly inflated. Proper tire pressure not only increases fuel-efficiency, it also ensures smooth handling through all driving conditions.
2. Clean out your trunk. Hauling around those golf clubs, winter tires or other heavy items when you don't have to, wastes fuel.
3. Share the road. The nice weather sees more motorcycles, cyclists and pedestrians on the road. Leave lots of room.
4. Take it easy on the drive to your getaway. Construction and traffic mean leaving a bit more time to get to your destination. And watch for roadside hazards.
5. Driving should be your only focus. If you must use a mobile phone, use a hands-free device. It's the law.

***The Ontario Toyota Dealers, along with the Ontario Association of Chiefs of Police, want you to have a safe and enjoyable summer on the road.***





# 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
<b>Total Minimum Cost*</b> (plus applicable taxes on some items)	<b>\$20,028</b>

\* actual costs may be higher  
Information provided by MTO



BAQ Tracker

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





## **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.**



# 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

The Canpar logo features the word "Canpar" in a bold, blue, italicized sans-serif font. A red curved line arches over the top of the letters "a" and "n".

**EXPERIENCE THAT DELIVERS**

CANPAR IS PROUD TO BE ASSOCIATED WITH 2010 DRIVE SAFE PROGRAM

***www.canpar.com***

**1-800-387-9335** A TRANSFORCE COMPANY



**Driving Smart.**

**Thank you for making our roads safer.**

**Responsible driving is just plain smart.**



A message from Smart Serve Ontario.  
A non-profit organization dedicated  
to responsible alcohol service in the  
hospitality industry for over 15 years.

**[www.smartserve.org](http://www.smartserve.org)**



# 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 21 offices across Ontario to serve you!*



For more information please visit  
our website at [www.acsupport.com](http://www.acsupport.com)  
or call 1-877-895-9111

**PROUD TO SUPPORT THE 2010 DRIVE SAFE CAMPAIGN**





## Cell-phone driving ban is now in effect!

**Keep your eyes on the road and your hands on the wheel.** Ontario is now the fourth province to ban hand-held wireless communication devices or any hand-held electronic entertainment devices while driving. Drivers in Ontario are now prohibited by law to use hand-held cell phones, text or e-mail, or view laptops or DVD players while behind the wheel regardless of being at a stop-light or in heavy traffic.

*Drivers who text, type, email, dial, or chat using a prohibited hand-held device can face fines of up to \$500, as well as possible demerit points, license suspension and/or imprisonment.*

### HANDS-FREE DEVICES ONLY

The new law applies only to hand-held wireless communications and hand-held electronic entertainment devices. This means drivers must only operate wireless devices that can be used in a "hands-free" manner.

Hands-Free Devices Include:

- a cell phone with an earpiece or headset using voice dialing or plugged into the vehicle's sound system
- a global positioning system (GPS) device that is properly secured to the dash board or another accessible place in the vehicle
- a portable audio player that has been plugged into the vehicle's sound system.

For more information, visit

[www.mto.gov.on.ca/english/safety/distracted-driving/index.shtml](http://www.mto.gov.on.ca/english/safety/distracted-driving/index.shtml)

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Look for me!

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# Discourage auto theft. Join the network.

The **globali.com** network is the next generation of vehicle registration, protection and recovery. Participating dealers permanently identify your vehicle with the globali.com anti-theft deterrent system, featuring warning decals applied to your side windows.

By registering personal and vehicle information on the globali.com website, law enforcement personnel can locate you and your dealer quickly and effectively in case of theft.

A globali.com vehicle is a trace-able vehicle, a vehicle that is harder to sell to chop shops and cost-prohibitive to “wipe clean”. In all, it’s a vehicle that comes equipped with more peace of mind.



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**Register your vehicle now at [globali.com](http://globali.com)**

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At VIA Rail, we give our customers a unique travel experience. People choose the train because no other mode of transportation provides a more comfortable, secure and relaxing way to travel. We are committed to improving our services, and we believe each passenger should be treated to memorable moments on board our trains. VIA is the only carrier to offer the space that makes the trip as enjoyable as the destination. That's why we call it **“A more human way to travel.”**

A handwritten signature in black ink, appearing to read 'Marc Laliberté'.

**Marc Laliberté**  
President and CEO

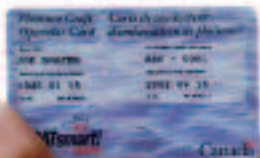


[viarail.ca](http://viarail.ca)

A MORE HUMAN WAY TO TRAVEL



# ARE YOU READY?



All operators of motorized boats now require a Pleasure Craft Operator Card\* regardless of age, size of boat or engine horsepower. **It's the Law.**

Take your official BOATsmart! Exam online and avoid expensive fines this summer. BoatSmartExam.com offers free study material, free exam retries and you can print a temporary card immediately when you pass.

#### Need to replace your lost or damaged Card?

info@BoatSmartExam.com  
1-877-792-3926  
BoatSmartExam.com

## Online Exam Discount

Receive a \$10.00 discount when you take your PCOC Exam online with BOATsmart! Canada. Study for free, enter **Discount Code DSM 211** and take your official PCOC exam at [www.BoatSmartExam.com](http://www.BoatSmartExam.com).

# SAVE \$10<sup>00</sup>

DISCOUNT  
CODE **DSM 211**

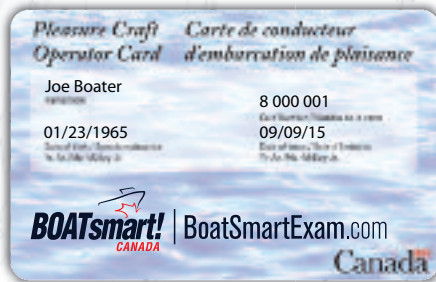
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Redeem this coupon online for \$10.00 off the official BOATsmart! Exam. This coupon is not valid on prior purchases. Limit one coupon per customer. **Valid only at [www.BoatSmartExam.com](http://www.BoatSmartExam.com).**

\*Pleasure Craft Operator Card or proof of competency

» [BoatSmartExam.com](http://BoatSmartExam.com)

All boaters need the card now - It's the law.



## Pleasure Craft Operator Card Tips

- #1 - **All operators of motorized vessels** now require a Pleasure Craft Operator Card. There are no exemptions for age, size of boat or engine horsepower.
- #2 - Boaters need an Operator Card for **all types of engines** - even electric trolling motors and canoes fitted with small engines.
- #3 - Once obtained, **your Pleasure Craft Operator Card is good for life**, regardless of your age at time of certification.
- #4 - The **fine for not having your Card is \$250.00** plus administrative fees and you must carry the original Card on board - photocopies are not accepted.

» [BoatSmartExam.com](http://BoatSmartExam.com)

Infoline: 1-877-792-3926

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 2010 Drive Safe Campaign. If you would like more information on this or any other campaigns, please email [oacpadmin@oacp.ca](mailto:oacpadmin@oacp.ca).



Ron Bain  
Executive Director, OACP



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Ministry of  
Transportation