

The eyes have it.
Stoned Driving **IS**
Impaired Driving.

Drive Safe.



Fill-up at



GAS+

**Earn More
Canadian Tire 'Money'®**



EARN 4.2¢ PER LITRE in Canadian Tire 'Money'® with this 14X coupon and a 40 litre gas purchase

14X CANADIAN TIRE
'MONEY'®
WITH YOUR GAS PURCHASE



CASH OR DEBIT Pay cash or debit for your gas purchase and you get 14X the rewards. Coupon required.

Redeemable at participating Canadian Tire gas bars, excluding Kenora, Thunder Bay and Western Canada. Minimum 15L purchase required. One coupon per purchase. Cannot be combined with other offers. Applicable rate and chart posted at gas bar.

Valid until September 30, 2014

EXAMPLE:

Earn **\$1.68** in Canadian Tire 'Money' when you redeem a 14X coupon with a 40 litre gas purchase. That's **4.2¢** per liter!

Minimum Litres Purchased	Single Issue without coupon	14 Times Issue with this coupon	Minimum Litres Purchased	Single Issue without coupon	14 Times Issue with this coupon
15-19.9 Litres	\$ 0.02	\$ 0.28	40-44.9 Litres	\$ 0.12	\$ 1.68
20-24.9 Litres	\$ 0.04	\$ 0.56	45-49.9 Litres	\$ 0.14	\$ 1.96
25-29.9 Litres	\$ 0.06	\$ 0.84	50-54.9 Litres	\$ 0.16	\$ 2.24
30-34.9 Litres	\$ 0.08	\$ 1.12	55-59.9 Litres	\$ 0.18	\$ 2.52
35-39.9 Litres	\$ 0.10	\$ 1.40	60-64.9 Litres	\$ 0.20	\$ 2.80

message from the Ontario Association of Chiefs of Police

Staying safe on Ontario's roadways is everyone's business. Police services work closely all year long with government, businesses and community groups to encourage everyone to make road safety a personal priority. Sadly, police officers spend far too much of their time dealing with tragedies on our roadways. That's why Ontario's police leaders are pleased to reach out to Ontarians during our 2014 Drive Safe! R.I.D.E. Campaign, and encourage motorists to "drive safe."

The theme for this campaign is "The Eyes Have it – Stoned Driving is Impaired Driving," which aims to raise public awareness about the dangers of driving while under the influence of illegal substances. Most of us know that choosing to drive after consuming alcohol poses tremendous dangers for motorists, other drivers, and pedestrians. But did you know that driving after consuming illegal substances can be just as dangerous as driving under the influence of alcohol?

Driving while under the influence of both legal and illegal substances is a growing challenge. A 2010 study published in the Journal of Traffic Injury Prevention concluded that more than 10% of drivers randomly pulled over for a survey tested positive for drug use, compared to 8% who had been drinking alcohol. According to the Centre for Addiction and Mental Health, 1 in 10 high-school age students – approximately 31,500 youths in Ontario – reported driving an hour after smoking cannabis.

Police officers across Ontario are trained to detect whether a driver may be under the influence of any substance that could cause that driver to place themselves – and others – in extreme danger. Our officers see the consequences of making poor choices on our roadways. Needless injuries and even deaths occur because drivers choose to consume illegal substances and get behind the wheel.

Our message is simple: please don't drive under the influence of any drug, legal or otherwise. Let's work together to keep people safe on our roadways!



Chief Paul D. Cook
President, the Ontario Association of Chiefs of Police
#DriveSafeONT

Stoned Driving is Impaired Driving


If you are pulled over by the police while operating a motor vehicle – whether an automobile, motorcycle, off-road vehicle, or a boat – **police have the legal authority to conduct Standard Field Sobriety Tests**, which consist of these 3 standard tests:

1. **One leg stand**
2. **Walk and turn**
3. **Horizontal gaze nystagmus** –
"nystagmus" being a medical term used to describe fast, involuntary movements of the eyes.

If you fail these tests, the police officer can demand that you provide a sample of your breath before a qualified technician, or by demand, and as soon as possible, require you to submit to an evaluation to test for drug impairment using a trained Drug Recognition Evaluator ("DRE").

These further tests include:

1. Preliminary exam, for example, taking your pulse
2. Eye examination using specific tests such as horizontal gaze nystagmus
3. Divided attention tasks such as: one leg stand, walk and turn, balance test, touch finger to nose test
4. Blood pressure, body temperature and pulse
5. Pupil dilation, and nasal and oral cavity examination
6. Examination of muscle tone and your skin for obvious signs of drug use and/or clamminess
7. Visual examination for any evidence of injection sites.



Police officers are always looking at a suspect's overall behaviour and responses to questions to inform their decision to lay a criminal charge for impaired driving.

The DRE will "form an opinion" regarding a classification of drug – whether depressants, stimulants, hallucinogen, inhalants, cannabis, etc. – at which point the police have the authority to demand a "bodily fluid" sample of blood, urine or saliva.

An approved medical toxicologist will analyze the bodily fluid(s), and will also check for drug metabolites for those drugs that don't last long in the system, such as cocaine.

The drug evaluation takes approximately one hour to complete, during which the Drug Recognition Evaluator will systematically consider everything about the person that could indicate the influence of drugs, including:

- > Assessing a person's appearance and behavior
- > Carefully measuring and recording vital signs
- > Making precise observations of the person's automatic responses and reactions
- > Administering carefully designed psychophysical tests to evaluate the person's judgment, information processing ability, coordination and various other characteristics.



You are up to **23 times**

more likely to crash
when you drive distracted

Talk to your teen about safe driving habits.

For more information and resources – like our parent-teen driving contract – visit www.justdrivecanada.ca.



Eyes on the road.
Hands on the wheel.
Mind on the task.
#JUSTDRIVE



Allstate[®]
You're in good hands.

Distracted Driving Kills. Don't Text & Drive

Driving while texting is particularly dangerous since it involves all three types of distracted driving:

- Visually you have your eyes on your phone and off the road.
- Manually you're handling the phone rather than keeping your hands on the steering wheel.
- Cognitively you're focusing on both the task of texting and the conversation rather than driving.

Driving while texting renders you incapable of focusing on the task at hand.

**DEVOTE
YOUR FULL
ATTENTION
TO DRIVING.**

fact

A recent study shows that when drivers take their eyes off the road for more than two seconds their crash risk doubles. A driver using a cell phone is four times more likely to be in a crash than a driver focused on the road. (Source: Ministry of Transportation)



Racing...?

On Ontario roads the terms **RACE** and **CONTEST** include any activity where one or more persons engage in any of the following while driving:

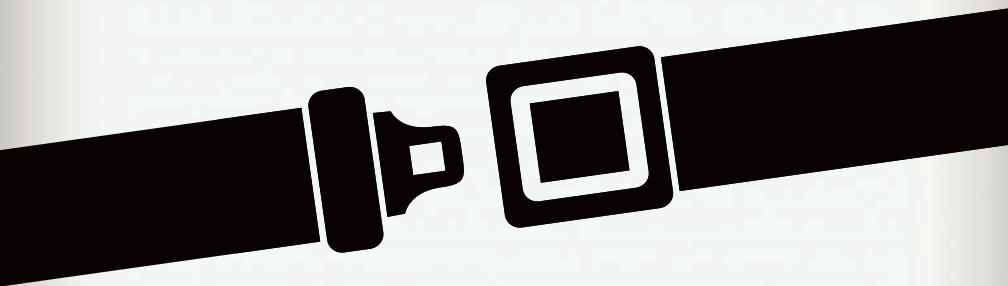
1. **Driving two or more vehicles at a rate of speed that is a marked departure from the lawful rate of speed** meaning excessive or unsafe speeds – and in a manner that indicates the drivers are engaged in a competition.
2. **Chasing another vehicle.**
3. **Driving without due care and attention**, without reasonable consideration for others using the roadway, or in a manner that may endanger any person by:
 - › Driving at a unsafe rate of speed.
 - › Outdistancing or attempting to outdistance one or more other vehicles while driving at an unsafe rate of speed.
 - › Repeatedly changing lanes in close proximity to other vehicles so as to advance through the ordinary flow of traffic while driving at an unsafe rate of speed.

You Lose!

- › The maximum fine is \$10,000 upon conviction for street racing – the highest penalty in Canada. The minimum fine is \$2,000.
- › Police can issue an immediate 7-day licence suspension and 7-day vehicle impoundment for street racing, participating in a driving contest or stunt driving.
- › Courts can impose a driver licence suspension of up to 10 years for a second conviction. For a first conviction, the maximum licence suspension period is 2 years.

Seat belts worn correctly can reduce the chance of serious injury by 52%*

BUCKLE UP EVERY TRIP EVERY TIME



Three of the country's top-ranked personal injury law firms formed the Personal Injury Alliance around one common goal: to provide *unparalleled* legal representation to accident victims and their families.



THOMSON ROGERS
PERSONAL INJURY LAWYERS

MCLEISH
ORLANDO
CRITICAL INJURY LAWYERS™

Oatley Vigmond
PERSONAL INJURY LAWYERS

If you've suffered a catastrophic injury
CALL FOR A FREE CONSULTATION
1-855-4-PIA-LAW

pialaw.ca



Nearly 1 in 10 Canadians report being a victim of identity theft.



**Your personal information is extremely
valuable to identity thieves.**

Contents within your vehicle contain personal information that can put you at risk of identity theft.



Are you at risk? Take the **GLOBALlock** risk assessment survey at: iD.RSR-GLOBAL.COM

To learn more about how to protect your identity and your vehicle visit our website.

1-888-291-9991
iD.RSR-GLOBAL.COM



GLOBAL id[™]
identity restoration service

arrive alive
DRIVE SOBER
arrivealive.org



WHEN YOU DRIVE HIGH,
YOU LOSE YOUR PERIPHERAL VISION

EGGS[™]
ON
WEED
.CA

How much is too much?



The reality is alcohol affects everyone differently.

Weight, gender, age, and the type of drink can affect the alcohol level in your body.

Alcohol remains in your body long after you stop drinking, and for women even longer than men.

If you've been drinking, plan a safe way home.

ontario.ca/drivesober

Trop, c'est combien?



En réalité, l'effet de l'alcool diffère pour chaque personne.

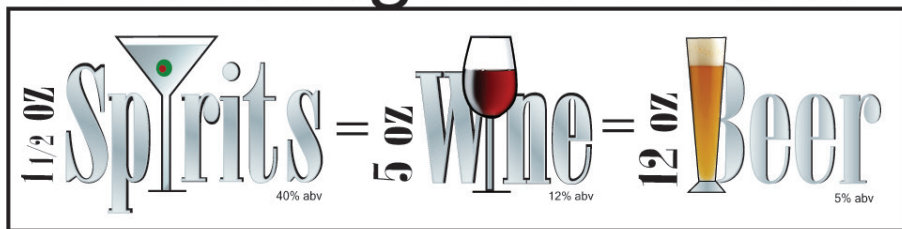
Poids, sexe, âge et type d'alcool sont tous des facteurs qui influent sur l'alcoolémie.

L'alcool reste dans le sang longtemps après le dernier verre, encore plus pour une femme que pour un homme.

Si vous buvez, prévoyez une façon sécuritaire de rentrer à la maison.

ontario.ca/lasobrieteauvolant

Knowledge Is Power



Know Your Standard Drinks

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.**

Spirits
Canada

The logo consists of the word "Spirits" in a large, light blue, serif font. The letter 'i' is replaced by a stylized martini glass with a black outline and a black olive. Below "Spirits" is the word "Canada" in a bold, black, sans-serif font.



Drinking and Driving is an Expensive Gamble.

A convicted offender faces the following costs:

ITEM	COST
Legal Costs (estimated range)	\$2,000 – \$10,000
Criminal Code fine	\$1,000
Back on Track program	\$578
Licence reinstatement fee	\$150
Increased insurance (est. \$5,000 extra per year for 3 years)	\$15,000
Ignition Interlock	\$1,500
Total Estimated Cost* (plus applicable taxes on some items)	up to \$28,000

* actual costs may vary
Information provided by MTO

fact

Every year some 200 lives are lost and more than 5,000 people injured in collisions involving a drinking driver.

CANADA'S PIPELINES

MOVING ENERGY FROM HERE TO THERE. SO CANADIANS CAN GET FROM A TO B.



IF YOU RODE
IN A BUS, TRAIN,
PLANE, TRUCK
OR CAR TODAY,
CHANCES ARE IT
WAS POWERED
BY A PETROLEUM
PRODUCT WE
DELIVERED.

More than 98 per cent of Canada's transportation needs are met this way. To get Canada's oil and gas products from where they are found to where they are used takes world-class engineering, careful construction and professional operation of a network of more than 100,000 kilometres of transmission pipelines.

Building safe pipelines is something that Canada has done well for many decades, and is a practice our industry will carry forward into the future.

We invite you to learn more about Canada's pipelines.

To find out more go to: aboutpipelines.com

DELIVERING YOUR
ENERGY EVERY DAY



canadian
energy
pipeline
association | association
canadienne
de pipelines
d'énergie

aboutpipelines.com



Ontario's Vehicle Sales Regulator

All-in pricing... it's the law



CAR PRICING IN A NEAT LITTLE PACKAGE

BuyWithConfidence.ca





Canpar **Courier**

Canpar Courier offers a reliable, cost effective solution for all your day-to-day shipping needs. With over 35 years of specialized package shipping, we have created a system that provides you with solid dependable service, easy access to tracking information, and first class customer support.

**Canpar Courier is proud to be the
exclusive courier partner of the
2014 Drive Safe Campaign.**

1.800.387.9335
canpar.com



**Thanks for being a
responsible driver. My family
sure appreciates your smart choice.**

**A public safety message
from Smart Serve Ontario.**

For more information on responsible alcohol
service and education, visit smartserve.ca





CCIDENT
SUPPORT SERVICES
INTERNATIONAL LTD.

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 Centre** when there are:

- No injuries
- No Criminal Activity
- No Dangerous Goods

Exchange information at the scene, then conveniently report in the safety of your local Collision Reporting Centre as soon as possible. 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”!

Our “Damage Reported to Police” Sticker program and photographs of all vehicles brought to our Collision Reporting Centres help to prevent insurance fraud.

Accident Support Services has 28 offices across Ontario to serve you!

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

PROUD TO SUPPORT THE 2014 DRIVE SAFE CAMPAIGN





WHY DRIVE WHEN YOU CAN TAKE THE TRAIN?

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.

A handwritten signature in black ink that reads "Steve Del Bosco".

Steve Del Bosco

Interim President and Chief Executive Officer

viarail.ca



A MORE HUMAN WAY TO TRAVEL VIA Rail Canada



™ Trademark owned by VIA Rail Canada Inc.

We're driven in the pursuit of safety

Whether it's promoting safe schools or delivering public messages to prevent distracted driving, the Trillium Automobile Dealers Association is always driving safety first. The New Car Dealers of Ontario are proud to be associated with Drive Safe 2014.

Get to know us at TADA.ca





GET HOME SAFE!

.....

KEEP YOUR EYES ON THE ROAD AT ALL TIMES

™TORONTO BLUE JAYS and all related marks and designs are trademarks and/or copyright of Rogers Blue Jays Baseball Partnership. © 2014 Additional marks and designs are the property of their respective owner and are used under license.

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 2014 Drive Safe Campaign. If you would like more information on this or any other campaigns, please email oacpadmin@oacp.ca.



Ron Bain
Executive Director, OACP



Allstate
You're in good hands.



Ontario



canadian energy pipeline association | association canadienne de pipelines d'énergie



THOMSON ROGERS
PERSONAL INJURY LAWYERS

MCLEISH
ORLANDO
LAW FIRM

Osley Vignond
LAWYER

www.oacp.ca

Plan Ahead Call Home Take a Cab
Use Public Transit Stay Over
Be a Designated Driver

arrive alive
DRIVE SOBER.
arrivealive.org

Thanks for always
driving sober!