

#DRIVESAFE

WHO IS IN CONTROL?

DRIVE SAFE 2018





Collect
an additional

2¢
per
litre



Redeem this coupon at any participating Canadian Tire Gas+ location to COLLECT **an additional 2¢ per litre** in Canadian Tire Money®+ when you purchase fuel and pay with your Triangle™ credit card or with cash or debit and show your Triangle Rewards™ card/key fob or Triangle App.

**Offer only available with payment in Gas+ kiosk.
Not available with payment at pump.**

Coupon valid until September 30, 2018.

† Terms and conditions apply to collecting and redeeming. One coupon per purchase. Cannot be combined with other offers. Coupon has no cash value. See gas bar cashier for details. The Triangle Rewards™ program is owned and operated by Canadian Tire Corporation, Limited. Triangle credit cards are issued by Canadian Tire Bank. Rewards are in the form of Canadian Tire Money® (CT Money®). Conditions apply. Visit triangle.com for full program rules. CT Money is collected on the number of whole litres of fuel purchased. The posted rate is subject to change without notice and varies by location. ^{®/™} Unless otherwise noted, all trademarks are owned by Canadian Tire Corporation, Limited and are used under licence. ^{®/™} Mastercard, World Mastercard and World Elite Mastercard are registered trademarks, and the circles design is a trademark of Mastercard International Incorporated.

Cashier Instructions:

- Bring fuel sale on screen
- Scan 2cpl Canadian Tire Money coupon
- Scan Triangle Rewards™ card/key fob or pay with a Triangle credit card (excludes Gas Advantage)

Complete transaction as normal



A MESSAGE FROM THE ONTARIO ASSOCIATION OF CHIEFS OF POLICE



Our roadways play a vital role in making Ontario a great place to live and work. Safe roads help keep our economy strong and our communities connected by moving people and goods safely and efficiently. Ontarians expect and deserve safe roads, and that is why Ontario's Police Leaders place such a high priority on traffic safety.

With rapid changes in technology and many changes to the laws concerning road safety, our 2018 *Drive Safe* campaign asks a simple but important question: "Who is in control" when it comes to safe driving?

And the answer is **it must be all of us** working together – government, police, technology providers, vehicle manufacturers, businesses and citizens – with drivers themselves being the frontline for road safety!

With that in mind, this year's *Drive Safe* campaign addresses some key issues, including:

- Driver over-reliance on automatic safety systems vs. being fully vigilant of road and traffic conditions, and being completely "in control" of themselves and their vehicles;
- Impaired and distracted driving, including cannabis-related impairment, and distraction due to in-car and mobile technologies; and,
- Ride-sharing technology and associated personal and public safety issues.

These are only a few of the challenges facing us as we strive in keeping Ontario's roadways safe. Please join us as in making sure everyone gets home safe.

Chief Bryan Larkin
Waterloo Regional Police Service
PRESIDENT, ONTARIO ASSOCIATION OF CHIEFS OF POLICE



ONE ROLL COULD **END IT ALL.**

It's too easy to pretend that drugs and alcohol are different when it comes to driving. In fact, drugs are a factor in more vehicle deaths in Canada than alcohol.*

* Source: MADD Canada

LEARN MORE AT COXAUTOINC.CA/DISTRACTED-AND-IMPAIRED-DRIVING



SAFETY FIRST AND ALWAYS !

The reduction of fatal & serious injury collisions continues to be a high priority for police services in Ontario. Members of the PUBLIC, DRIVERS and PEDESTRIANS alike, are reminded that road safety is a shared responsibility.

Road safety is about being unimpaired, undistracted and fully aware of traffic conditions and your vehicle, and being courteous to all other road users.

- Drivers are asked to give their full attention to driving safely and to obeying the rules of the road.
- Pedestrians are reminded that they need to be fully aware, at all times, of the movement of vehicles in their vicinity.
- All vehicles (including bicycles) must follow the rules of the road at all times. A reminder that bicycles are vehicles and cyclists have the same rights and duties as motorists!
- It is very important that cyclists, pedestrians and motorists all be extra vigilant around school zones, intersections, crosswalks and public transit stops.

FOR FURTHER INFORMATION PLEASE REFER TO:

www.peelpolice.ca/en/aboutus/road-safety-tips.asp

www.ottawapolice.ca/en/safety-and-crime-prevention/share-the-road.asp

WHO IS IN CONTROL?

Automakers are packing our vehicles with more and more electronic safety systems that do everything from keeping us in our lanes to collision avoidance and automatic braking. But if any of these systems should fail - *Who is in control?*



Although semi-autonomous vehicle technology is quickly evolving, and the day of driverless cars is within view, there is broad agreement amongst police, government and the insurance industry that drivers are almost always responsible for what happens with their vehicles. In cases where the technology is truly to blame, the problem can be handled within the current legal framework.

EYES AND EARS – BETTER THAN RADAR AND SENSORS

Remember, there is no safety technology that is designed to function without a driver's input and attention, and **semi**-autonomous safety features are only designed to **assist** the driver.

Safety systems like 'lane assist' or 'blind-spot assist' use the word 'assist' to communicate the fact that these tools are designed to help you drive safely. In fact, many of these safety systems are meant to function without you even knowing they're there. Their only purpose is to slam on the brakes or steer the car back into your lane if a collision is imminent.

IN OTHER WORDS, IF YOU NOTICE THESE SAFETY SYSTEMS AT WORK, YOU'RE DOING IT WRONG. PUT DOWN THE PHONE AND DRIVE!

Don't be fiddling with radios and cell phones, lulled into a false sense of security thinking the car will save you from trouble. Remember, these assistance systems are no substitute for giving your full attention to driving every time you get behind the wheel.

**IT BETTER BE YOU...
THERE IS NO SUBSTITUTE
FOR SAFE DRIVING**

PLAN AHEAD DON'T DRIVE HIGH®

Drugs can affect your:

- Reaction time
- Concentration
- Peripheral vision
- Coordination
- Depth perception



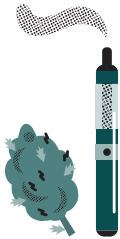
Cannabis and Driving

If you use cannabis, don't drive. It's as simple as that.

Why? Because how you consume it can drastically change your experience, sometimes unexpectedly.

Even if it's the exact same cannabis strain, using a different method to consume it can result in longer or more intense effects (sometimes both).

Here's how three of the most popular consumption methods affect you:



INHALATION

Inhaling cannabis is how most people consume cannabis, whether by smoking, or vaping. Effects happen quickly and wear off faster than edibles and oil.



OIL

A highly-concentrated extract, cannabis oil is the most potent form of consuming the plant. The effects can surprise you, even if you've used a similar product before.



EDIBLES

Cooking with cannabis is common but it's much harder to estimate your dose and effects. The effects are deceiving too; they take longer to feel and last much longer.

Remember, cannabis and driving don't mix!

D-I-D DON'T

**DRUG IMPAIRED DRIVING (“DID”)
IS ILLEGAL AND JUST AS DANGEROUS
AS DRIVING DRUNK**

Research shows that many drugs including cannabis can impair your ability to drive safely and increase the risk of getting into a collision. If you're the least bit impaired, don't take a chance with your life, your future, or the safety of those around you.

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” (a medical term used to describe fast, involuntary eye movements).**

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”).

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 for testing by an approved medical toxicologist.

A positive test for DID will have serious criminal consequences.

ALWAYS DRIVE SOBER

Impaired Driving is an Expensive Gamble

Alcohol-impaired drivers (blood alcohol content >0.08), **drug-impaired** drivers (as determined by an evaluation from a Drug Recognition Expert), and any drivers who **fail or refuse to submit to tests** under the Criminal Code can expect the following penalties and costs:

ITEM	COST
Legal Costs	\$2000 to \$10,000*
Criminal Code Fine	\$1000 to \$5000*
“Back on Track” Program	\$634
Licence Reinstatement Fee	\$198
Increased Insurance Costs (-\$5000 extra per year for 3 years)	\$15,000*
Ignition Interlock	\$1500*
Monetary Penalty (Expected by January 2019)	\$550
TOTAL ESTIMATED COST	\$30,000 or more

Source: Government of Ontario & Government of Canada



FACT

Motor vehicle crashes are the leading cause of death among 16 to 25 year olds, and **alcohol and/or drugs are a factor in 55% of those crashes.**

Source: MADD Canada



*Actual costs may vary.

It's Our Job to Say NO!

As Beer Store employees, we have the responsibility and right to challenge and refuse anyone who appears to be intoxicated or under the legal drinking age.

It's also our job to say YES to selling Ontarians fresh beer and taking back all the containers and packaging we sell to help preserve our environment.

We take these responsibilities very seriously. We owe it to you and the community to be responsible and do what we can to stop drinking and driving.



BEER STORE

Working together to keep our roads and communities safe.

DRIVING DEMANDS YOUR **FULL ATTENTION** EVERYTIME YOU GET **BEHIND THE WHEEL**

WHAT IS DISTRACTED DRIVING?

Distracted driving can be defined as any activity which takes a driver's attention away from driving and can include: adjusting the stereo; searching for something in the car; eating or drinking while driving; using a handheld device; watching television or other entertainment devices.

TYPES OF DISTRACTED DRIVING



VISUAL

taking your eyes
off the road



MANUAL

taking your hands
off the wheel



COGNITIVE

taking your mind off
what you're doing

IF YOU DRIVE WHEN YOU ARE UNABLE TO GIVE ALL OF YOUR ATTENTION TO YOUR DRIVING, YOU'RE PUTTING YOURSELF, YOUR PASSENGERS, AND OTHERS AT RISK. YOU CAN MAKE A DIFFERENCE.

TIPS FOR DRIVING UNDISTRACTED

1. Keep the phone out of reach. Put it in your glove compartment or leave it in your purse, which you can put in the backseat.
2. Turn off your phone when you're driving. If you don't hear it ring, you won't pick it up.
3. Download anti-texting software onto your phone.
4. Don't text or call others when you know they are driving. Parents often call their teenagers to make sure they are safe on the road or have safely reached their destination. But calling or texting them while they are driving may cause them to be distracted.
5. Have a designated "texter" while driving. If you have a friend or passenger in the car with you, have them answer the phone or respond to a text message.
6. Remember that distracted driving is just as bad as impaired driving. Several studies have shown that texting while driving impairs your driving ability in the same way that alcohol does.
7. Imagine the pedestrians and passengers in the other cars are people you know and love. Would you want a distracted driver on the road if your loved ones were there? Also, driving distracted with passengers in your car puts their lives at risk as well as yours. It also sets an example that you don't want others to mimic.

OPERATION[®]
LOOKOUT

**REPORT
IMPAIRED DRIVERS**



CALL 9-1-1



here's to all the people that
believe a perfect summer day is
one you can remember.



MOLSON Coors
celebrate responsibly



If **YOU** are involved in a collision...
COLLISION REPORTING CENTRES
are here to HELP!

\$2000 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"**.

Moving Collision Reporting from the side of the road helps to prevent secondary accidents/injury to citizens and Police, and allows Police Services to re-assign officers to higher priority calls for service.

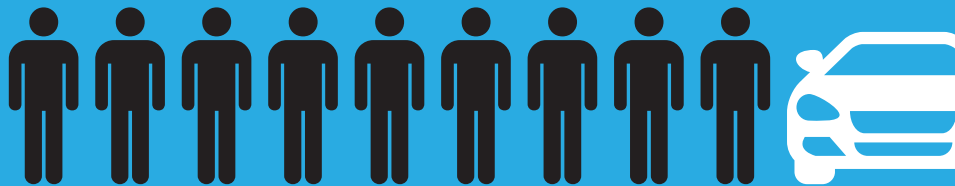
Our "Damage Reported to Police" sticker program and photographs of all vehicles brought to our Collision Reporting Centres help to prevent insurance fraud.

**ACCIDENT SUPPORT SERVICES has 30 Locations
across Ontario to serve you!**



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

Ride-Sharing Safety Tips



These days it's very likely that you or someone you know has used a ride-sharing service that uses your phone and a mobile application or app' to connect you to private vehicles for-hire, similar to a taxi service. So the question is no longer whether ride-sharing services are here to stay, it's using them with your safety in mind.

Plan ahead before you request a ride. Think about where you're going, and review the app's safety features so you know how to use them.

Get in the right car by first checking that the licence plate, driver photo and name all match what's listed in the app'.

Be a backseat rider, especially if you're riding alone, to ensure you can safely exit on either side of the vehicle and to give you and the driver personal space.

Buckle up to reduce injuries or even save your life in case of a collision.

Share trip details as most apps' let you share the driver's name, photo, licence plate and location with a friend or family member so they can track your trip.

Protect your personal information, because there's no need to share any of your contact information with the driver.

Trust your instincts and use your best judgement, and if you ever feel you're in an emergency situation call 911 immediately.

Provide feedback on how your trip went as it helps improve the ride-sharing experience for others and provides accountability.



YOUR GREENEST CHOICE IN RIDE SHARING

FACEDRIVE.COM

ROUNDAABOUTS

APPROACHING THE ROUNDAABOUT

- Slow down
- Keep to the right of the splitter island
- Observe the lane signs and choose the correct entry lane based on intended destination
- Pay special attention to pedestrians who may be crossing the roadway
- Yield to cyclists and drivers already in the roundabout, as they will have the right-of-way
- Stop if there are vehicles already inside the roundabout and the way is not clear
- Enter when there is a safe gap in traffic

DRIVING IN THE ROUNDAABOUT

- Keep to the right of the centre island and drive in a counter-clockwise direction until you reach your exit
- Don't pass other vehicles or change lanes; give large vehicles extra space because they might use both lanes
- Don't stop inside the roundabout, except to avoid a collision



Slow down;
roundabout is ahead.



Directional guide
signs display
corresponding exits.



Choose the correct lane
based on the direction you
want to go. Keep to the
right of the central island.



Yield to all traffic.
Traffic inside the
roundabout always has
the right-of-way.

A roundabout is a circular intersection where two or more roads meet, and they offer many benefits compared to traditional intersection. Traffic circulates counter-clockwise, to the right of the centre island. All entering vehicles must yield to traffic already in the roundabout.

EXITING THE ROUNDABOUT

- Use your right-turn signal
- If you miss your exit, continue around the roundabout again and then exit

YIELDING TO EMERGENCY VEHICLES

• If you are still outside the roundabout

Pull over to the right, if you can do so safely. Let the emergency vehicle pass you before you enter.

• If you are inside the roundabout already

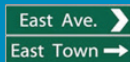
Drive to your intended exit. Leave the roundabout completely before you pull over to the right. Then let the emergency vehicle pass you.

FOR FURTHER INFORMATION PLEASE REFER TO:

www.mto.gov.on.ca/english/ontario-511/roundabouts.shtml



A one-way sign is installed in the roundabout central island facing entering traffic to identify the direction of travel (counter-clockwise).



These signs mark the exits from the roundabout and show the road name and its destination.



Large trucks may need both lanes to pass through the roundabout.



Traffic must yield to pedestrians.

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.



Proud to support the 2018 Drive Safe Campaign





Drink responsibly.

Your responsible driving makes all our journeys safer.
For more information on responsible
alcohol service visit :

smartserve.ca





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 2018 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



WHO IS IN CONTROL?

OACP.CA