




**Towards a National Strategy**  
**Challenging Myths and Opening Minds:**  
**Canada Day**


**Brian Jonah, Transport Canada**  
**March 6, 2006**


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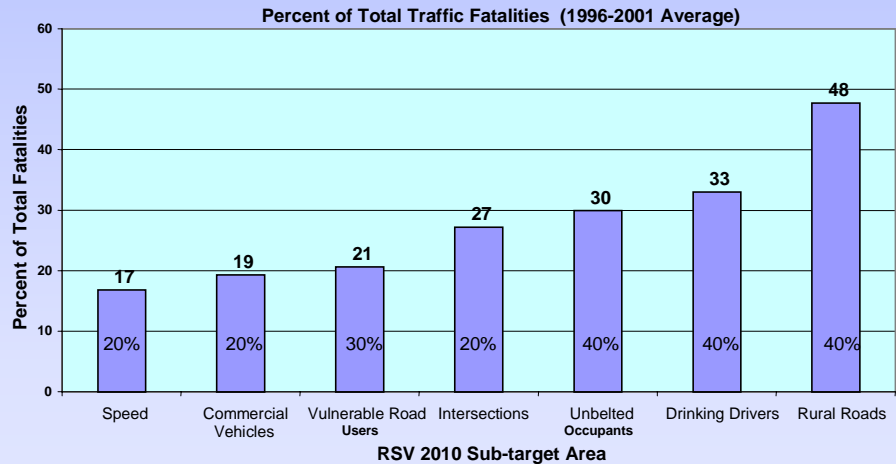
## Road Safety Vision 2010

- **Transport Canada provides National leadership on Canada's vision of having the safest roads in the world**
- **Target 30% reduction in fatalities/serious injuries by 2010**
- **Approved by Council of Ministers of Transport 2001**
- **Strategic objectives**
  - Increased public awareness
  - Better collaboration and coordination
  - Strengthened enforcement
  - Better data
- **RSV 2001 (1996-2001)**
  - Resulted in 10% fewer fatalities and 16% fewer serious injuries from 1996-2001

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## Road Safety Vision 2010 targets major traffic safety issues



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## Why Targets?

- Communicates the importance of road safety and motivates stakeholders to act.
- Not intended to imply that we are prepared to tolerate a certain number of casualties.
- Rather we are saying that during a specified period of time, we will attempt to lower the casualties to the target level.
- Targets for sub-national levels of government are important as well.
- Having ambitious targets raises media and public awareness and hence motivates politicians to allocate sufficient resources focused on major problem areas.


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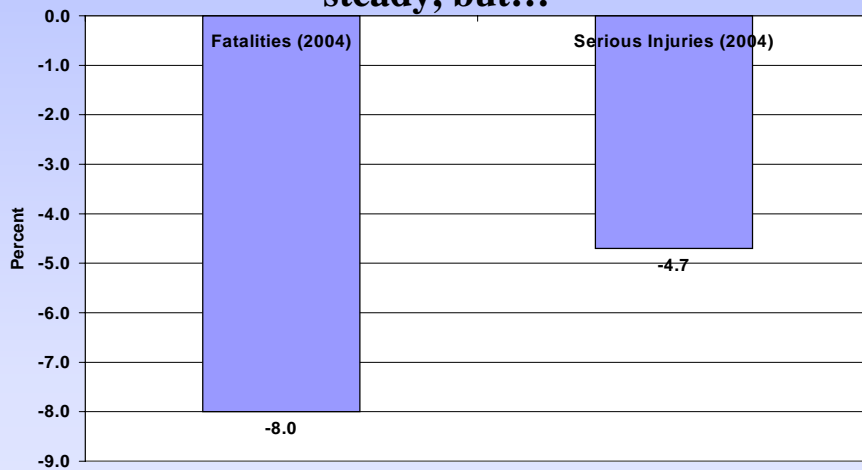
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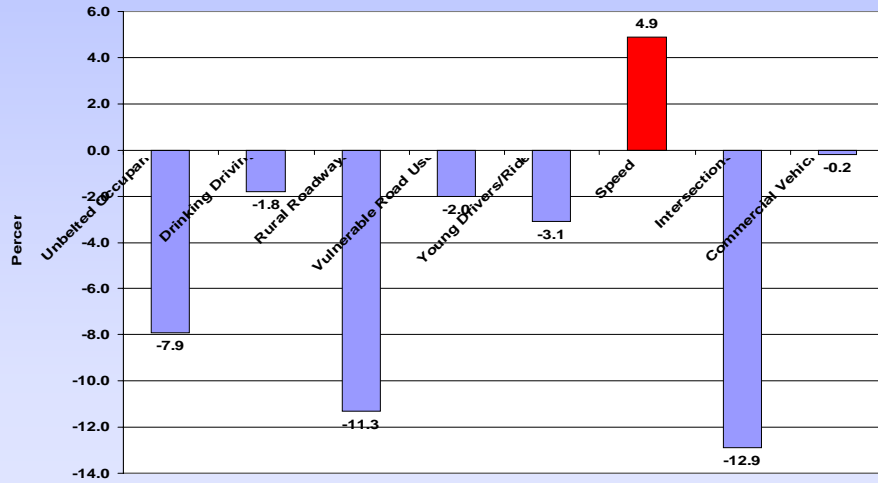
### Progress toward the RSV 2010 national fatality & serious injury targets has been steady, but...



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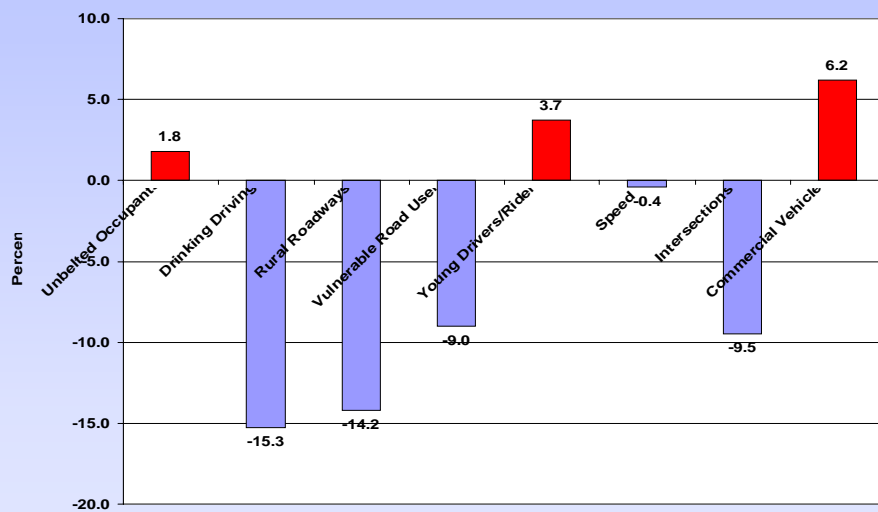
## Progress Toward the RSV 2010 Fatality Reduction Sub-Targets – 2003 vs. 1996-2001



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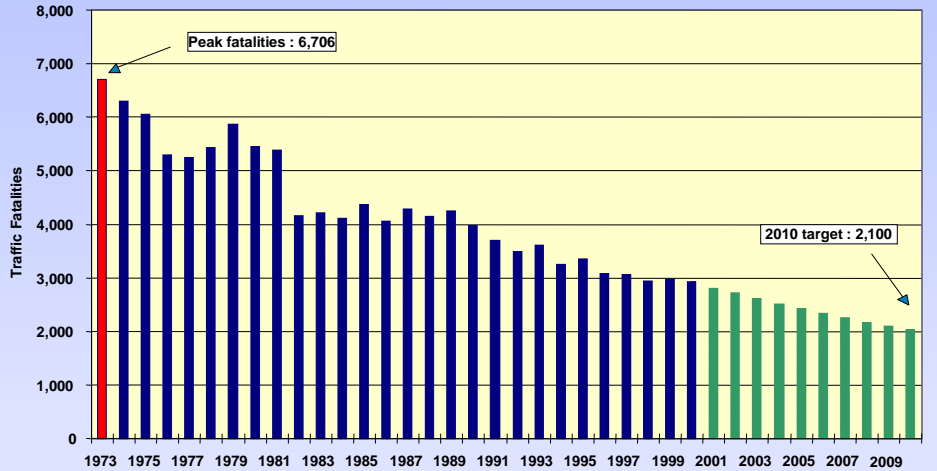
## Progress Toward the RSV 2010 Serious Injury Reduction Sub-Targets – 2003 vs. 1996-2001



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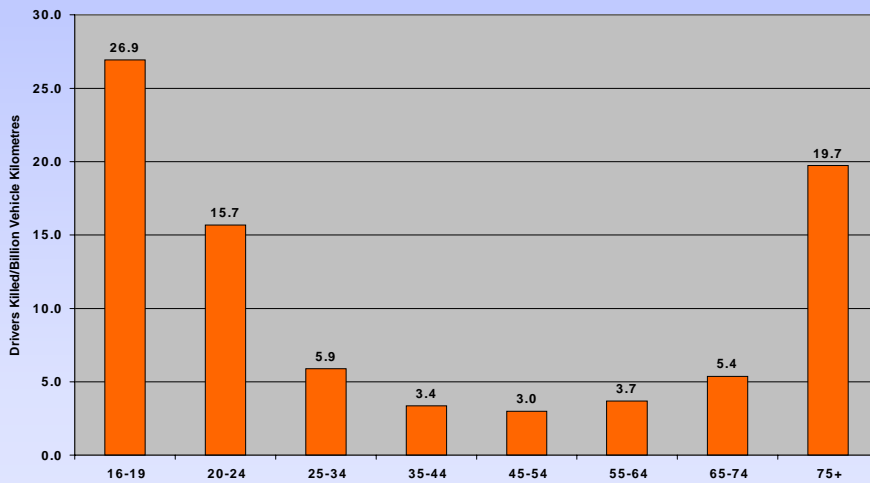
## In order to achieve our Vision, we have to reduce fatalities to about 2,100 by 2010



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## Drivers of Light Duty Vehicles Killed By Age Category Per Billion Vehicle Kilometres Travelled - Canada



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## Strategic Issues

- **Privilege or right under Constitution**
- **Constitutionality of age based assessment**
- **Responsibility**
  - Driver
  - Family
  - Medical profession (Dr., OT)
  - Government
- **Rural vs. urban mobility and options (transit)**
- **Risk of collision and seriousness of outcome**

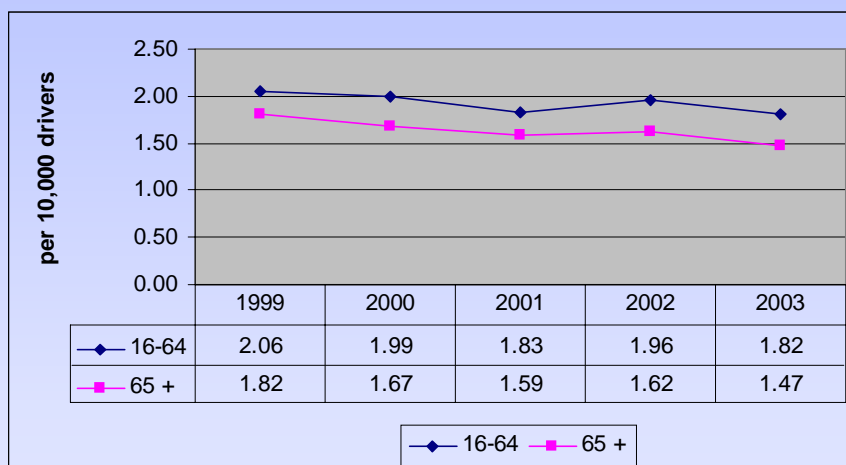
## Strategic Issues cont...

- **Periodic retesting/refreshing**
  - Time based (ever 20 years from licensure)
  - Performance based
  - Aged based
  - Medical condition
- **Reliability and validity of competency based testing**
- **Conditional Licensing**
  - What restrictions (roads, time, medications)
  - Criteria for restrictions
- **Incentives for testing/training**
  - Insurance
  - Government

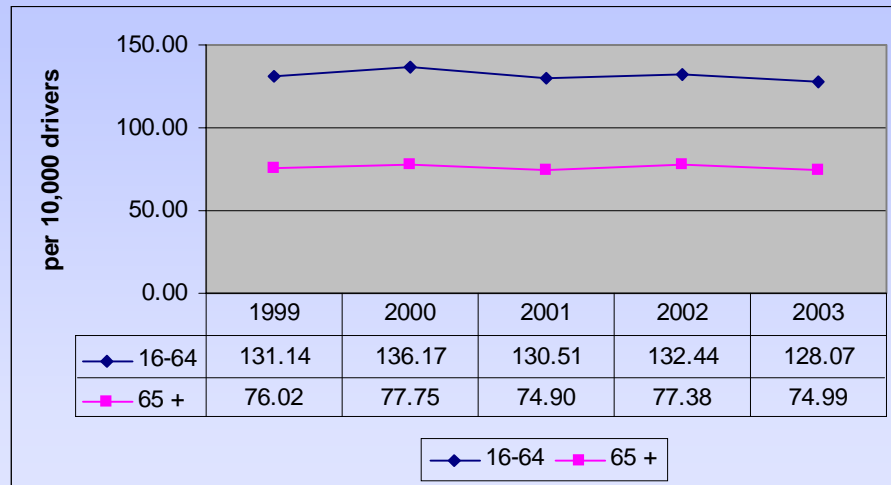
## Strategic Issues cont...

- **On-going age appropriate computerized programs**
  - Awareness
  - Assessment
  - Risk perception
- **Jurisdictional web sites and publications tailored to senior drivers**
- **Age based target under RSV2010**
  - Scalable targets and programs

## Drivers in Fatal Collisions / 10,000 Drivers



## Drivers in Injury Collisions / 10,000 Drivers



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