

**IMPAIRED DRIVING
PROMOTIONAL MATERIALS**

Impaired Driving Promotional Materials 2000/2001

Jurisdiction	Agency	Material Type	Title	Available to other agencies	Cost (if applicable)	Key Contact
Alberta						
Alberta Transportation						
			"What are you willing to lose?" Campaign poster, locker posters (set of 4), brochure poster, postcard, Father and Son video (90 second)	Yes	No	Jeanette Espie-Lefebvre tel (780) 427-6588 fax (780) 422-3682
			Alberta Impaired Driving Stakeholder List	Yes	No	
			Promotional Materials Checkstop Litter Bag, includes: "Think& Drive" pen, key fob, post-it notes, reflector, "What are you willing to lose?" postcard	Yes	No	
			Radio Spots Checkstop, Lost Something, Do As I Say, This Weekend, Crash Carnage, Costly, Handcuffs and Freedom, Injury/Death, Innocent Victims, Joint Forces Checkstop, Lost Licence and Think & Drive, Alberta Admin. Licence Suspension, Long Weekend	Yes	No	
			Saferoads.com Traffic Safety Initiative website features additional information and fact sheets c impaired driving.	Yes	No	
			Television Spots Father & Son, Alberta Gets Tough on Impaired Drivers, Alberta Administrative Licence Suspension Safety Minute and Cop's Catalogue	Yes	No	
Students Against Drinking and Driving (SADD)						
			Information brochure	Yes	No	Rick Mayuk, Executive Director tel (780) 425-1342 fax (780) 497-5470 email: wrecker@saddalberta.com website: saddalberta.com

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		Newsletter		Yes	No	
		Provincial Conference	Oct/Nov	Yes	Yes (delegate fee)	
		Web page	www.saddalberta.com	Yes	No	

British Columbia

Insurance Corporation of British Columbia

Brochure - "You risk a lot"	Yes within BC	No	Public Affairs & Road Safety (604) 661-6651
Brochure, mocktail recipes - "Parties with a punch"	Yes within BC	No	
Buttons, decals, litter bags, posters - "Drinking Driving Counter Attack"	Yes within BC	No	
Drinking Driving Videos	Yes within BC	No	
Posters, ad mats, stickers, etc. "Impaired Driving Message" commodity items	Yes within BC	No	
Posters, cards, etc. (event package with Safe Ride Home message)	Yes within BC	No	
Roadsense Speakers Package	Yes within BC	No	
Student Project Binders available for high school programs	Yes within BC	No	

Mothers Against Drunk Driving - Greater Vancouver Chapter

Brochures, Stickers, Videos, Posters, Speakers	Yes	No	Bernice MacLeod, Office Administrator tel & fax: (604) 515-9212 email: maddvan@sprint.ca
Victim Support Group	Yes	No	

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Canada						
CAA Niagara						
		Banner that attaches to wrecked vehicles for display and mock crashes.	Banner reads: "Thinking About Drinking and Driving? Think Again!"	Yes	\$200	John Sherwin, CAA Sgt. Dave Brennan, NRP
		Brochure:	Operation Lookout	Yes	@ 10 cents	John Sherwin, CAA Cst. P. Gord Horne, NRP
Canadians for Safe and Sober Driving/Against Drunk Driving						
		Brochure -	"Operation Lookout - Marine"	Yes	No	Edie Newton tel (905) 793-4233 fax (905) 793-7035
		Brochures, posters, wallet cards -	"Operation Lookout"	Yes	No	
		Program guide and video -	"Operation Lookout"	Yes	No	
MADD Canada						
		Clothing items, jackets, bags, hats		Yes	Yes	Contact local chapter or www.madd.ca
		MADD Canada Victim Pamphlets		Yes	Yes	
		New chapters in North Island, BC; Cold Lake, AB; Edmonton, AB; Chatham, ON; Durham, ON; Grand Manan, NB; Mary's Harbour, NF				
		Posters, Pamphlets, Books and Videos		Yes	Yes	Contact local chapter or www.madd.ca
		Promotional items: pencils, pens, keychains, bumper stickers, mugs, decals, litter bags, lapel pins, ice scrapers		Yes	Yes	

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Manitoba						
MADD Manitoba						
		MADD promotional items, posters		Yes	contact chapter for details	MADD Winnipeg tel (204) 944-6321 fax (204) 786-7768
		MADD Red Ribbons		Yes	contact chapter for details	
		Victim Information pamphlets		Yes	contact chapter for details	
Manitoba Justice/Highways						
		"When You Drink and Drive in Manitoba You Lose" brochure				Dwight Surgenor Div. Of Driver & Veh Licensing tel (204) 944-5422 fax (204) 948-2224
		Impaired Driver law brochure and poster "Don't Drink & Drive: Tough New Laws for On- and Off-Road Vehicles"		Yes	N/A	David Greening Manitoba Justice tel (204) 945-1700
Manitoba Public Insurance						
		Advertisements - "Christmas Gift Ideas" & "Roadwatch"		Yes	N/A	Manager Road Safety tel (204) 985-8773 fax (204) 985-7652
		Operation Red Nose brochures, T-shirts, buttons		Yes	No	
		Roadwise promotional materials: pens, buttons, umbrellas, posters, etc.		Yes	Yes	
Winnipeg Police Service						
		Recommendation report for amendments to the Highway Traffic Act dealing with impaired driving		No	No	P/Sgt. Andy Golebioski Traffic Division tel (204) 986-6452

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New Brunswick						
Addiction Services Health and Community Services						
		Brochure, video, program binder - "Over the Line"		Yes	No	Gordon Skead Tony DeCoursey (506) 452-5554
Department of Transportation Motor Vehicle Administration & Public Safety Coordination						
		"The Drive Home - The Choice is Yours!"		Yes	No	Bernie Bourque (506) 758-4002
		Posters & promotional material		Yes	No	
		Television advertisements		Yes		
Dept. of Public Safety - Policing Services						
		Police Handouts, Checkstop Program		Yes	No	Michael Quigley (506) 453-3603
		Posters		Yes	No	
		TV Ads		Yes	No	
S.T.R.I.D. Committee						
		Provides a cost sharing team for guidance & management of all DWI activities including recommending legislation changes/improvements. Average attendance at monthly meeting is 8		Yes	No	Allie MacIntyre, Chairperson (506) 453-5219

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Teens Against Drinking and Driving						
			"Fatal vision program"	Yes	No	TADD New Brunswick c/o Fredericton High School (506) 453-5219
			Brochure & Christmas Cards	Yes	No	" "
			Operation Lookout	Yes	No	" "
Newfoundland						
Newfoundland & Labrador Addiction Services						
			Brochure "What Everyone Should Know About Impaired Driving"	Yes	No	Ron Tizzard tel (709) 729-0719 fax (709) 729-5824
Newfoundland & Labrador Safety Council						
			SADD Handbooks (activity books, brochures)	Yes	No	Sherry House tel (709) 754-0210 fax (709) 754-0010 shouse@safetycouncil.net
Northwest Territories						
Department of Transportation, Road Licensing & Safety						
			Locker-style posters - "Think Before You Drink"	Yes	No	Edith Johnston-Ryder tel (867) 920-3068 fax (867) 873-0120 Edith_Johnston-Ryder@gov.nt.ca

Jurisdiction	Agency	Material Type	Title	Available to other agencies	Cost (if applicable)	Key Contact
People Against Impaired Driving/Research and Education on Impaired Driving (PAID/REID)						
			"Shattered Lives" (book of stories about people who have been killed and sentences -- some court information on process included)	Yes		
Nova Scotia						
Learning Resources and Technology						
			Video: Drinking and Driving: A deadly Combination	Yes	No	Sarah Hainesworth, Gayle Ford, Susan Owen (902) 424-2440
			Video: Drive to Survive - Mike Frogely Story	Yes	No	
			Video: Friday Night Five	Yes	No	
			Video: Friends Don't Let Friends (bilingual)	Yes	No	
			Video: Just Another Night	Yes	No	
			Video: Just Having a Good Time	Yes	No	
			Video: Kevin's Story	Yes	No	
			Video: No Victory	Yes	No	
			Video: Over the Line	Yes	No	
			Video: Reach Out	Yes	No	
			Video: Smashed Loaded Blasted & Bombed	Yes	No	
			Video: The Day I Died	Yes	No	

Jurisdiction	Agency	Material Type	Title	Available to other agencies	Cost (if applicable)	Key Contact
		Video:	The Designated Driver	Yes	No	Sarah Hainesworth, Gayle Ford, Susan Owen (902) 424-2440
		Video:	The Party's Over	Yes	No	
		Video:	What Everyone Else Should Know About Drinking and Driving	Yes	No	
Nova Scotia Safety Council						
		Press releases re:	impaired driving during the holiday season			Arminta Kennedy tel (902) 454-9621 ext. 22 fax (902) 454-6027

Ontario

Alcohol and Gaming Commission of Ontario

		Last Drink Project		Yes	N/A	Marlo Harris (416) 326-0336
		SIP: Call serving staff of licensed premises which must have certificate of SIP training		Yes	N/A	

Centre for Addiction and Mental Health

		Bochure - "Back on Track"		Yes	No	toll free 1-888-814-5831 (416) 595-6593
		Drinking, Drugs and Driving: Tips for Driver Educators		Yes	\$39.95	
		Facts about Alcohol, Other Drugs and Driving		Yes	\$10.00 package of 50	toll free 1-800-661-1111 fax (416) 593-4694 mktg@arf.org
		Safe and Sober Operator: A community Action Manual to Promote the Safe Operation of Recreational Vehicles and Boats		Yes	\$19.95	

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Liquor Control Board of Ontario						
		Booklet -	"The Mocktail Guide"	Yes	No	Elizabeth Kruzel (416) 864-6820 kruzele@lcbo.com
		Brochure -	"Having a party?"	Yes	No	
		Poster -	"Don't drink and drive. Think about it"	Yes	No	
		Poster -	"Drinking & Boating is No Accident"	Yes	No	
		Poster -	"Drinking & Snowmobiling is No Accident"	Yes	No	
		Poster	"Drinking & Driving is No Accident"	Yes	No	
Ontario Community Council on Impaired Driving (OCCID)						
		Arrive alive DRIVE SOBER posters (Eng/Fr)		Yes	No	OCCID coordinator: tel (416) 485-4411 fax (416)485-8879 occid@sympatico.ca
		Arrive Alive Passport to Safety - (Eng/Fr)		Yes	No	
		Drive Sober valentines - (Eng/Fr)		Yes	No	
		General Information Brochures and Annual Reports		Yes	No	OCCID coordinator: tel (416) 485-4411 fax (416)485-8879 occid@sympatico.ca
		Insurance Folders		Yes	No	
		Litterbags - (Eng/Fr)		Yes	No	

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		Other materials as available (i.e., recipe cards, coasters)		Yes	No	
		Radio & TV Public Service Announcements (PSAs)		Yes	No	
Ontario Ministry of Transportation						
		Brochure, poster - "Break the Law, Pay the Price"		Yes	No	Distribution Centre (416) 235-3473 www.mto.gov.on.ca/english/safety
		Brochure, poster - "It's Your Vehicle, Your Responsibility"		Yes	No	
		Ontario Road Safety Fact Sheets		Yes	No	Jeff Griffith (705) 497-5453
Ontario Students Against Impaired Driving						
		"Stop, Think, Lead" CD-Rom		Yes	Postage	Darren Robinson (877) 706-7243
		Call me cards		Yes	Postage	
		Call Me contract		Yes	Postage	
		Lifeline Newsletter		Yes	No	
		Staff Manual		Yes	Postage	
Quebec						
Direction de la santé publique - Régie régionale de la santé et des services sociaux de la Montérégie						
		Évaluation d'un programme pour réduire l'accessibilité à l'alcool chez les jeunes en Montérégie (Rapport d'évaluation)		Yes		Géraldine T. Quesnel (450) 928-6777, poste 4055

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			La sécurité routière au Québec, un défi collectif - Mémoire	Yes		Géraldine T. Quesnel (450) 928-6777, poste 4055
			L'alcool et la conduite avec facultés affaiblies : perspectives pour l'intervention (document de travail)	Yes		
			Politiques municipales de gestion de l'alcool - Étude de faisabilité d'un projet pilote en Montérégie (Document)	Yes		
Société Assurance Automobile du Québec						
			Brochure - "A votre service"	Yes	No	General Information (418) 643-7620
			Brochure - "L'alcool au volant - Comprendre ses effets"	Yes	No	
			Brochure - "Alcofrein"	Yes	No	
			Brochure - "Alternative"	Yes	No	
			Brochure - "Dispositif Antidémarrreur"	Yes	No	
			Brochure - "L'alcool au volant ça s'arrête ici"	Yes	No	
			Brochure - "Nouvelle sanction: la saisie du véhicule"	Yes	No	
			Card - "Loto-Route Boire ou conduire"	Yes	No	
Saskatchewan						
Hotels Association of Saskatchewan						
			"Have Someone for the Road" designated driver program materials for liquor establishments	special events	\$28.50 for kit with wristband; \$18.25 for kit with hand stamps	Hotels Association (306) 522-1664

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Saskatchewan Government Insurance						
		Brochure - "Safe and sober: How the drinking and driving legislation affects yo		Yes	N/A within province	Traffic Safety Promotion (306) 751-1237
		Posters - "Will You Walk Away From Drinking and Driving" and "Always Plan a Safe Ride Home"		Yes	N/A within province	
		Promotional items: CE cases, key-tags, T-shirts, hats, special events			N/A within province	
		Promotional items: coffee mugs, keytags, pens, T-shirts, hats		special events	N/A within province	
		Television, radio and print and billboard advertisements: Designated driver program		viewing only	N/A	
		Television, radio, print and billboard advertisements - "Always Plan a Safe Ride Home" & "Will You Walk Away from Drinking & Driving" campaign		viewing only	N/A	
Students Against Drinking and Driving (SADD)						
		Comprehensive Chapter Manual		Yes	\$25	SADD (306) 757-5562
		Newsletters, posters		Yes	Free with membership	
Yukon						
Dept. of Community & Transportation Services						
		Handout - "Thanks for giving us your time" - bilingual		Yes	artwork could be made available for independent production	Jennie Howie (867) 667-5833

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Depts. of Justice, Health, Yukon Liquor Corp. & Community & Transport Services						
		Poster & Brochure - "Think About it - Kiss 'em goodbye": 3 sets with focus on - longer periods of licence disqualification - vehicle impoundment - roadside licence suspension		Yes	artwork could be made available for independent production	Jennie Howie (867) 667-5833
		Posters & Drink Coasters : three campaigns		Yes	artwork could be made available for independent production	
		Radio Campaign - "Boat Safe... Boat Sober", "Ride Safe... Ride Sober" & "Someone is Waiting"		Yes	minimal duplication fee	
Yukon Driver Control Board						
		Brochure - "Drivers... A few facts"		Yes	artwork could be made available for independent production	Darlee Norquay (867) 667-3774
Yukon Liquor Corporation						
		Handout & Brochure - "Alcohol in the hands of minors is no minor problem"		Yes	artwork could be made available for independent production	Wendy Huffman (867) 667-8930