

---

# ***CCMTA Road Safety Report Series***

---

## **Inventory of Public Education and Awareness Material**

*Prepared For*

Canadian Council of Motor Transport Administrators  
Standing Committee on Road Safety Research and Policies

*by*

Road Safety Vision 2010 Communications Task Force

October 2007

## **Disclaimer**

The material presented in this text was carefully researched and presented. However, no warranty expressed or implied is made on the accuracy of the contents of their extraction from reference to publications.

© 2007 Canadian Council of Motor Transport Administrators/  
Conseil canadien des administrateurs en transport motorisé

Canadian Council of Motor Transport Administrators  
2323 St. Laurent Blvd.  
Ottawa, Ontario  
K1G 4J8  
Telephone: (613) 736-1003  
Fax: (613) 736-1395  
E-mail: [ccmta-secretariat@ccmta.ca](mailto:ccmta-secretariat@ccmta.ca)  
Internet: [www.ccmta.ca](http://www.ccmta.ca)

## **CANADIAN COUNCIL OF MOTOR TRANSPORT ADMINISTRATORS**

The *Canadian Council of Motor Transport Administrators* is a non-profit organization comprising representatives of the provincial, territorial and federal governments of Canada which, through the collective consultative process, makes decisions on administration and operational matters dealing with licensing, registration and control of motor vehicle transportation and highway safety. It also includes associate members from the private sector and other government departments whose expertise and opinions are sought in the development of strategies and programs.

The work of CCMTA is conducted by three permanent standing committees which meet twice a year. The mandates of the standing committees are as follows:

- ▶ The **Standing Committee on Drivers and Vehicles** is responsible for all matters relating to motor vehicle registration and control, light vehicle standards and inspections, and driver licensing and control.
- ▶ The **Standing Committee on Compliance and Regulatory Affairs** is concerned with the compliance activities of programs related to commercial driver and vehicle requirements, transportation of dangerous goods and motor carrier operations in order to achieve standardized regulations and compliance programs in all jurisdictions.
- ▶ The **Standing Committee on Road Safety Research and Policies** is responsible for coordinating federal, provincial and territorial road safety efforts, making recommendations in support of road safety programs, and developing overall expertise and strategies to prevent road collisions and reduce their consequences.

CCMTA's Board of Directors also meets twice per year to attend to the overall management of the organization, determine policy direction and provide overall guidance and direction to the standing committees. Recommendations of the standing committees are ratified by the CCMTA Board.

All CCMTA standing committee meetings are open to industry stakeholders. Associate membership further allows private organizations and other government bodies with an interest in matters dealing with motor vehicle transportation and highway safety to be kept apprised of CCMTA activities and have formal access to CCMTA meetings and proceedings.

For further information on CCMTA projects and programs or associate membership, please contact the Secretariat.

## RSV 2010 Communications Task Force Inventory of Public Education and Awareness Material

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Drivers	Aging Drivers	Senior Driver Driving Safety Cycle – group education aid on driving abilities of seniors	print web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Drivers	Aging Drivers	How's My Driving – a look at how seniors can keep driving longer and safer	print web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Drivers	Aging Drivers	Senior Driver Group Education – a classroom book on safe driving for seniors attending group education sessions	print web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Drivers	Aging Drivers	<i>The Older and Wiser Driver</i> – Tips and self-evaluation guide	print website	<a href="http://www.gov.mb.ca/shas/river/index.html">www.gov.mb.ca/shas/river/index.html</a>	MPI – James Aryee (204) 985-7199 <a href="mailto:jaryee@mpi.mb.ca">jaryee@mpi.mb.ca</a>	MB
Drivers	Aging Drivers	<i>Mature Driving Course</i> – Course information	print website	<a href="http://www.mbsafety.org/product.aspx?id=6F746DAF620A4BF698641164C4330D0B">www.mbsafety.org/product.aspx?id=6F746DAF620A4BF698641164C4330D0B</a>	Manitoba Safety Council (204) 949-1085	MB
Drivers	Aging Drivers	The Older Wiser Drivers – a handbook top make drivers aware of the driving limitations that come with aging	print	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SIGI – Traffic Safety Promotion (800) 667-8015	SK – SIGI

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Drivers	Driver Handbooks	Description of steps and requirements for obtaining a driver's licence  Booklet prospective heavy vehicle driver; Prospective motorcycle operator; Prospective passenger vehicle driver	print	<a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/driver_licence/vehicle_driver.html">www.saaq.gouv.qc.ca/en/documents/pdf/driver_licence/vehicle_driver.html</a>  <a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/driver_licence/prospect_moto.html">www.saaq.gouv.qc.ca/en/documents/pdf/driver_licence/prospect_moto.html</a>  <a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/driver_licence/prospect_heavy.html">www.saaq.gouv.qc.ca/en/documents/pdf/driver_licence/prospect_heavy.html</a>	Alain Colletette (418) 528-3380 <a href="mailto:alain.colletette@saaq.gouv.qc.ca">alain.colletette@saaq.gouv.qc.ca</a>	QC
Drivers	Driver Handbooks	Motorcycle Handbook	print web	<a href="http://www.mpi.mb.ca/english/DriverLicencing/DL_MotorcycleHandbook.html">www.mpi.mb.ca/english/DriverLicencing/DL_MotorcycleHandbook.html</a>	MPI – Driver and Vehicle Licensing (204) 985-1989	MB
Drivers	Driver Handbooks	School Bus Driver's Handbook	print		MB Text Book Bureau (204) 483-5040 <a href="mailto:mtbb@gov.mb.ca">mtbb@gov.mb.ca</a>	MB
Drivers	Driver Handbooks	New Brunswick Driver's Handbook	web	<a href="http://www.gnb.ca/0276/vehicle/english/handbk_e.asp">www.gnb.ca/0276/vehicle/english/handbk_e.asp</a>  <a href="http://www.gnb.ca/0/276/vehicle/french/handk.asp">www.gnb.ca/0/276/vehicle/french/handk.asp</a>	Department of Public Safety Dan Toner (506) 453-6103 <a href="mailto:Dan.Toner@gnb.ca">Dan.Toner@gnb.ca</a>	NB
Drivers	Driver training — motorcycles	Road Sense for Riders	Print web	<a href="http://www.icbc.com/licensing/lic_utility_resource&amp;man.asp">http://www.icbc.com/licensing/lic_utility_resource&amp;man.asp</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC
Drivers	Driver training	Road Sense for Drivers	Print web	<a href="http://www.icbc.com/licensing/lic_utility_resource&amp;man.asp">http://www.icbc.com/licensing/lic_utility_resource&amp;man.asp</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Drivers	Driver training	Tuning up for Drivers	Print web	<a href="http://www.icbc.com/licensing/lic_utility_resource&amp;man.asp">http://www.icbc.com/licensing/lic_utility_resource&amp;man.asp</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC
Drivers	Graduated Licensing	GLP and me 2 (video)	video	<a href="http://www.icbc.com/youth/youth_new_educators.asp">http://www.icbc.com/youth/youth_new_educators.asp</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC
Drivers	Driver training — motorcycles	Tuning Up for Riders	Print web	<a href="http://www.icbc.com/licensing/lic_utility_resource&amp;man.asp">http://www.icbc.com/licensing/lic_utility_resource&amp;man.asp</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC
Drivers	Driver Handbooks	Basic Driver; motorcycle and commercial vehicle driver handbooks	print web	<a href="http://www.infratrans@gov.ab.ca">www.infratrans@gov.ab.ca</a>	Eileen McDonald (780) 422-0842 <a href="mailto:eileen.mcdonald@gov.ab.ca">eileen.mcdonald@gov.ab.ca</a>	AB
Drivers	Driver Manuals	Manuals outlining the steps and requirements for obtaining a driver's licence for prospective passenger vehicle drivers, motorcycle operators, professional drivers, and an air brake manual.	print web	<a href="http://www.dot.gov.nt.ca">www.dot.gov.nt.ca</a>	Garry Dziwenka <a href="mailto:Garry_Dziwenka@gov.nt.ca">Garry_Dziwenka@gov.nt.ca</a> (867) 920-3068	NT
Drivers	Graduated Licensing	Graduated Licensing System in Ontario - overview of graduated licences for new drivers	print web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Drivers	Graduated Licensing	Graduated Driver's Licensing Program – Saskatchewan Rules to their GDL program	print	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Drivers	GDL	Learner's brochure, fact sheet and information on advanced road test	print web	<a href="http://www.saferoads.com">www.saferoads.com</a>	Eileen McDonald (780) 422-0842 <a href="mailto:eileen.mcdonald@gov.ab.ca">eileen.mcdonald@gov.ab.ca</a>	AB
Drivers	GDL	Booklet outlining GDL practice in Yukon	print		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YK
Drivers	New	Coaching Manual a book of exercises for coaching new drivers these exercises do not replace driver training but complements it	print web	<a href="http://www.saferoads.com">www.saferoads.com</a>	Eileen McDonald (780) 422-0842 <a href="mailto:eileen.mcdonald@gov.ab.ca">eileen.mcdonald@gov.ab.ca</a>	AB
Drivers	Young	iDrive Helps young drivers recognize factors that contribute to unsafe driving	DVD web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Drivers	Knowledge Test	To test one's knowledge about driving an automobile	web	<a href="http://www.saaq.gouv.qc.ca/saaqclie/en/public/driving_knowledge/quiz.html">www.saaq.gouv.qc.ca/saaqclie/en/public/driving_knowledge/quiz.html</a>	Alain Collerette (418) 528-338 <a href="mailto:alain.collerette@saaq.gouv.qc.ca">alain.collerette@saaq.gouv.qc.ca</a>	QC
Drivers	Knowledge Test	To test one's knowledge about operating a motorcycle	web	<a href="http://www.saaq.gouv.qc.ca/saaqclie/en/public/driving_knowledge/quiz.html">www.saaq.gouv.qc.ca/saaqclie/en/public/driving_knowledge/quiz.html</a>	Alain Collerette (418)-528-3380 <a href="mailto:alain.collerette@saaq.gouv.qc.ca">alain.collerette@saaq.gouv.qc.ca</a>	QC
Drivers	Driving Skills	Radio spots dealing with various driver's behaviour such as road rage; speeding; distractions; seat belts, etc.	radio	<a href="http://www.saferoads.com">www.saferoads.com</a>	Eileen McDonald (780) 422-0842 <a href="mailto:eileen.mcdonald@gov.ab.ca">eileen.mcdonald@gov.ab.ca</a>	AB

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Driving	Aggressive Driving	Regional campaign on courtesy behind the wheel (education - control)  Theme: Keep your distance.  folder; survey; poster; public meetings; education stands	radio print messages on highways web	<a href="http://www.saaq.gouv.qc.ca/documents/documents_pdf/prevention/courtois.html">www.saaq.gouv.qc.ca/documents/documents_pdf/prevention/courtois.html</a>	Alain Collette (418) 528-3380 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC
Driving	Aggressive Driving	Curb Your Aggression What they saying about your driving	Print Web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Driving	Animal Strikes	Watch for Wildlife Tips to reduce your collision risk	Print Web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Driving	Animal Strikes	Danger ...Moose Alert: Slow Down, Stay Alert, Stay Alive!" – a bilingual video and CD, brochure and poster	print web	<a href="http://www.gnb.ca/0113/moose/alert-e.asp">www.gnb.ca/0113/moose/alert-e.asp</a>  <a href="http://www.gnb.ca/0113/moose/alert-f.asp">www.gnb.ca/0113/moose/alert-f.asp</a>	Department of Public Safety Robbie O'Neill <a href="mailto:Robbie.O'Neill@gnb.ca">Robbie.O'Neill@gnb.ca</a> (506) 444-4574	NB
Driving	Cell Phones	Turning off the cell phone when driving	print	<a href="http://www.saaq.gouv.qc.ca/prevention/cellulaire/index.html">www.saaq.gouv.qc.ca/prevention/cellulaire/index.html</a>	Alain Collette (418) 528-3380 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC
Driving	Cell Phone	Animated cell phone – asking drivers to not use cell phones while driving	TV close captioned	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Driving	Cell Phones	ET Phone Home – a reminder not to call while driving	static cinema	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Driving	Cell Phones	Motorists and cellular phones – info on the safe use of cell phones by motorists	web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Driving	Commercial Vehicles	Sharing the road with trucks – info on the safe interaction between cars and trucks	web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Driving	Distractions	Smart Drivers Just Drive	Print Web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Driving	Distractions	Tortoise and Hare – using the age-old fable to encourage people to pay attention to the driving task		<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Drivers	Driving distractions	Driving distraction fact sheet	Print web	<a href="http://www.icbc.com/road_safety/pdf/Driver_Distractions_Safety_Tips_LP61.pdf">http://www.icbc.com/road_safety/pdf/Driver_Distractions_Safety_Tips_LP61.pdf</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC
Driving	Enforcement	Seconds Can Save What motorists should do when they see an approaching emergency vehicle	Print Web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Driving	Enforcement	Watch for Stopped Emergency Vehicles	Print Web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Driving	Enforcement	Demerit points for highway traffic offences – lists assigned demerit points to Highway Traffic Act offences	print web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Driving	Fatigue	The dangers of drowsy driving – info on signs of drowsy driving and how to avoid it	web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Driving	Fatigue	Driver Fatigue (Specifically for drivers of heavy vehicles, which is a major preoccupation for the transportation industry, lawmakers and the drivers themselves.	print web	<a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/prevention/driver_fatigue.html">www.saaq.gouv.qc.ca/en/documents/pdf/prevention/driver_fatigue.html</a>	Alain Colletette (418) 528-3380 <a href="mailto:alain.colletette@saaq.gouv.qc.ca">alain.colletette@saaq.gouv.qc.ca</a>	QC
Driving	Fatigue	Straight Talk on Fatigue and Alertness This booklet is intended to provide drivers, safety personnel and trucking company managers with: - causes and effects of fatigue - some of the research findings to date, and - tools and tips to help drivers maintain their alertness	print web English/French	<a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/prevention/fatigue_alertness.html">www.saaq.gouv.qc.ca/en/documents/pdf/prevention/fatigue_alertness.html</a>	Alain Colletette (418) 528-3380 <a href="mailto:alain.colletette@saaq.gouv.qc.ca">alain.colletette@saaq.gouv.qc.ca</a>	QC
Driving	Fatigue	“Asleep at the wheel: Fatigue on the road could be a killer!”	print	<a href="http://www.gnb.ca/0276/pdf/Driver">www.gnb.ca/0276/pdf/Driver</a>  <a href="http://www.gnb.ca/02756/pdf/DriverFatigue-f.pdf">www.gnb.ca/02756/pdf/DriverFatigue-f.pdf</a>	Dan Toner (506) 453-6103 <a href="mailto:Dan.Toner@gnb.ca">Dan.Toner@gnb.ca</a>	NB
Driving	Fatigue	Wake Up newspapers, brochures, posters	radio print		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Driving	High-Risk Driving	High-Risk Driving fact sheet & safe driving tips	Print web	<a href="http://www.icbc.com/road_safety/pdf/High-Risk_Driving_Behavior_LP87.pdf">http://www.icbc.com/road_safety/pdf/High-Risk_Driving_Behavior_LP87.pdf</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC
Driving	Safe Driving Tips	Pulling a trailer – info on pulling a trailer safely	web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Driving	Safe Driving Tips	60 sec driver segments with CTV – driving instruction on numerous road issues.	TV	<a href="http://www.mpi.mb.ca">www.mpi.mb.ca</a> <a href="http://www.ctv.ca">www.ctv.ca</a>	Lou Gervino Manitoba Public Insurance (204) 985-8243	MB
Driving	Safe Driving Tips	Swimmer – shows unsafe skating practises and compares them to driving	TV	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800)-667-8015	SK – SGI
Driving	Safe Driving Tips	Shopper – shows unsafe shopping practises and compares them to driving	TV	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800)-667-8015	SK – SGI

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Driving	Safe Driving Tips	Always check you blind spot – info on the importance of checking blind spots while driving	web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Driving	Safe Driving Tips	Yield the right of way- info on knowing when to yield to other motorists	web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Driving	Safe Driving Tips	Leave space around your vehicle – info on the importance of allowing a safety zone around the vehicle while driving	web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Driving	Speeding	Driving the speed limit – info on the importance on driving according to posted speed limits	web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Driving	Speeding	SpeedWatch brochure	print	<a href="http://www.mpi.mb.ca">www.mpi.mb.ca</a>	Shauna Neiser Manitoba Public Insurance (204) 985-7547 sneiser@mpi.mb.ca	MB

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Driving	Speeding	“10 km Over Makes a Difference” - stopping distance simulation on a race track of stopping to avoid “dummy” at 50 km then hitting “dummy” at 60 km. Then street scene – one commercial version (traveling at 50km) driver stops to avoid hitting a young girl – other ending (traveling at 60 km) driver hits girl.	TV	<a href="http://www.mpi.mb.ca">www.mpi.mb.ca</a>	Clif Eden Manitoba Public Insurance (204) 985-7165 ceden@mpi.mb.ca	MB
Driving	Speeding	Program in French on driving behaviour and road safety philosophy to make young drivers aware of the importance of slowing down	College level teaching program in philosophy	<a href="http://www.saaq.gouv.qc.ca/prevention/vitesse/philosophie_secroute.pdf">www.saaq.gouv.qc.ca/prevention/vitesse/philosophie_secroute.pdf</a>	Alain Collerette (418) 528-3380 <a href="mailto:alain.collerette@saaq.gouv.qc.ca">alain.collerette@saaq.gouv.qc.ca</a>	QC
Drivers	Speeding	Speed— risk and prevention tips fact sheet	print web	<a href="http://www.icbc.com/road_safety/pdf/Road_Safety_Unsafe_Speed_LP73.pdf">http://www.icbc.com/road_safety/pdf/Road_Safety_Unsafe_Speed_LP73.pdf</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC
Driving	Youth road safety	Youth fact sheet	Print web	<a href="http://www.icbc.com/youth/pdf/Road_Safety_Youth_Drivers_and_Passenger_TS379.pdf">http://www.icbc.com/youth/pdf/Road_Safety_Youth_Drivers_and_Passenger_TS379.pdf</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC
Driving	Youth Road Safety	It's no fun being dead – youth-oriented website	Web	<a href="http://www.nofunbeingdead.com/">http://www.nofunbeingdead.com/</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Driving	Winter Safety	Winter driving messages	radio	gov.ns.ca/tran/highway ops/winterdrjuvubgads .asp	Dan Davis (902) 424-8978	NS
Driving	Winter	Winter Driving & You - Your Guide to Winter Driving in New Brunswick	print web	<a href="http://www.gnb.ca/0113/WinterSafety/wsafety-e.asp">www.gnb.ca/0113/WinterSafety/wsafety-e.asp</a> <a href="http://www.gnb.ca/0113/WinterSafety/wsafety-f.asp">www.gnb.ca/0113/WinterSafety/wsafety-f.asp</a>	Department of Transportation and Department of Public Safety <a href="mailto:Tracey.Burkhardt@gnb.ca">Tracey.Burkhardt@gnb.ca</a> Dept. of Transportation (506)453-5634	NB
Driving	Winter	Winter Driving Driving safety tips and info on snow and ice control on highways	Print web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Impaired Driving	Alcohol and Driving	Prevention material for employees of licensed establishments to encourage them to stop customers from driving under the influence of alcohol and urge customers to plan on a safe means of getting back home.	Employees: Folder "Empêchez vos clients de boire et conduire en état d'ébriété. Insistez!"  Customers: Poster "Avez-vous prévu le coup!"		Alain Collette (418)528-3380 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC
Impaired Driving	Alcohol and Driving	Break the Law Pay the Price	Print Web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Impaired Driving	Alcohol and Driving	"If you drink, don't drive make this a summer you'll live to remember."	radio web	<a href="http://www.gnb.ca/0276/vehicle/AdCampaign/DontDrinkandDrive-e.asp">www.gnb.ca/0276/vehicle/AdCampaign/DontDrinkandDrive-e.asp</a> <a href="http://www.gnb.ca/0276/vehicle/AdCampaign/DontDrinkandDrive-f.asp">www.gnb.ca/0276/vehicle/AdCampaign/DontDrinkandDrive-f.asp</a>	New Brunswick Highway Safety Committee, Department of Public Safety Dan Toner (506) 453-6103 <a href="mailto:Dan.Toner@gnb.ca">Dan.Toner@gnb.ca</a>	NB
Impaired Driving	Alcohol and Driving	Christmas Season Radio Spot	radio	N/A	Department of Public Safety Robbie O'Neill (506)444-4574	NB
Impaired Driving	Alcohol and Driving	<i>Driver Improvement and Control Program</i> – Gov't intervention for problem drivers	print web	<a href="http://www.mpi.mb.ca/PDFs/DVL_PDFs/Driver%20ImprovBro.pdf">www.mpi.mb.ca/PDFs/DVL_PDFs/Driver%20ImprovBro.pdf</a>	MPI – Driver and Vehicle Licensing (204) 985-1989	MB

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Impaired Driving	Alcohol and Driving	<i>Ignition Interlock Program</i> – Program information	print website	<a href="http://www.mpi.mb.ca/PDFs/DVL_PDFs/Interlock_eng.pdf">www.mpi.mb.ca/PDFs/DVL_PDFs/Interlock_eng.pdf</a>	MPI – Driver and Vehicle Licensing (204) 945-6864	MB
Impaired Driving	Alcohol and Driving	<i>I'll Have None for the Road</i> – Ad campaign supporting STEP (period of increased enforcement)	print - outdoor ad		MPI – Clif Eden (204) 985-7199 <a href="mailto:ceden@mpi.mb.ca">ceden@mpi.mb.ca</a>	MB
Impaired Driving	Alcohol and Driving	<i>"Mr. Lonely" and "Reunited"</i> – co-sponsored with MADD	TV		MPI – Raymond Au (204) 985-7199 <a href="mailto:rau@mpi.mb.ca">rau@mpi.mb.ca</a>	MB
Impaired Driving	Alcohol and Driving	Christmas Season province-wide radio campaign featuring 30-second spots,	radio		Robbie O'Neill (506) 444-4574.	MB
Impaired Driving	Alcohol and Driving	<i>Wrecked Kit</i> – Class discussion and video resource for teachers	print video		MPI – Raymond Au (204) 985-7199 <a href="mailto:rau@mpi.mb.ca">rau@mpi.mb.ca</a>	MB
Impaired Driving	Alcohol and driving	Don't Drink and Drive	print video	<a href="http://www.gov.pe.ca/tpwpei">www.gov.pe.ca/tpwpei</a>	Doug MacEwen (902) 368-5219 <a href="mailto:djmasewen@gov.pe.ca">djmasewen@gov.pe.ca</a>	PEI
Impaired Driving	Alcohol and Driving	Hero – portrays the designated driver as a hero	TV cinema radio	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800)-667-8015	SK – SGI
Impaired Driving	Alcohol and Driving	Holiday mishaps, Christmas season reminder to always plan a safe ride home	TV cinema radio	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion 1-800 667-8015	SK – SGI
Impaired Driving	Alcohol and Driving	Girl Talk – always plan a safe ride home targeted at young males	TV and radio cinema, radio print	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Impaired Driving	Alcohol and Driving	Girl Talk II – Always plan a safe ride home targeted at young males	close captioned TV cinema radio	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Impaired Driving	Alcohol and Driving	Consequences of drinking and driving	Static cinema washroom advertising	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Impaired Driving	Alcohol and Driving	Keys – Always plan a safe ride home animation	closed captioned TV	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Impaired Driving	Alcohol and Driving	Taxi – Always plan a safe ride home animation	close captioned TV	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Impaired Driving	Alcohol and Driving	Beer Class – Always plan a safe ride home animation	close captioned TV	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Impaired Driving	Alcohol and Driving	Goose – comparison of a birds migratory journey to planning a safe ride home	TV	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Impaired Driving	Alcohol and Driving	Say Hello – plan a safe ride home aimed at the after work drinking crowd	TV	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Impaired Driving	Alcohol and Driving	Ride Home – plan a ride home showing a young male in a positive role	TV	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Impaired Driving	Alcohol and Driving	Morning – shows the benefits of a designated driver compared to the drinkers	TV	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK - SGI
Impaired Driving	Alcohol and Driving	Santa’s Little Helpers – Christmas seasonal drinking and driving with law enforcement	TV and radio prints	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Impaired Driving	Alcohol and Driving	Murder – drinking and driving campaign in partnership with SADD	TV and radio print	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Impaired Driving	Alcohol and Driving	Nightline – drinking and driving that shows the benefit of the designated driver	radio	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Impaired Driving	Alcohol and Driving	Strangers – stresses that there are people behind the drinking and driving stats	radio	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Impaired Driving	Alcohol and Driving	Thanks, thanking those that act as the designated driver		<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Impaired Driving	Alcohol and Driving	Safe and Sober – consequences of drinking and driving in Saskatchewan		<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Impaired Driving	Alcohol and Driving	Candace – story of a young First Nations woman that is in a wheelchair as a result of a drinking and driving incident		<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK - SGI
Impaired Driving	Alcohol and Driving	Ad campaigns including billboards; washroom posters; posters; postcards; 60 second TV spot and 30 second radio spots	TV radio print web	<a href="http://www.safe.roads.com">www.safe.roads.com</a>	Eileen McDonald (780) 422-0842 <a href="mailto:eileen.mcdonald@gov.ab.ca">eileen.mcdonald@gov.ab.ca</a>	AB
Impaired Driving	Alcohol and Driving	Don't Drink and Drive	print video	<a href="http://www.gov.pe.ca/tpwpei/">www.gov.pe.ca/tpwpei/</a>	Doug MacEwen (902) 368-5219 <a href="mailto:djmacewen@gob.pe.ca">djmacewen@gob.pe.ca</a>	PEI
Impaired Driving	Cannabis and Driving	Impact of cannabis on driving Folder and quiz French and English	print	<a href="http://www.aitq.com">www.aitq.com</a> Association des intervenants en toxicomanie du Québec	Carmen Trottier Directrice (450) 646-3271	QC
Impaired Driving	Drinking & Driving	impaired driving penalties fact sheet	Print web	<a href="http://www.icbc.com/road_safety/pdf/Drinking_and_Driving_Penalties_TS272AB.pdf">http://www.icbc.com/road_safety/pdf/Drinking_and_Driving_Penalties_TS272AB.pdf</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Impaired Driving	Drinking & Driving	Impaired driving fact sheet	Print web	<a href="http://www.icbc.com/road_safety/pdf/Drinking_and_Driving_LP72.pdf">http://www.icbc.com/road_safety/pdf/Drinking_and_Driving_LP72.pdf</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC
Impaired Driving	Alcohol and Driving	CounterAttack - when will you stop drinking and driving (3 ADS)	TV	<a href="http://www.icbc.com/road_safety/roadsafety_drinkdrive.asp">http://www.icbc.com/road_safety/roadsafety_drinkdrive.asp</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC
Impaired Driving	Graduation	Teen Drinking and Driving newspapers, brochures, pamphlets, posters	TV and radio print		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT
Impaired Driving	Alcohol and Driving	No Chances PSA done as a rap video	television	<a href="http://www.got.gov.nt.ca">www.got.gov.nt.ca</a>	Erin Olovson-Cleveland <a href="mailto:Erin_Olovson-Cleveland@gov.nt.ca">Erin_Olovson-Cleveland@gov.nt.ca</a> (867) 920-8018	NT

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Occupant Protection	Child Safety Seats	Using child seats correctly Video: "Les fabuleux sièges d'auto de la famille Parent" (28 min.) Information folder in French and English) Lotoroute card for testing one's knowledge Three different education posters (the three types of child seats; section 397 of the Highway Safety Code; height-weight scale). Teaching kit "Une place pour moi". Material for organizing child seat clinics (folders, activity cards, repair kits, banner, etc.).	video print web	<a href="http://www.saaq.gouv.qc.ca/prevention/sieges/index.html">www.saaq.gouv.qc.ca/prevention/sieges/index.html</a>  <a href="http://www.saaq.gouv.qc.ca/documents/documents_videos/famille_parent.html">www.saaq.gouv.qc.ca/documents/documents_videos/famille_parent.html</a>  <a href="http://www.saaq.gouv.qc.ca/publications/prevention/siege_an.pdf">www.saaq.gouv.qc.ca/publications/prevention/siege_an.pdf</a>	Alain Collerette (418) 528-3380 <a href="mailto:alain.collerette@saaq.gouv.qc.ca">alain.collerette@saaq.gouv.qc.ca</a>	QC
Occupant Protection	Child Safety Seats	<i>Keep Kids Safe: Car Time 1-2-3-4</i> - Using child seats correctly	print web	<a href="http://www.tc.gc.ca/roadsafety/tp/tp13511/menu.htm">www.tc.gc.ca/roadsafety/tp/tp13511/menu.htm</a>	Transport Canada (800) 333-0371 MPI – Shauna Neiser (204) 985-7199 <a href="mailto:sneiser@mpi.mb.ca">sneiser@mpi.mb.ca</a>	MB
Occupant Protection	Child Safety Seats	Pedestrian Safety tips for children	Print & website	<a href="http://www.icbc.com/road_safety/pdf/Pedestrian_Sense_for_Children_LP66.pdf">http://www.icbc.com/road_safety/pdf/Pedestrian_Sense_for_Children_LP66.pdf</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866)661-6651 or (604) 661-6512	BC/ICBC
Occupant Protection	Occupant restraint information	Airbag, booster seat, child seat safety	Print & website	<a href="http://www.icbc.com/road_safety/pdf/Child_Passenger_Safety_TS264T.pdf">http://www.icbc.com/road_safety/pdf/Child_Passenger_Safety_TS264T.pdf</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Occupant Protection	Occupant restraint information- for older children	Airbag, booster seat, child seat safety	Print & website	<a href="http://www.icbc.com/road_safety/pdf/LP65.pdf">http://www.icbc.com/road_safety/pdf/LP65.pdf</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-651	BC/ICBC
Occupant Protection	Child Safety Seats	<i>Take a Seat</i> – Instructional video	video web	//www.mpi.mb.ca/english/rd_safety/OccupantProtection/child_car_seats.html#	MPI – Shauna Neiser (204) 985-7199 <a href="mailto:sneiser@mpi.mb.ca">sneiser@mpi.mb.ca</a>	MB
Occupant Protection	Child Restraints	Child seat Inspection Clinics (newspapers, brochures, pamphlets, posters, stickers)	radio print		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT
Occupant Restraint	Child Restraints	Booths at health fairs (newspapers, brochures, pamphlets, posters)	print TV		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT
Occupant Protection	Child Safety Seats	Safe and Secure -- choosing the right car seat for your child	print web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Occupant Protection	Child Safety Seats	Quick Facts – Child Car Seats Reference card	print web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Occupant Protection	Child Safety Seats	Car seat installation tips Reference card	print web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Occupant Protection	Child safety seats		web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Occupant Restraint	Child Restraints	Public education, awareness, conducting inspection clinics	print	<a href="http://www.gov.pe.ca/tpwpei/">www.gov.pe.ca/tpwpei/</a>	Doug MacEwen (902)368-5219 <a href="mailto:djmacewen@gov.pe.ca">djmacewen@gov.pe.ca</a>	PEI
Occupant Restraint	Child Safety Seats	Child restraint – encouraging people to attend clinics to ensure their seats are installed properly	TV close captioned radio	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Occupant Restraint	Child Safety Seats	Material to encourage parents to properly restrain their children, some aimed at First Nations, posters and brochures	print	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Occupant Restraint	Child Safety Seats	Booster seats – informing about the need to use booster seats until the child is eight	TV Close captioned, radio static cinema print web	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Occupant Restraint	Seatbelt safety	Seatbelt safety fact sheet	Print web	<a href="http://www.icbc.com/road_safety/pdf/Road_Safety_Seatbelts_TS274S.pdf">http://www.icbc.com/road_safety/pdf/Road_Safety_Seatbelts_TS274S.pdf</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC
Occupant Protection	Child Safety Seats	Pedestrian Safety tips for children	Print & website	<a href="http://www.icbc.com/road_safety/pdf/Pedestrian_Sense_for_Children_LP66.pdf">http://www.icbc.com/road_safety/pdf/Pedestrian_Sense_for_Children_LP66.pdf</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC
Occupant Protection	Occupant Restraint Information	Airbag, booster seat, child seat safety	Print & website	<a href="http://www.icbc.com/road_safety/pdf/Child_Passenger_Safety_TS264T.pdf">http://www.icbc.com/road_safety/pdf/Child_Passenger_Safety_TS264T.pdf</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866)-661-6651 or (604) 661-6512	BC/ICBC
Occupant Restraint	Seat Belts	Buckle-Up Bookmarks	print	N/A	Department of Public Safety Dan Toner (506) 453-6103 <a href="mailto:Dan.Toner@gnb.ca">Dan.Toner@gnb.ca</a>	NB
Occupant Restraint	Buckle Up	Seat Belt Awareness (newspapers, brochures, pamphlets, posters, stickers)	TV radio print		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT
Occupant Restraint	Saved by the Belt	Recognition of seat belt use. newspapers, award, posters Award	TV radio print awards		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Occupant Protection	Child Safety Seats	Booster and car seats	web radio print	<a href="http://www.childsaftylink.ca/safetyinfo-carseat.asp">www.childsaftylink.ca/safetyinfo-carseat.asp</a>	Kim Mundle (902) 470-7324 kim.mundle@iwk.nshealth.ca	NS
Occupant Protection	Child Safety Seats	Lower Universal Anchorages for Vehicles, Infant and Child Seats = Dispositif universel d'ancrage inférieur pour véhicules, siège de bébé et siège d'enfant  All new Canadian vehicles, manufactured on or after September 1, 2002, are equipped with lower universal anchorage bars, as required by a new Canadian regulation TP2436 # RS-2002-02 October 2002n	print web	<a href="http://www.tc.gc.ca/roadsafety/tp2436/rs200202/menu.htm">www.tc.gc.ca/roadsafety/tp2436/rs200202/menu.htm</a>  <a href="http://www.tc.gc.ca/securiteroutiere/tp2436/rs200202/menu.htm">www.tc.gc.ca/securiteroutiere/tp2436/rs200202/menu.htm</a>	Suzan Zimmerman (613) 998-1980 <a href="mailto:zimmers@tc.gc.ca">zimmers@tc.gc.ca</a>	Canada Transport Canada
Occupant Protection	Child safety seats	Child safety consumer information notices & public notices = Avis relatifs aux dispositifs de retenue d'enfant et coussins d'appoint  Advisories to public regarding general problems with child restraints as well as regarding child restraint products that do not comply with safety standards or are defective.	print web	<a href="http://www.tc.gc.ca/roadsafety/childsafety/notices/menu.htm">www.tc.gc.ca/roadsafety/childsafety/notices/menu.htm</a>  <a href="http://www.tc.gc.ca/securiteroutiere/securitedesenfants/avis/menu.htm">www.tc.gc.ca/securiteroutiere/securitedesenfants/avis/menu.htm</a>	Suzan Zimmerman (613) 998-1980 <a href="mailto:zimmers@tc.gc.ca">zimmers@tc.gc.ca</a>	Canada Transport Canada

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Roads	Construction Zones	Tips for Driving Safely through a Construction Zone	Print Web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Roads	Construction Zones	Safety Campaign	TV radio print	<a href="http://www.gov.ns.ca/tran">www.gov.ns.ca/tran</a>	Dan Davis (902) 424-8978 davisds@gov.ns.ca	NS
Roads	Power Lines	Be Power Safe – Stay clear of downed powerlines – Warning to drivers – flyer	print	<a href="http://www.hydro.mb.ca/news/energy_matters/em_05_02.shtml#story1">www.hydro.mb.ca/news/energy_matters/em_05_02.shtml#story1</a>	Manitoba Hydro (204) 474-3311	MB
Roads	Railway Crossings	Look, Listen, Live / Operation Lifesaver- Railway crossing education and awareness materials (quiz, tips for professional truck drivers), ruler	print mass media web	<a href="http://www.operationlifesaver.ca">www.operationlifesaver.ca</a>	Operation Lifesaver (613) 564-8100	Can
Roads	Road Conditions	See Driving, Safe Driving Tips	mass media web	<a href="http://www.operationlifesaver.ca">www.operationlifesaver.ca</a>	Operation Lifesaver (613) 564-8100	Can
Roads	Roundabout	See Driving, Safe Driving Tips (quiz, tips for professional truck drivers), ruler	print mass media, website	<a href="http://www.operationlifesaver.ca">www.operationlifesaver.ca</a>	Operation Lifesaver (613) 564-8100	Can
Roads	Roundabouts	Overview of anatomy and safety, brochure	print web	<a href="http://www.gov.ns.ca/tran">www.gov.ns.ca/tran</a>	Dan Davis 902 – 424-8978 davisds@gov.ns.ca	NS
Roads	Rural Roads	See Driving, Safe Driving Tips (quiz, tips for professional truck drivers), ruler	print mass media web	<a href="http://www.operationlifesaver.ca">www.operationlifesaver.ca</a>	Operation Lifesaver (613) 564-8100	Can

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Roads	School zones	See Driving, Safe Driving Tips (quiz, tips for professional truck drivers), ruler	print mass media web	<a href="http://www.operationlifesaver.ca">www.operationlifesaver.ca</a>	Operation Lifesaver (613) 564-8100	Can
Roads	Traffic Signs	See Driving, Safe Driving Tips (quiz, tips for professional truck drivers), ruler	print mass media website	<a href="http://www.operationlifesaver.ca">www.operationlifesaver.ca</a>	Operation Lifesaver (613) 564-8100	Can
Roads	Road Conditions	Road report and bulletins advisory service for the public	internet telephone	<a href="http://www.dot.gov.nt.ca">www.dot.gov.nt.ca</a>	Garry Dziwenka <a href="mailto:Garry_Dziwenka@gov.nt.ca">Garry_Dziwenka@gov.nt.ca</a> (867) 920-3068	NT
Road Safety	Safe Driving	Life's a Journey, Travel through it Safely (litter bags, brochures, pamphlets, posters, newspapers)	print radio		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT
Road Safety	Driver Behaviour	Focused messages respecting driving behavior including reducing speed, using safety equipment such as helmets and seat belts, bison awareness, and driving while impaired.	Television radio print website	<a href="http://www.dot.gov.nt.ca">www.dot.gov.nt.ca</a>	Erin Olovson-Cleveland <a href="mailto:Erin_Olovson-Cleveland@gov.nt.ca">Erin_Olovson-Cleveland@gov.nt.ca</a> (867) 920-8018	NT
Seasonal Driving	Winter Driving Tips	Winter driving/Bad weather driving fact sheets	Print web	<a href="http://www.icbc.com/road_safety/pdf/ts367.pdf">http://www.icbc.com/road_safety/pdf/ts367.pdf</a>  <a href="http://www.icbc.com/road_safety/pdf/ts274Z.pdf">http://www.icbc.com/road_safety/pdf/ts274Z.pdf</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Seasonal Driving	Summer Driving	Awareness(newspaper brochures, pamphlets, posters)	radio print		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT
Seasonal Driving	Winter Driving	Slow Down (newspapers, brochures, pamphlets, posters)	TV radio print		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT
Seasonal Driving	Winter Driving	Icy/Hazardous Bridge (newspapers, brochures, pamphlets, posters)	TV radio print		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT
Seasonal Driving	Winter Driving	Bad Road Conditions (newspapers, brochures, pamphlets, posters)	TV radio print		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT
School Transportation	Child Safety	Learning how to take the school bus Children 5-7	Video and teaching guide in French "Busse en autobus" and English "Buster on the bus"	<a href="http://www.saaq.gouv.qc.ca/prevention/transport_scolaire/">www.saaq.gouv.qc.ca/prevention/transport_scolaire/</a>	Alain Collette (418)528-3380 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC
School Transportation	Child Safety	Behaving on the bus Children 8-12	Video and teaching guide French "Les bananes en bus"	<a href="http://www.saaq.gouv.qc.ca/prevention/transport_scolaire/">www.saaq.gouv.qc.ca/prevention/transport_scolaire/</a>	Alain Collette (418) 528-3380 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC
School Transportation	School Transportation Safety	Tips on school bus transportation for motorists, citizens, parents and children  Folder French "Le transport écolier une responsabilité partagée" English "School Bus Transportation, Also My Concern"	print	<a href="http://www.saaq.gouv.qc.ca/prevention/transport_scolaire/">www.saaq.gouv.qc.ca/prevention/transport_scolaire/</a>  <a href="http://www.saaq.gouv.qc.ca/publications/prevention/transport_concern.pdf">www.saaq.gouv.qc.ca/publications/prevention/transport_concern.pdf</a>	Alain Collette (418) 528-3380 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
School Transportation	School Transportation Safety	Material for the 2006 campaign in cooperation with ATEQ Posters, child's book, activity sheet, radio	print radio message	<a href="http://www.saaq.gouv.qc.ca/prevention/transport_scolaire/campagnes/campagne2006.html">www.saaq.gouv.qc.ca/prevention/transport_scolaire/campagnes/campagne2006.html</a>	Alain Collette (418) 528-3380 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC
School Transportation	School Buses	School Bus Safety Tips for riders, drivers and parents	Print Web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Statistics	Collision Statistics	Statistical Report – Motor Vehicle  Motor Vehicle Traffic Collision Statistics	print	N/A	Department of Public Safety Dan Toner (506) 453-6103 <a href="mailto:Dan.Toner@gnb.ca">Dan.Toner@gnb.ca</a>	NB
Statistics	Collision Statistics	Fatality and injury data, Vision 2010 progress report	Web	<a href="http://www.gov.ns.ca/tran">www.gov.ns.ca/tran</a>		
Traffic Safety	GDL	Booklet outlining GDL practice in Yukon	print		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT
Vehicles	Commercial Vehicle Safety	Driving and Duty Time The Regulation respecting hours of driving, hours of work and the heavy vehicle driver's record is designed to prevent tired drivers from getting behind the wheel, and thereby reduce the risk of accidents.	print web	<a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/heavy/duty_time.html">www.saaq.gouv.qc.ca/en/documents/pdf/heavy/duty_time.html</a>	Alain Collette (418) 528-3380 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Vehicles	Commercial Vehicle Safety	Obligations of Heavy Vehicle Users Information about their main obligations under Québec's transport legislation. It is intended as a simplified guide to the legislation and, as such, cannot be used for legal purposes.	print web English/French	<a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/heavy/obligations.html">www.saaq.gouv.qc.ca/en/documents/pdf/heavy/obligations.html</a>	Alain Collerette (418) 528-3380 <a href="mailto:alain.collerette@saaq.gouv.qc.ca">alain.collerette@saaq.gouv.qc.ca</a>	QC
Vehicles	Commercial Vehicle Safety	Prospective Heavy Vehicle Driver This publication sets out the requirements that must be satisfied for the issue of a driver's licence bearing class 1, 2 or 3, taking prospective heavy vehicle drivers through the steps.	print web English/French	<a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/driver_licence/prospect_heavy.html">www.saaq.gouv.qc.ca/en/documents/pdf/driver_licence/prospect_heavy.html</a>	Alain Collerette (418) 528-3380 <a href="mailto:alain.collerette@saaq.gouv.qc.ca">alain.collerette@saaq.gouv.qc.ca</a>	QC
Vehicles	Commercial Vehicle Safety	Vehicles Used for Snow Removal Folder sets the various types of vehicles that can be used for snow removal from public roadways and privately-owned areas. Those vehicles are also subject to other regulatory requirements governing mechanical inspections, load size and weight, and special travel permits.	print web English/French	<a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/vehicle_registration/vehicule_c4445.html">www.saaq.gouv.qc.ca/en/documents/pdf/vehicle_registration/vehicule_c4445.html</a>	Alain Collerette (418) 528-3380 <a href="mailto:alain.collerette@saaq.gouv.qc.ca">alain.collerette@saaq.gouv.qc.ca</a>	QC

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Vehicles	Commercial Vehicle Safety	<u>Wheel Loss – A Risk</u> No One Can Run This manual is intended to raise the awareness of heavy vehicle owners, wheel installers, drivers and maintenance staff on the importance of proper wheel installation and securing for safe travel.	print web	<a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/heavy/wheelloss_risk.html">www.saaq.gouv.qc.ca/en/documents/pdf/heavy/wheelloss_risk.html</a>	Alain Colletette (418) 528-3380 <a href="mailto:alain.colletette@saaq.gouv.qc.ca">alain.colletette@saaq.gouv.qc.ca</a>	QC
Vehicles	Commercial Vehicle Safety	Wheel Loss Due to Faulty Bearings Faulty bearings have been known to cause wheel separation, resulting in fatal or serious accidents.	print web English/French	<a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/heavy/wheelloss_bearing.html">www.saaq.gouv.qc.ca/en/documents/pdf/heavy/wheelloss_bearing.html</a>	Alain Colletette (418) 528-3380 <a href="mailto:alain.colletette@saaq.gouv.qc.ca">alain.colletette@saaq.gouv.qc.ca</a>	QC
Vehicles	Commercial Vehicle Safety	Your Obligations after Transforming a Vehicle If a vehicle has undergone transformation or had features added that increase its net (unladen) weight, you are required to inform the Société de l'assurance automobile du Québec of the fact.	print web English/French	<a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/heavy/oblig_transform.html">www.saaq.gouv.qc.ca/en/documents/pdf/heavy/oblig_transform.html</a>	Alain Colletette (418) 528-3380 <a href="mailto:alain.colletette@saaq.gouv.qc.ca">alain.colletette@saaq.gouv.qc.ca</a>	QC
Vehicles	Commercial Vehicle Safety	Wheel Loss Due to Faulty Bearings Faulty bearings have been known to cause wheel separation, resulting in fatal or serious accidents.	print web	<a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/heavy/wheelloss_bearing.html">www.saaq.gouv.qc.ca/en/documents/pdf/heavy/wheelloss_bearing.html</a>	Alain Colletette (418) 528-3380 <a href="mailto:alain.colletette@saaq.gouv.qc.ca">alain.colletette@saaq.gouv.qc.ca</a>	QC

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Vehicles	Commercial Vehicle Safety	Your Obligations after Transforming a Vehicle If a vehicle has undergone transformation or had features added that increase its net (unladen) weight, you are required to inform the Société de l'assurance automobile du Québec of the fact.	print web	<a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/heavy/oblig_transform.html">www.saaq.gouv.qc.ca/en/documents/pdf/heavy/oblig_transform.html</a>	Alain Colletette (418) 528-3380 <a href="mailto:alain.colletette@saaq.gouv.qc.ca">alain.colletette@saaq.gouv.qc.ca</a>	QC
Vehicles	Commercial Vehicle Safety	log book marker ruler / marker with speeding and general traffic safety information information	print	web	Eileen McDonald (780) 422-0842 <a href="mailto:eileen.mcdonald@gov.ab.ca">eileen.mcdonald@gov.ab.ca</a>	AB
Vehicles	Commercial Vehicle Safety	Don't hang out in the No-Zone Brochure	print	N/A	Department of Public Safety Robbie O'Neill (506)444-4574	NB
Vehicles	Motorcycles	Sharing the road with motorcycles	Web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Vehicles	Adapted Vehicles	Adapted Vehicles Vehicles adapted to the needs of people suffering from motor impairment.	Folder and website	<a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/victim/adapt_vehicle.html">www.saaq.gouv.qc.ca/en/documents/pdf/victim/adapt_vehicle.html</a>	Alain Colletette (418) 528-3380 <a href="mailto:alain.colletette@saaq.gouv.qc.ca">alain.colletette@saaq.gouv.qc.ca</a>	QC
Vehicles	Modified	Les véhicules modifiés ou de fabrication artisanale  Guide to modifying a production model vehicle or building one from scratch for operation on public highways	print web	<a href="http://www.saaq.gouv.qc.ca/documents/documents_pdf/dossiers_speciaux/veh_modif_artisan.html">www.saaq.gouv.qc.ca/documents/documents_pdf/dossiers_speciaux/veh_modif_artisan.html</a>	Alain Colletette (418) 528-3380 <a href="mailto:alain.colletette@saaq.gouv.qc.ca">alain.colletette@saaq.gouv.qc.ca</a>	QC

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Vehicles	Motorcycles	<u>Les motocyclettes modifiées ou de fabrication artisanale</u> Guide to modifying a production model motorcycle or building one from scratch for operation on public highways	print website French Only	<a href="http://www.saaq.gouv.qc.ca/documents/documents_pdf/dossiers_speciaux/moto_modif_artisan.html">www.saaq.gouv.qc.ca/documents/documents_pdf/dossiers_speciaux/moto_modif_artisan.html</a>	Alain Collerette (418) 528-3380 <a href="mailto:alain.collerette@saaq.gouv.qc.ca">alain.collerette@saaq.gouv.qc.ca</a>	QC
Vehicles	Motorcycle	Reminder of operating techniques to put into practice. Safety rules concerning speed limits and operating a new motorcycle. "Don't bungle your outing"	print		Alain Collerette (418) 528-3380 <a href="mailto:alain.collerette@saaq.gouv.qc.ca">alain.collerette@saaq.gouv.qc.ca</a>	QC
Vehicles	Motorcycle	Quiz	Lotoroute Card Motorcycling Safety		Alain Collerette (418) 528-3380 <a href="mailto:alain.collerette@saaq.gouv.qc.ca">alain.collerette@saaq.gouv.qc.ca</a>	QC
Vehicles	Motorcycle	Information on how to obtain a licence of class 6R Prospective Motorcycle Operator	print	<a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/driver_licence/prospect_moto.html">www.saaq.gouv.qc.ca/en/documents/pdf/driver_licence/prospect_moto.html</a>	Alain Collerette (418) 528-3380 <a href="mailto:alain.collerette@saaq.gouv.qc.ca">alain.collerette@saaq.gouv.qc.ca</a>	QC
Vehicles	Motorcycle	information on safely riding your motorcycle; poster and brochure	print	<a href="http://www.saferoads.com">www.saferoads.com</a>	Eileen McDonald (780) 422-0842 <a href="mailto:eileen.mcdonald@gov.ab.ca">eileen.mcdonald@gov.ab.ca</a>	AB
Vehicles	All Terrain	Live and Ride Brochure	print	<a href="http://www.saferoads.com">www.saferoads.com</a>	Eileen McDonald (780) 422-0842 <a href="mailto:eileen.mcdonald@gov.ab.ca">eileen.mcdonald@gov.ab.ca</a>	AB

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Vehicles	Recreation Vehicles	“Better Practices for ATV Safety” – a bilingual brochure along the themes of Respect, Responsibility and Rider Safety –	print		Department of Public Safety Mike Hetherington (506) 444-4626 <a href="mailto:Mike.Hetherington@gnb.ca">Mike.Hetherington@gnb.ca</a>	NB
Vehicles	Recreation Vehicles	Towing and trailer safety – a guide to the safe towing of recreational utility and small farm trailers	print	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Vehicles	Snowmobiles	Snowmobile handbook, checklist; brochure	print	<a href="http://www.saferoads.com">www.saferoads.com</a>	Eileen McDonald (780) 422-0842 <a href="mailto:eileen.mdonald@gov.ab.ca">eileen.mdonald@gov.ab.ca</a>	AB
Vehicles	Snowmobiles	Snowmobile Training Requirements for Operators Under 16	print	N/A	Public Safety Mike Hetherington (506) 444-4626 <a href="mailto:Mike.Hetherington@gnb.ca">Mike.Hetherington@gnb.ca</a>	NB
Vehicles	Snowmobiling	Ride Safe, Ride Sober (newspapers, brochures, pamphlets, posters, stickers, coasters)	print radio		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT
Vehicles	Snowmobiling	Safe Snowmobiling	Web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Vehicles	Snowplow Safety	Winter Driving & You - Your Guide to Winter Driving in New Brunswick!	print web	<a href="http://www.gnb.ca/0113/WinterSafety/wsafety-e.asp">www.gnb.ca/0113/WinterSafety/wsafety-e.asp</a> <a href="http://www.gnb.ca/0113/WinterSafety/wsafety-f.asp">www.gnb.ca/0113/WinterSafety/wsafety-f.asp</a>	Department of Transportation and Department of Public Safety <a href="mailto:Tracey.Burkhardt@gnb.ca">Tracey.Burkhardt@gnb.ca</a> Dept. of Transportation (506)453-5634	NB
Vehicles	Tuning	General information about modifications to vehicles Information folder <i>Modifying your car?</i> <i>Modify your driving</i>	print	<a href="http://www.saaq.gouv.qc.ca/en/miscellany/modifyi ng_car/index.html">www.saaq.gouv.qc.ca/en/miscellany/modifyi ng_car/index.html</a>	Alain Collette (418) 528-3380 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Vehicles	Tuning	General information about modifications to motorcycles	Booklet Les motocyclettes modifiées ou de fabrication artisanale	<a href="http://www.saaq.gouv.qc.ca/documents/documents_pdf/dossiers_speciaux/moto_modif_artisan.html">www.saaq.gouv.qc.ca/documents/documents_pdf/dossiers_speciaux/moto_modif_artisan.html</a>	Alain Colletterte (418) 528-3380 <a href="mailto:alain.colletterte@saaq.gouv.qc.ca">alain.colletterte@saaq.gouv.qc.ca</a>	QC
Vehicles	Tuning	General information about mechanical inspection of motorcycles  Guide de vérification mécanique des motocyclettes	print	<a href="http://www.saaq.gouv.qc.ca/documents/documents_pdf/dossiers_speciaux/guideverif_moto.html">www.saaq.gouv.qc.ca/documents/documents_pdf/dossiers_speciaux/guideverif_moto.html</a>	Alain Colletterte (418) 528-3380 <a href="mailto:alain.colletterte@saaq.gouv.qc.ca">alain.colletterte@saaq.gouv.qc.ca</a>	QC
Vehicles	Vehicles	<u>Les véhicules modifiés ou de fabrication artisanale</u>  Guide to modifying a production model vehicle or building one from scratch for operation on public highways	print web - French Only	<a href="http://www.saaq.gouv.qc.ca/documents/documents_pdf/dossiers_speciaux/veh_modif_artisan.html">www.saaq.gouv.qc.ca/documents/documents_pdf/dossiers_speciaux/veh_modif_artisan.html</a>	Alain Colletterte (418) 528-3380 <a href="mailto:alain.colletterte@saaq.gouv.qc.ca">alain.colletterte@saaq.gouv.qc.ca</a>	QC
Vulnerable Road Users	Cycling Safety	Teach cycling safety Kit	print		Alain Colletterte (418) 528-3380 <a href="mailto:alain.colletterte@saaq.gouv.qc.ca">alain.colletterte@saaq.gouv.qc.ca</a>	QC
Vulnerable Road Users	Bike Safety	Helmet protection brochure posters advertising	print	<a href="http://www.saferoads.com">www.saferoads.com</a>	Eileen McDonald (780) 422-0842 <a href="mailto:eileen.mcdonald@gov.ab.ca">eileen.mcdonald@gov.ab.ca</a>	AB
Vulnerable Road Users	Bike Safety	To encourage people to wear a helmet when cycling outdoor, posters brochure	TV close captioned print	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Vulnerable Road Users	Bicycle Safety	Wear a Lid – to encourage the use of helmets but also covers the rules of the road for cyclists brochures and posters	print	<a href="http://www.sgi.sk.ca">www.sgi.sk.ca</a>	SGI – Traffic Safety Promotion (800) 667-8015	SK – SGI
Vulnerable Road Users	Bicycle Safety	Bicycle safety information	web	<a href="http://www.gnb.ca/0276/safeinfo/index-e.asp">www.gnb.ca/0276/safeinfo/index-e.asp</a> <a href="http://www.gnb.ca/0276/safeinfo/index-f.asp">www.gnb.ca/0276/safeinfo/index-f.asp</a>	Department of Public Safety Public Safety Robbie O’Neill (506) 444-4574 Robbie.O’Neill@gnb.ca	NB
Vulnerable Road Users	Cyclist safety	Cycling safety tips	Print & website	<a href="http://www.icbc.com/road_safety/pdf/ts363.pdf">http://www.icbc.com/road_safety/pdf/ts363.pdf</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC
Vulnerable Road Users	Bicycle Safety	Young Cyclists Guide – bike safety info for children, booklet	print web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Vulnerable Road Users	Bicycle Safety	Cycling Skills – bike safety info the older teen and adults, booklet	print web	<a href="http://www.mto.gov.on.ca">www.mto.gov.on.ca</a>	Road Safety Marketing Office (416) 235-3658	ON
Vulnerable Road Users	Bicycle Safety	NS Bicycle Safety and Bicycle Book	print web	<a href="http://www.gov.ns.ca/tran/highwayops/safetypubs.asp">www.gov.ns.ca/tran/highwayops/safetypubs.asp</a>	Kent Speiran (902) 424-3510 <a href="mailto:speirakd@gov.ns.ca">speirakd@gov.ns.ca</a>	NS
Vulnerable Road Users	Bike Safety	Bike Use (newspapers, brochures, pamphlets, posters)	print		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT
Vulnerable Road Users	Bike Safety	Share the road (newspapers, brochures, pamphlets, posters)	print radio TV		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT
Vulnerable Road Users	Bike Safety	Rule of the Road (newspapers, brochures, pamphlets, posters)	print		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Vulnerable Road Users	Bike Safety	Helmet Use (newspapers, brochures, pamphlets, posters)	print		Terry Vold (867) 667-8835 <a href="mailto:Terry.Vold@gov.yk.ca">Terry.Vold@gov.yk.ca</a>	YT
Vulnerable Road Users	Cycling	Highway Safety Code rules concerning cycling, traffic signals, offences, tips Pocket guide French "Le petit guide de sécurité à vélo" English "Safe Cycling Guide"	print	<a href="http://www.saaq.gouv.qc.ca/en/documents/pdf/prevention/safe_cycling.html">www.saaq.gouv.qc.ca/en/documents/pdf/prevention/safe_cycling.html</a>	Alain Colletette (418) 528-3380 <a href="mailto:alain.colletette@saaq.gouv.qc.ca">alain.colletette@saaq.gouv.qc.ca</a>	QC
Vulnerable Road Users	Cycling	Educate children 6-12 about safe cycling rules Video and teaching guide French "Le retour de Danger public"	video print	<a href="http://www.saaq.gouv.qc.ca/prevention/velo/index.html">www.saaq.gouv.qc.ca/prevention/velo/index.html</a>	Alain Colletette (418) 528-3380 <a href="mailto:alain.colletette@saaq.gouv.qc.ca">alain.colletette@saaq.gouv.qc.ca</a>	QC
Vulnerable Road Users	Cycling	Awareness kit on cycling safety rules for police officers awareness guide, traffic signs and cycling game French "Les énigmes de Génivélo"	print	<a href="http://www.saaq.gouv.qc.ca/prevention/velo/index.html">www.saaq.gouv.qc.ca/prevention/velo/index.html</a>	Alain Colletette (418) 528-3380 <a href="mailto:alain.colletette@saaq.gouv.qc.ca">alain.colletette@saaq.gouv.qc.ca</a>	QC
Vulnerable Road Users	Pedestrians	Safety tips for pedestrians	Print & website	<a href="http://www.icbc.com/road_safety/pdf/Pedestrian_Sense_Fact_Sheet_LP66A.pdf">http://www.icbc.com/road_safety/pdf/Pedestrian_Sense_Fact_Sheet_LP66A.pdf</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866)661-6651 or (604) 661-6512	BC/ICBC
Vulnerable Road Users	Pedestrians (children)	Safety tips for children (children)	webstie	<a href="http://www.icbc.com/road_safety/pdf/Pedestrian_Sense_for_Children_LP66.pdf">http://www.icbc.com/road_safety/pdf/Pedestrian_Sense_for_Children_LP66.pdf</a>	ICBC Julie Dong <a href="mailto:Julie.dong@icbc.com">Julie.dong@icbc.com</a> (866) 661-6651 or (604) 661-6512	BC/ICBC

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Vulnerable Road Users	Pedestrians	Pedestrian safety – tips for pedestrians interacting with motorists	web	<a href="http://www.mto.gov.on.ca/safety">www.mto.gov.on.ca/safety</a>	Road Safety Marketing Office (416) 235-3658	ON
Vulnerable Road Users	Pedestrians	Crossing Guard Training Manual	print web	<a href="http://www.gov.ns.ca/tran/highwayops/safetypubs.asp">www.gov.ns.ca/tran/highwayops/safetypubs.asp</a>	Kent Sperian (902) 424-3510 <a href="mailto:speirakd@gov.ns.ca">speirakd@gov.ns.ca</a>	NS
Vulnerable Road Users	Pedestrians	Pedestrian Safety Brochure	print web	<a href="http://www.gov.ns.ca/tran/highwayops/safetypubs.asp">www.gov.ns.ca/tran/highwayops/safetypubs.asp</a>	Kent Sperian (902) 424-3510 <a href="mailto:speirakd@gov.ns.ca">speirakd@gov.ns.ca</a>	NS
Vulnerable Road Users	Pedestrians	School Patrol handbook	print	<a href="http://www.mpi.mb.ca">www.mpi.mb.ca</a>	Clif Eden (204) 985-7165 <a href="mailto:ceden@mpi.mb.ca">ceden@mpi.mb.ca</a>	MB
Vulnerable Road Users	Pedestrians, Cyclists, School Children	Self-learning activities for children 6-12 on their way to school. CD Rom, teaching guide French: “Chemin faisant	CD	<a href="http://www.saaq.gouv.qc.ca/prevention/pietons/chemin_faisant.html">www.saaq.gouv.qc.ca/prevention/pietons/chemin_faisant.html</a>	Alain Collette (418) 528-3380 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC
Vulnerable Road Users	Pedestrians, Cyclists, School Children	Awareness of safety rules to be followed by children 6-12  Back to school awareness campaign and teaching instructions French “Chemin faisant va de l’avant” English “Careful Roadster”	awareness campaign	<a href="http://www.saaq.gouv.qc.ca/prevention/pietons/chemin_faisant.html">www.saaq.gouv.qc.ca/prevention/pietons/chemin_faisant.html</a>	Alain Collette (418) 528-3380 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC
Vulnerable Road Users	School Bus Safety	Awareness campaign including: poster; billboards, radio; brochure	Radio print web	<a href="http://www.saferoads.com">www.saferoads.com</a>	Eileen McDonald (780) 422-0842 <a href="mailto:eileen.mcdonald@gov.ab.ca">eileen.mcdonald@gov.ab.ca</a>	AB

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Vulnerable Road Users	School Bus Safety	Be Cool. Follow the Rules – Tips for children and parents - poster, portable tips card for kids, postcard for parents	print	<a href="http://www.edu.gov.mb.ca/k/s4/iru/publications/bibliographies/school-bus-safety-2004-03.pdf">www.edu.gov.mb.ca/k/s4/iru/publications/bibliographies/school-bus-safety-2004-03.pdf</a>	Manitoba Education, Citizenship & Youth (204) 945-6898 chbeaudry@gov.mb.ca	MB
Vulnerable Road Users	School Program - Preschool teaching program – Safety carousel	Teach basic rules on pedestrian safety, school bus transportation, cycling, seat belt wearing Kit,	kit		Alain Collette (418) 528-3380 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC
Vulnerable Road Users	School Programs - Primary school teaching program – Chemin faisant	Teach basic rules – pedestrian safety, school bus transportation, cycling Teacher's guide	CD		Alain Collette (418) 528-3380 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC
Vulnerable Road Users	School Programs - Secondary school teaching program – Theatre activity “La fin du rêve”	Educate young people about the effects of alcohol on driving at the graduation ball Folder containing the material needed to put the play together.	print		Alain Collette (418) 528-338 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC
Vulnerable Road Users	School Programs - Secondary school teaching program – Et si ça t’arrivait?	Educate young people about traumatic head and spinal cord injuries	Kit containing learning material + video cassette		Alain Collette (418) 528-338 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC
Vulnerable Road Users	School Programs - Secondary school teaching program – L’optique prend la route	Teach optical effects of riding in an automobile	print		Alain Collette (418) 528-3380 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Vulnerable Road Users	School Programs - Secondary school teaching program – La mécanique prend la route	Teach physical effects of riding in an automobile Kit containing learning material	print		Alain Collette (418) 528-338 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC
Vulnerable Road Users	School Programs - Secondary school teaching program – Pour réussir son bal de fin d'études	Educate young people about the effects of alcohol on driving at the graduation ball  Folder containing the material needed to plan the ball, keeping safe driving in mind	folder		Alain Collette (418) 528-338 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC
Vulnerable Road Users	School Programs - Secondary school teaching program – Alternative program	Educate young people about the effects of alcohol on driving  Learning kit on impaired driving	kit		Alain Collette (418) 528-338 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC
Vulnerable Road Users	School Traffic Safety Programs	Kinetic Kids traffic safety workbooks levels k – 6 and teachers guide	print web	<a href="http://www.saferoads.com">www.saferoads.com</a>	Eileen McDonald (780) 422-0842 <a href="mailto:eileen.mcdonald@gov.ab.ca">eileen.mcdonald@gov.ab.ca</a>	AB
Vulnerable Road Users	Skateboarding In-Line Skating	Traffic rules	web	<a href="http://www.saaq.gouv.qc.ca/prevention/patins_roues.html">www.saaq.gouv.qc.ca/prevention/patins_roues.html</a>	Alain Collette (418) 528-3380 <a href="mailto:alain.collette@saaq.gouv.qc.ca">alain.collette@saaq.gouv.qc.ca</a>	QC

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Jurisdiction
Winter Safety	Winter Driving	Messages respecting winter driving behaviour including checking on weather and road conditions, maintaining an emergency kit, driving according to conditions, and driving on the ice roads.	television radio print website	www.dot.gov.nt.ca	Erin Olovson-Cleveland <a href="mailto:Erin.Olovson-Cleveland@gov.nt.ca">Erin.Olovson-Cleveland@gov.nt.ca</a> (867) 920-8018	NT