

2008 ROAD SAFETY CALENDAR OF EVENTS

JANUARY

<p>Child Safety: Permanent Provincial Child Safety Seat Inspection Network Ongoing CAA-Québec, SAAQ, CSSS, dealers, etc. Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Ongoing SAAQ, ADPQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: with association of police direction of Québec Ongoing SAAQ, ADPQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Intersection Safety Campaign Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Snowmobile Safety Campaign Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Alberta Snowmobile Association Snowmobile Show Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>
<p>Joint Forces Pilot Project Impaired Driving Checkstop Municipal Police Services, RCMP and Alberta Sheriffs Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>International Snowmobile Safety Week Jan. 13-19/09 NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>	<p>Drive Alive - Road safety messages on winter road safety and snowmobile safety Ongoing in Jan. and Feb. NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>
<p>Back to School Flashing Light/Drive-by Program Week of January 6th. PEI Highway Safety Tel: (902) 368-5219 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses Ongoing PEI Highway Safety Division Tel: (902) 368-6225 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Integrated Traffic Check Stops Ongoing PEI Highway Safety Enforcement, RCMP and Municipal Police. Tel: (902) 368-5219 Fax: (902) 368-5236 www.gov.pe.ca</p>

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JANUARY

<p>Roadside Public Awareness Messages Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Safety Media Advertising Campaigns Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>International Snowmobile Week 2nd Week of January Saskatchewan Safety Council Tel: (306) 757-3197 Fax: (306) 569-1907 www.sasksafety.org Sask. Snowmobile Association Tel: (306) 729-3500 Fax: (306) 729-3505 www.sasksnowmobiling.sk.ca</p>
<p>Drive Right TV and newspaper advertising ongoing Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Safety Tips Radio Advertising Ongoing Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	

2008 ROAD SAFETY CALENDAR OF EVENTS

FEBRUARY

<p>School Safety: School transportation safety campaign February 4 - February 15 ATEQ, SAAQ, MTQ, CTQ, police Tel: 418) 528-3990 Fax: 418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Child Safety: Permanent Provincial Child Safety Seat Inspection Network Ongoing CAA-Québec, SAAQ, CSSS, dealers, etc. Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: with association of police direction of Québec Ongoing SAAQ, ADPQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Road Safety: Special operations - Safety Belt Ongoing SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Distracted Driving Campaign Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Collision Prime Time Radio Commercials Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>
<p>Roadside Public Awareness Messages Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses Ongoing PEI Highway Safety Division Tel: (902) 368-6225 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Safety Media Advertising Campaigns Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>
<p>Impaired Driving E-boards and restobar Advertising –all month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>“Safety Tips” Radio Campaign ongoing Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Drive Right TV and newspaper advertising ongoing Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>

2008 ROAD SAFETY CALENDAR OF EVENTS

MARCH

<p>Child Safety: Permanent Provincial Child Safety Seat Inspection Network Ongoing CAA-Québec, SAAQ, CSSS, dealers, etc. Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: with association of police direction of Québec Ongoing SAAQ, ADPQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Special operations - Safety Belt Ongoing SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Child Traffic Safety: Bicycle/Helmet Campaign Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Collision Prime Time Radio Commercials March long weekend Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Occupant Restraints Alberta Occupant Restraint Program Tel: (780) 412-5553 Fax: (780) 412-5403 www.saferoads.com</p>
<p>Winter Driving III- Road safety messages on severe weather conditions and sharing the road Ongoing in March NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>	<p>Roadside Public Awareness Messages Ongoing PEI Highway Safety Division Tel: (902) 368 5227 Fax: (902) 368 5236 www.gov.pe.ca</p>	<p>Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses Ongoing PEI Highway Safety Division Tel: (902) 368-6225 Fax: (902) 368 5236 www.gov.pe.ca</p>
<p>Integrated Traffic Check Stops Ongoing PEI Highway Safety Enforcement, RCMP and Municipal Police Ongoing Tel: (902) 368 5219 Fax: (902) 368 5236 www.gov.pe.ca</p>	<p>Safety Media Advertising Campaigns Ongoing PEI Highway Safety Division Tel: (902) 368 5227 Fax: (902) 368 5236 www.gov.pe.ca</p>	<p>Driver Distraction campaign: radio and TV (all month) Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>

2008 ROAD SAFETY CALENDAR OF EVENTS

MARCH

<p>Drive Right TV and newspaper advertising ongoing Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Long Weekend campaign Radio and TV close caption March 20 - 24 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Brain Awareness Week 3rd week in March Saskatchewan Neuorscience Network College of Medicine University of Saskatchewan Tel: (306) 966-4092</p>
<p>Impaired Driving Awareness Week 2nd week in March SADD Tel: (306) 757-5562 Fax: (306) 757-5569 www.saddsask.ca</p>	<p>“Safety Tips” radio campaign ongoing Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Impaired Driving E-boards and restobar Advertising –all month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>

2008 ROAD SAFETY CALENDAR OF EVENTS

APRIL

<p>Road Safety: Cell phone while driving (prohibited) April to July MTQ, SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Motorcycle Safety: Advertising campaign April SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Speeding: Campaign April 28 - May 25 SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Road Safety: Special operations - Safety Belt Ongoing SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Support to legislative measures (excessive speeding, impaired driving, etc.) April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Safety belt - Rollover simulator April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Child Safety: Permanent Provincial Child Safety Seat Inspection Network Ongoing CAA-Québec, SAAQ, CSSS, dealers, etc. Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: with association of police direction of Québec Ongoing SAAQ, ADPQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Collision Prime Time - Impaired Driving Radio Commercials Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>
<p>Speed Awareness Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Auto Crime Enforcement Campaign April 1-30 The Insurance Corporation of British Columbia Tel: 604-982-4362 www.icbc.com</p>	<p>Safety Equipment Awareness - Road safety messages on the use of seat belts, child restraints, and helmets Ongoing in April NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>

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APRIL

<p>Safety Media Advertising Campaigns Ongoing PEI Highway Safety Division Tel: (902) 368 5227 Fax: (902) 368 5236 www.gov.pe.ca</p>	<p>Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses Ongoing PEI Highway Safety Division Tel: (902) 368 6225 Fax: (902) 368 5236 www.gov.pe.ca</p>	<p>Roadside Public Awareness Messages Ongoing PEI Highway Safety Division Tel: (902) 368 5227 Fax: (902) 368 5236 www.gov.pe.ca</p>
<p>Drive Right TV and newspaper advertising ongoing Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Impaired Driving Consequences E-boards and Restobars Campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>“Safety Tips” radio campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p><u>Rural</u> Seat belts TV, radio, outdoor, Aboriginal print and radio April 15 – May 15 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Le congrès de l'AQTR April 14-15-16 2008 (Association québécoise de transport et des routes) http://www.aqtr.qc.ca</p>	

2008 ROAD SAFETY CALENDAR OF EVENTS

MAY

<p>Courtesy on the road: Joint campaign SQ and municipal police from Laval, Laurentides, Lanaudière, Montérégie May SAAQ, highway enforcement, MTQ, Groupe Corus, Urgence-Santé, Transvrac Montréal-Laval, Insurance Bureau of Canada, ANCAI Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Drinking and Driving: Campaign aimed at drivers age 16-24 May 17 - June 18 SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Child Safety: Permanent Provincial Child Safety Seat Inspection Network Ongoing CAA-Québec, SAAQ, CSSS, dealers, etc. Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Road Safety: with association of police direction of Québec Ongoing SAAQ, ADPQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Special operations - Safety Belt Ongoing SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Cell phone while driving (prohibited) April to July MTQ, SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Speeding: Campaign April 28 - May 25 SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Young Drivers: Young driver awareness strategy (behaviour toward alcohol, speeding, drugs, belt use) May - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Support to legislative measures (excessive speeding, impaired driving, etc.) April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Road Safety: Safety belt - Rollover simulator April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Collision Prime Time Impaired Driving Radio Commercials May long weekend Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Collision Prime Time Radio Commercials Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>

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<p>Child Traffic Safety: Bicycle/Helmet Campaign Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Motorcycle Safety Campaign Collision Prime Time Radio Commercials Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Young Drivers Campaign Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>
<p>High Risk Driving Enforcement and Education Campaign (Speed and Intersection Safety) May 1-31 The Insurance Corporation of British Columbia Tel: 604-982-4775 www.icbc.com</p>	<p>National Road Safety Week May 13-19/08 NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>	<p>Dry Grad Campaign Ongoing NWT High Schools, SADD, with NWT DOT support</p>
<p>Safety Media Advertising Campaigns Ongoing PEI Highway Safety Division Tel: (902) 368 5227 Fax: (902) 368 5236 www.gov.pe.ca</p>	<p>Impaired Driving & Breaking the Rules Presentation to schools & Safety Education Courses Ongoing PEI Highway Safety Division Tel: (902) 368-6225 Fax: (902) 368 5236 www.gov.pe.ca</p>	<p>Roadside Public Awareness Messages Ongoing PEI Highway Safety Division Tel: (902) 368 5227 Fax: (902) 368 5236 www.gov.pe.ca</p>
<p>Click it or Ticket Enforcement Campaign F Division RCMP and SK law enforcement RCMP Tel: (306) 780-8171</p>	<p>Motorcycle Safety Week May 13 – 19 Saskatchewan Safety Council Tel: (306) 757-3197 Fax: (306) 569-1907 www.sasksafety.org</p>	<p>Saskatchewan Brain Injury Prevention Week Week before Victoria Day weekend Saskatchewan Brain Injury Association Tel: 1-800-567-7233 Fax: (306) 787-2208</p>

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MAY

<p>Bicycle Safety Week 3rd week of May Sask. Prevention Institute Tel: (306) 655-4077 Fax: (306) 655-2511 www.preventioninstitute.sk.ca/bicycle</p>	<p>Impaired Driving Campaign radio, TV, point of sale, web advertising May 15 – June 15 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Impaired Driving Consequences E-boards and Restobars Campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Long Weekend campaign Radio and TV close caption May 16 - 20 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Rural Seat Belt Campaign TV, radio, Outdoor, Aboriginal print and radio April 15 – May 15 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Drive Right TV and newspaper advertising ongoing Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Child Restraint Campaign Radio remotes, print ads, grocery bar ads, clinics All month Saskatchewan Government Insurance Tel: (306) 775-6179 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Click It or Ticket Campaign Enforcement project involving all SK law enforcement All month RCMP Tel: (306) 780-8171 Fax: (306) 780-7252</p>	<p>National Summer Safety Week 1st week of May Saskatchewan Safety Council Tel: (306) 757-3197 Fax: (306) 569-1907</p>
<p>Safety Tips” radio campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Impaired Driving TV, radio May 15 – June 15 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	

2008 ROAD SAFETY CALENDAR OF EVENTS

JUNE

<p>Drinking and Driving: Campaign aimed at drivers age 16-24 May 17 - June 18 SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Bike Safety: Vélo-Sécur and "Sentinelles de la route" [road guards] June - September SAAQ, Vélo-Sécur, MTQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Young Drivers: Young driver awareness strategy (behaviour toward alcohol, speeding, drugs, belt use) May - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Courtesy on the road: 400th Anniversary of Québec City June - August SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Child Safety: Permanent Provincial Child Safety Seat Inspection Network Ongoing CAA-Québec, SAAQ, CSSS, dealers, etc. Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: with association of police direction of Québec Ongoing SAAQ, ADPQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Road Safety: Special operations - Safety Belt Ongoing SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Cell phone while driving (prohibited) April to July MTQ, SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	
<p>Support to legislative measures (excessive speeding, impaired driving, etc.) April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Safety belt - Rollover simulator April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Drinking and Driving: Campaign aimed at drivers age 16-24 May 17 - June 18 SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>

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JUNE

<p>Commercial Vehicle Safety Enforcement Campaign Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Sharing the Road 1 - road safety messages on sharing the road with other users (e.g. pedestrians, bicyclists) Ongoing in June NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>	<p>ATV and Bicycle Safety campaign Ongoing in June NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>
<p>Transportation Dangerous Goods (check points) Random dates PEI Highway Safety CVEO Tel: (902) 368-5219 Fax: (902) 368 5236 www.gov.pe.ca</p>	<p>Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses Ongoing PEI Highway Safety Division Tel: (902) 368-6225 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Safety Media Advertising Campaigns Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>
<p>Motor Vehicle Insurance Blitz Random dates PEI Highway Safety Division and Police Agencies Tel: (902) 368-5219 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Roadside Public Awareness Messages Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>CVSA Road Checks June 3-4-5 PEI Highway Safety Enforcement Tel: (902) 368 5219 Fax: (902) 368 5236 www.gov.pe.ca</p>
<p>Child Restraint Campaign Radio remotes, print ads, grocery ad bars, clinics (all month) TV (June 15 - 30), Saskatchewan Government Insurance Tel: (306) 775-6179 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Impaired Driving Campaign TV, radio June 1 - 15 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Drive Right TV and newspaper advertising ongoing Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>

2008 ROAD SAFETY CALENDAR OF EVENTS

JUNE

<p>National Water Safety Week 1st week in June Canadian Red Cross (Saskatoon Office) Tel: (306) 668-7020 Fax: (306) 668-0722</p>	<p>Click It or Ticket Campaign Enforcement project involving all SK law enforcement All month RCMP Tel: (306) 780-8171 Fax: (306) 780-7252</p>	<p>Impaired Driving Consequences E-boards and Restobars Campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Rural Seat Belt Campaign Rural point of sale, radio Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Long Weekend campaign Radio and TV close caption June 29 – July 3 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Canadian Multidisciplinary Road Safety Conference in June 8-11, 2008, Whistler, BC. http://www.carsp.ca/</p>

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JULY

<p>Courtesy on the road: TV and radio ad campaign June - August SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Child Safety: Permanent Provincial Child Safety Seat Inspection Network Ongoing CAA-Québec, SAAQ, CSSS, dealers, etc. Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: with association of police direction of Québec Ongoing SAAQ, ADPQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Road Safety: Special operations - Safety Belt Ongoing SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Cell phone while driving (prohibited) April to July MTQ, SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Young Drivers: Young driver awareness strategy (behaviour toward alcohol, speeding, drugs, belt use) May - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Support to legislative measures (excessive speeding, impaired driving, etc.) April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Safety belt - Rollover simulator April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Bike Safety: Vélo-Sécur and "Sentinelles de la route" [road guards] June - September SAAQ, Vélo-Sécur, MTQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Courtesy on the road: 400th Anniversary of Québec City June - August SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Motorcycle Safety Campaign Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Collision Prime Time Radio Commercials Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>

2008 ROAD SAFETY CALENDAR OF EVENTS

JULY

<p>Collision Prime Time Impaired Driving Radio Commercials July long weekend Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Impaired Driving Enforcement and Education Campaign July 1-31 The Insurance Corporation of British Columbia Tel: 604-982-6236 www.icbc.com</p>	<p>Sharing the Road II - road safety messages on construction area safety Ongoing in July NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>
<p>Child Restraint Roadside Checks/Clinic To be decided PEI Highway Safety Division Tel: (902) 368- 5217 www.gov.pe.ca</p>	<p>Roadside Public Awareness Messages Ongoing PEI Highway Safety Division Tel: (902) 368- 5227 Fax: (902) 368- 5236 www.gov.pe.ca</p>	<p>Integrated Check Traffic Stops Ongoing PEI Highway Safety Enforcement, RCMP and Municipal Police. Tel: (902) 368-5219 Fax: (902) 368-5236 www.gov.pe.ca</p>
<p>Safety Media Advertising Campaigns Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Child Restraint Campaign Radio remotes, print ads, grocery bar ads, clinics, TV All month Saskatchewan Government Insurance Tel: (306) 775-6179 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Drive Right TV and newspaper advertising ongoing Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Safety Tips" radio campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Rural Seat Belt Campaign TV, radio, Aboriginal print and radio all month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Long Weekend campaign Radio and TV close caption June 29 – July 2 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>

2008 ROAD SAFETY CALENDAR OF EVENTS

AUGUST

<p>Child Safety: Permanent Provincial Child Safety Seat Inspection Network Ongoing CAA-Québec, SAAQ, CSSS, dealers, etc. Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: with association of police direction of Québec Ongoing SAAQ, ADPQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Special operations - Safety Belt Ongoing SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Young Drivers: Young driver awareness strategy (behaviour toward alcohol, speeding, drugs, belt use) May - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Support to legislative measures (excessive speeding, impaired driving, etc.) April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Safety belt - Rollover simulator April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Bike Safety: Vélo-Sécur and "Sentinelles de la route" [road guards] June - September SAAQ, Vélo-Sécur, MTQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Courtesy on the road: 400th Anniversary of Québec City June - August SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Impaired Driving Campaign Alberta Office of Traffic Safety Tel:(780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>
<p>Joint Forces Operations Impaired Driving Checkstop Municipal Police Services, RCMP and Alberta Sheriffs Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Collision Prime Time Impaired Driving Radio Commercials August long weekend Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Collision Prime Time Radio Commercials Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>

2008 ROAD SAFETY CALENDAR OF EVENTS

AUGUST

<p>Bison / Wildlife Awareness Print ads running Mid-Aug. to end of Aug. NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>	<p>Brake Safety Awareness August 27 - September 2 PEI Highway Safety CVEO Tel: (902) 368-5219 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Safety Media Advertising Campaigns Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>
<p>Roadside Public Awareness Messages Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Drive Right TV and newspaper advertising ongoing Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Long Weekend campaign Radio and TV close caption Aug 1 - 5, Aug 29 – Sept 2 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Impaired Driving Consequences E-boards and Restobars campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Rural Seat Belt Campaign , radio, Aboriginal print and radio All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>“Safety Tips” radio campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Child Restraint Campaign Radio remotes, print ads, grocery bar ads, clinics All month Saskatchewan Government Insurance Tel: (306) 775-6179 Fax: (306) 757-7477 www.sgi.sk.ca</p>		

2008 ROAD SAFETY CALENDAR OF EVENTS

SEPTEMBER

<p>School-based education: "La route des dragons" [Animation: school buses and pedestrians] September SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Safety belt: TV and radio ad campaign September SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Child Safety: Permanent Provincial Child Safety Seat Inspection Network Ongoing CAA-Québec, SAAQ, CSSS, dealers, etc. Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Road Safety: with association of police direction of Québec Ongoing SAAQ, ADPQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Special operations - Safety Belt Ongoing SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Young Drivers: Young driver awareness strategy (behaviour toward alcohol, speeding, drugs, belt use) May - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Support to legislative measures (excessive speeding, impaired driving, etc.) April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Safety belt - Rollover simulator April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Bike Safety: Vélo-Sécur and "Sentinelles de la route" [road guards] June - September SAAQ, Vélo-Sécur, MTQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>School Bus Safety Campaign Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Child Traffic Safety - Walk the Talk About Back to School Safety Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Walk the Talk Day Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>

2008 ROAD SAFETY CALENDAR OF EVENTS

SEPTEMBER

<p>Collision Prime Time Impaired Driving Radio Commercials September long weekend Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Occupant Restraint Enforcement Campaign September 1-30 The Insurance Corporation of British Columbia Tel: 250-729-3522 www.icbc.com</p>	<p>School Zone Safety Radio PSAs in Sept. NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>
<p>Bison Awareness II Radio PSAs in Sept. NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>	<p>Back to School Flashing Light/Drive-by Program Week of September 3 & 10 PEI Highway Safety Tel: (902) 368-5219 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses PEI Highway Safety Division Tel: (902) 368-6225 Fax: (902) 368 5236 www.gov.pe.ca</p>
<p>Roadside Public Awareness Messages Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Safety Media Advertising Campaigns Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Integrated Check Traffic Stops Ongoing PEI Highway Safety Enforcement, RCMP and Municipal Police On going Tel: (902) 368-5219 Fax: (902) 368-5236 www.gov.pe.ca</p>
<p>P.A.R.T.Y. Program (SADD) To be announced PEI Highway Safety Division Tel: (902) 368-5211 www.partyprogram.com</p>	<p>Child Restraint Campaign Radio remotes, print ads, grocery bar ads, clinics All month Saskatchewan Government Insurance Tel: (306) 775-6179 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Speed in School zones transit shelters All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>

2008 ROAD SAFETY CALENDAR OF EVENTS

SEPTEMBER

<p>Impaired Driving Campaign TV and radio all month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>“Safety Tips” radio campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Long Weekend campaign Radio and TV close caption August 29 – September 2 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Drive Right TV and newspaper advertising ongoing Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Impaired Driving Consequences E-boards and Restobars Campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	

2008 ROAD SAFETY CALENDAR OF EVENTS

OCTOBER

<p>Pedestrian Safety: "Bon pied, bon oeil" [sound foot, sound eye] Campaign October SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Pedestrian Safety: "Le mois du piéton" [pedestrian month] October SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Pedestrian Safety: Halloween campaign October SAAQ, police, Unicef, Block Parents Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.cas</p>
<p>Child Safety: Permanent Provincial Child Safety Seat Inspection Network Ongoing CAA-Québec, SAAQ, CSSS, dealers, etc. Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: with association of police direction of Québec Ongoing SAAQ, ADPQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Special operations - Safety Belt Ongoing SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Young Drivers: Young driver awareness strategy (behaviour toward alcohol, speeding, drugs, belt use) May - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Support to legislative measures (excessive speeding, impaired driving, etc.) April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Safety belt - Rollover simulator April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Alberta Occupant Restraint Program Campaign Tel: (780) 412-5553 Fax: (780) 412-5403 www.saferoads.com</p>	<p>School Bus Safety Campaign Collision Prime Time Radio and Print Commercials Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Collision Prime Time Radio Commercials Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>
<p>Operation Impact Oct. 5-8/08 NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>	<p>School Safety Week Oct. 17-23/08 NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>	<p>Operation Safe Driver Oct. 21-28/08 NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>

2008 ROAD SAFETY CALENDAR OF EVENTS

OCTOBER

<p>Safety Media Advertising Campaigns Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses Ongoing PEI Highway Safety Division Tel: (902) 368-6225 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>P.A.R.T.Y. Program (SADD) To be announced PEI Highway Safety Division Tel: (902) 368-5211 Fax: (902) 368-5236 www.partyprogram.com</p>
<p>Roadside Public Awareness Messages Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Operation Impact Thanksgiving weekend F Division RCMP Tel: (306) 780-8171</p>	<p>National School Bus Safety Week and School Safety Week 3rd week in October Saskatchewan Safety Council Tel: (306) 757-3197 Fax: (306) 569-1907 www.sasksafety.org</p>
<p>Impaired Driving Consequences E-boards and Restobars Campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Drive Right TV and newspaper advertising ongoing Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Safety Tips" radio campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Long Weekend campaign Radio and TV close caption October –9 - 13 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Driver Distraction TV and Radio All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Head restraint adjustment TV ad channel All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>

2008 ROAD SAFETY CALENDAR OF EVENTS

OCTOBER

<p>Speed in School zones transit shelters All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>		
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2008 ROAD SAFETY CALENDAR OF EVENTS

NOVEMBER

<p>Child Safety: Permanent Provincial Child Safety Seat Inspection Network Ongoing CAA-Québec, SAAQ, CSSS, dealers, etc. Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: with association of police direction of Québec Ongoing SAAQ, ADPQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Special operations - Safety Belt Ongoing SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Young Drivers: Young driver awareness strategy (behaviour toward alcohol, speeding, drugs, belt use) May - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Support to legislative measures (excessive speeding, impaired driving, etc.) April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Safety belt - Rollover simulator April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Pedestrian Safety Campaign Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Collision Prime Time Radio Commercials Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Collision Prime Time Impaired Driving Radio Commercials Grey Cup weekend Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>
<p>High Risk Driving Enforcement and Education Campaign (Intersection Safety and Speed Relative to Conditions) The Insurance Corporation of British Columbia Tel: 604-661-1253 www.icbc.com</p>	<p>Winter Driving I - Road safety messages on getting vehicle ready for winter and emergency kits Ongoing in November NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>	<p>SADD Annual Conference To be announced Highway Safety Division/SADD P.E.I Tel: (902) 368-5211 Fax: (902) 368-5236 www.gov.pe.ca</p>

2008 ROAD SAFETY CALENDAR OF EVENTS

NOVEMBER

<p>Roadside Public Awareness Messages Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Safety Media Advertising Campaigns Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Integrated Traffic Check Stops Ongoing PEI Highway Safety, RCMP Enforcement, & Municipal Police Tel: (902) 368-5219 Fax: (902) 368- 5236 www.gov.pe.ca</p>
<p>Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses Ongoing PEI Highway Safety Division Tel: (902) 368-6225 Fax: (902) 368 5236 www.gov.pe.ca</p>	<p>P.A.R.T.Y. Program (SADD) To be announced PEI Highway Safety Division Tel: (902) 368-5211 Fax: (902) 368-5236 www.partyprogram.com</p>	<p>Drive Right TV and newspaper advertising ongoing Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Impaired Driving Consequences E-boards and Restobars Campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>“Safety Tips” radio campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Long Weekend Campaign Radio and TV close caption November 8 - 12 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>National Seniors Safety Week 2nd week of November Saskatchewan Safety Council Tel: (306) 757-3197 Fax: (306) 569-1907 www.sasksafety.org</p>	<p>National Drug Awareness Week 3rd week of November Saskatchewan Drug Awareness Week Committee Tel: (306) 691-6495 Fax: (306) 691-6499</p>	<p>The National Day Remembrance November 19th</p>

2008 ROAD SAFETY CALENDAR OF EVENTS

DECEMBER

<p>Drinking and Driving: Opération Nez rouge (Red Nose elsewhere in the country) drive home service This provincial operation is held throughout December. Opération Nez rouge, SAAQ and Desjardins assurances générales Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Child Safety: Permanent Provincial Child Safety Seat Inspection Network Ongoing CAA-Québec, SAAQ, CSSS, dealers, etc. Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: with association of police direction of Québec Ongoing SAAQ, ADPQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Road Safety: Special operations - Safety Belt Ongoing SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Young Drivers: Young driver awareness strategy (behaviour toward alcohol, speeding, drugs, belt use) May - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Support to legislative measures (excessive speeding, impaired driving, etc.) April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Road Safety: Safety belt - Rollover simulator April - December SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Impaired Driving Campaign Alberta Office of Traffic Safety Tel:(780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Joint Forces Operations Impaired Driving Checkstops Municipal Police Services, RCMP and Alberta Sheriffs Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>
<p>Collision Prime Time Impaired Driving Radio Commercials Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Impaired Driving Enforcement and Education Campaign December 1-31 The Insurance Corporation of British Columbia Tel: 604-982-6236 www.icbc.com</p>	<p>National Safe Driving Week Dec. 1-7/08 NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>

2008 ROAD SAFETY CALENDAR OF EVENTS

DECEMBER

<p>Winter Driving II - Road safety messages on checking weather and road conditions before travelling, and holiday snowmobile safety Dec. 8-31/08 NWT DOT Tel: (867) 873-7972 www.dot.gov.nt.ca</p>	<p>Liquor Bag Project Dec 1 - Dec 30th SADD & Liquor Commission & PEI Highway Safety Division Tel: (902) 368 5211 Fax: (902) 368 5236 www.gov.pe.ca</p>	<p>Roadside Public Awareness Messages Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>
<p>Impaired Driving and Breaking the Rules Presentation to schools and Safety Education courses Ongoing PEI Highway Safety Division Tel: (902) 368-6225 Fax: (902) 368-5236 www.gov.pe.ca</p>	<p>Safety Media Advertising Campaigns Ongoing PEI Highway Safety Division Tel: (902) 368 5227 Fax: (902) 368 5236 www.gov.pe.ca</p>	<p>National Road Safety Dec 1 - 7 Highway Safety Enforcement Tel: (902) 368-5219 Fax: (902) 368-5236 www.gov.pe.ca</p>
<p>Drinking and Driving Advertising TV and Radio, outdoor billboards All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Drive Right TV and newspaper advertising ongoing Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>“Safety Tips” radio campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Impaired Driving Consequences E-boards and Restobars Campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>		