

2007 CALENDAR OF ROAD SAFETY EVENTS

JANUARY

<p>Snowmobile Safety Week January 14–20, 2007 Ontweio Federation of Snomobile Clubs (through the International Snomobile Manufacturers Association) Tel: (705) 739–7669</p>	<p>Road Safety Messages on Changeable Highway Message Signs Ongoing Ontario Ministry of Transportation (416) 235–3658 www.mto.gov.on.ca</p>	<p>Road Safety Community Partnership Program Ongoing Ontario Ministry of Transportation Tel: (416) 235–3658 www.mto.gov.on.ca</p>
<p>Project Red Ribbon November to January MADD Canada www.MADD.ca</p>	<p>Provincial RIDE Campaign November to January Ontario Association of Chiefs of Police (705) 946–6389</p>	<p>School Safety: School transportation safety campaign January 29 – February 9th ATEQ, SAAQ, MTQ, CTQ, police Tel: 418) 528–3990 Fax: 418) 643–7220 www.saaq.gouv.qc.ca</p>
<p>Road Safety: Year of Road Safety January to December SAAQ, MTQ, MSP and police Tel: 418) 528–3990 Fax: (418) 643–7220 www.saaq.gouv.qc.ca</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 11759 Groat Road Edmonton, AB T5M 3K6 Tel: (780) 427–2695 Fax: (780) 415–1779 www.altasnowmobile.ab.ca</p>
<p>ATV Safety (in conjunction with Snowmobile Safety Campaign) Alberta Office of Traffic Safety Tel: (780) 422–8839 Fax: (780) 422–3682 www.saferoads.com</p>	<p>Impaired Driving Campaign Alberta Office of Traffic Safety Tel:(780) 422–8839 Fax: (780) 422–3682 www.saferoads.com</p>	<p>PARTY Program (On-going September – June), Nova Scotia Health Promotion & Protection Tel: (902) 424–6964 greenmx@gov.ns.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>Impaired Driving Consequences Restobars Campaign All month Saskatchewan Government Insurance Tel: (306) 751–1319 Fax: (306) 757–7477 www.sgi.sk.ca</p>	<p>Speed-Too Fast for Conditions Public Awareness Ad Campaign January 8 – February 4 Manitoba Public Insurance Tel: (204) 985–7199 Fax: (204) 985–7652 www.mpi.mb.ca</p>

2007 CALENDAR OF ROAD SAFETY EVENTS

JANUARY

Impaired Driving TV Commercial

January 22 – begin March

Creative: MADD

Media Buy: MPI

Tel: (204) 985-7199

Fax: (204) 985-7652

www.madd.ca, www.mpi.mb.ca

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

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

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

Roadside Public Awareness Messages

Ongoing

PEI Highway Safety Division

Tel: (902) 368-5227

Fax: (902) 368-5236

www.gov.pe.ca

Safety Media Advertising Campaigns

Ongoing

PEI Highway Safety Division

Tel: (902) 368-5227

Fax: (902) 368-5236

www.gov.pe.ca

2007 CALENDAR OF ROAD SAFETY EVENTS

FEBRUARY

<p>Road Safety Messages on Changeable Highway Message Signs Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Road Safety Community Partnership Program Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Road Safety: Cell phone while driving ad February MTQ, SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Auto Crime Campaign February 1 – 28 Insurance Corporation of British Columbia Tel: 604 982-4362 www.icbc.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>Long Weekend campaign Radio and TV close caption February 15 – 19 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Impaired Driving Radio Advertising February 19 – 28 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>“Safety Tips” Radio Campaign February 19 – 28 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Impaired Driving Consequences Restobars Campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.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>

2007 CALENDAR OF ROAD SAFETY EVENTS

MARCH

<p>Road Safety Messages on Changeable Highway Message Signs Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Road Safety Community Partnership Program Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Creating Social Norms in Road Safety Seminar March 22-23 Road Safety Partners of Ontario www.roadsafe.ca</p>
<p>Road Safety: Banner "Un accident ça frappe...ça frappe beaucoup de monde" [accidents hit hard, not merely the victims but also the people close to them] March 12 - 8 SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Road Safety: Radio campaign on alcohol, speeding, drugs March 12 - April 8 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 Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Alcohol is Alcohol Social Marketing Campaign Launch Tel: (902) 424-8030 www.gov.ns.ca/news/details.asp?id=20070227001</p>	<p>Nova Scotia Child Safety Seat Coalition Meeting Tel: 1-866-288-1388 www.childsafetylink.ca</p>
<p>Driver Distraction campaign: radio (all month) and TV March 1 - 25 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Impaired Driving Consequences Restobars Campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>National Farm Safety Week 2nd week in March Saskatchewan Safety Council Tel: (306) 757-3197 Fax: (306) 569-1907 www.sasksafety.org</p>

2007 CALENDAR OF ROAD SAFETY EVENTS

MARCH

<p>Impaired Drivin: Radio advertising All month 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 Neuroscience 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 February 19 – 28 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Impaired Driving TV commercial (cont’d) January 22 – beginning March Creative: MADD Media Buy: MPI Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca, www.madd.ca</p>	<p>Speed-Too Fast for Conditions Public Awareness Ad Campaign (cont’d) January 8 – February 4 Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.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>		

2007 CALENDAR OF ROAD SAFETY EVENTS

APRIL

<p>Road Safety Messages on Changeable Highway Message Signs Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Provincial Spring Seatbelt Campaign April 16-30 Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Road Safety Community Partnership Program Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>
<p>National Rail Safety Week April 23-29 Supported provincially by the Ontario Ministry of Transportation Railway Association of Canada and Transport Canada Tel: (613) 567-8591 Fax: (613) 990-2309</p>	<p>1st UN Global Road Safety Week April 23 - 29 United Nations Ontario Ministry of Transportation sponsoring 2 delegates for Geneva. Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Motorcycle Safety: Advertising campaign April 1 - May 30 Fédération des motocyclistes du Québec (Quebec federation of motorcycle riders)</p>
<p>Pedestrian Safety: Awareness campaign for pedestrians and motorists on traffic rules at specific intersections in Montreal April 2 - 29 SAAQ, SPVM [Mtl police] Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Hours of Driving Operation: Check of records of on-duty times of heavy vehicle drivers and education on fatigue and new regulations Mid-April to beginning of May CRQ</p>	<p>Speeding: Campaign aimed at drivers age 25-45 April 23 - May 20 SAAQ, ADPQ, SQ, SPVM, MTQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Young Drivers: Awareness raising by police April SAAQ, ADPQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Child Traffic Safety: Bicycle/Helmet Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Collision Prime Time - Impaired radio commercials April long weekend Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>

2007 CALENDAR OF ROAD SAFETY EVENTS

APRIL

<p>Motorcycle Safety Campaign Collision Prime Time Radio Commercials April 17 – May 14 Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Intersection Safety Month of April 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>Commuter Challenge (with pedestrian and bicycle safety) 2nd week of May Resource Conservation Manitoba, with partners Tel: (204) 925-3772 Fax: (204) 942-4207 www.resourceconservation.mb.ca</p>	<p>Impaired Driving Radio Advertising All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Impaired Driving Consequences 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>Bike Helmet Campaign Outdoor, radio and TV close caption April 1 – 29 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.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 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>	

2007 CALENDAR OF ROAD SAFETY EVENTS

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<p>Road Safety Messages on Changeable Highway Message Signs Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Road Safety Community Partnership Program Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Road Safety Challenge May 12 – June 10 Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>
<p>Arrive Alive Drive Sober Campaign May 1 – October 31 Ontario Community Council on Impaired Driving Tel: (416) 485-4411 www.occid.org</p>	<p>Ontario Students Against Impaired Driving Conference May 10 – 13 Tel: (877) 706-7243</p>	<p>Child Safety: Permanent Provincial Child Safety Seat Inspection Network May 2nd CAA-Québec, SAAQ, CSSS, dealers, etc. Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Drinking and Driving: Campaign aimed at drivers age 25-45 May 17 and June 18 SAAQ, ADPQ, SQ, SPVM, MTQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Courtesy on the road: Awareness campaign-enforcement "Gardez vos distances" [keep your distance] May 21 – 31 SAAQ, SQ, SPVM, MTQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Bike Safety: Cycling awareness campaign in schools May and June SAAQ, MELS Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Bike Safety: Cycling safety information kit used by police and Optimist Clubs during awareness activities May to August SAAQ, police and Optimist Clubs Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Motorcycle Safety Education Campaign May 1 – 31 Insurance Corporation of British Columbia Tel: (604) 982-4224 www.icbc.com</p>	<p>High-risk Driving Enforcement Campaign May 1 – 31 Insurance Corporation of British Columbia and RCMP/Municipal police Tel: (604) 982-2460 www.icbc.com</p>

2007 CALENDAR OF ROAD SAFETY EVENTS

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<p>Child Traffic Safety: Bicycle and Helmet 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 May long weekend 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>Occupant Restraints Alberta Occupant Restraint Program Tel: (780) 412-5553 Fax: (780) 412-5403 www.saferoads.com</p>	<p>Joint Forces Operations Impaired Driving Checkstop Municipal Police Services and RCMP Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Canada Road Safety Week May 14 – 21 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>Canada Road Safety Week May 14 to 21 RCMP H Division Traffic Services Province Wide</p>	<p>Motorcycle Awareness Month May 1st Proclamation by NS Govt along with the Nova Scotia Safety Council Tel: (902)454-9621, Fax: (902)454-6027, www.nssafety.ns.ca</p>
<p>Motorcycle Safety Awareness Rodeo May 27 Nova Scotia Safety Council Tel: (902)454-9621, Fax: (902)454-6027, www.nssafety.ns.ca/rodeo</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>
<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 All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Impaired Driving Consequences Restobars Campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>

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<p>Long Weekend campaign Radio and TV close caption May 17 – 22 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Rural Seat Belt Campaign Outdoor, rural point of sale, (all month) First Nation Publications (May 21 –28) Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Rural Seat Belt Campaign Outdoor, rural point of sale, (all month) First Nation Publications (May 21 –28) Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Child Restraint Campaign Radio remotes, print 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>Annual Road Safety Week Campaign 3rd Week of May (tentative) MPI, with partners Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p>Driver Ed Challenge: Finale of Year Long Competition May 26 Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p>Manitoba Brain Injury Mock Car Crash Event May 24 Manitoba Brain Injury Association, with partners Tel: (204) 953-5355 Fax: (204) 975-3027 www.mbia.ca</p>
<p>National Occupant Restraint Campaign 3rd Week of May Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p>SpeedWatch "new season" kickoff and media event May 15 Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p>Teddy Bear Picnic: Car seat and seat belt awareness displays Last week of May (May 29) Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>

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MAY

**School Patrol Day:
patrol appreciation event**

May 17

Manitoba Public Insurance

Tel: (204) 985-7199

Fax: (204) 985-7652

www.mpi.mb.ca

**RoadWatch impaired driving
checkstop and supporting public
awareness campaign**

Checkstop: May 1 – Nov.1

Campaign launch: May 16 & 17

Manitoba Public Insurance
supporting provincial police
partners

Tel: (204) 985-7199

Fax: (204) 985-7652

www.mpi.mb.ca

**Motorcycle Safety and Public
Awareness Ad Campaign**

May – June and August

Manitoba Public Insurance
supporting provincial police
partners

Tel: (204) 985-7199

Fax: (204) 985-7652

www.mpi.mb.ca

**Safety Media Advertising
Campaigns**

Ongoing

PEI Highway Safety Division

Tel: (902) 368 5227

Fax: (902) 368 5236

www.gov.pe.ca

**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

**Roadside Public Awareness
Messages**

Ongoing

PEI Highway Safety Division

Tel: (902) 368 5227

Fax: (902) 368 5236

www.gov.pe.ca

CVSA Road Checks

May 14-20

PEI Highway Safety
Enforcement

Tel: (902) 368 5219

Fax: (902) 368 5236

www.gov.pe.ca

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

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JUNE

<p>Road Safety Messages on Changeable Highway Message Signs Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Road Safety Community Partnership Program Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Ontario Injury Prevention Conference June 3 – 5 SMARTRISK www.smartrisk.ca supported by the Ontario Ministry of Transportation</p>
<p>Arrive Alive Drive Sober Campaign May 1 – October 31 Ontario Community Council on Impaired Driving Tel: (416) 485-4411 www.occid.org</p>	<p>Canadian Road Safety Youth Conference June 6–8 2007 Transport Canada – Ontario Ministry of Transportation sponsoring 6 delegates.</p>	<p>Road Safety: Awareness campaign on road sharing among motorists and truckers June 18 – September 9 MTQ, SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Road Safety: Awareness campaign on road sharing among cyclists and motorists Mid-June to end of September MTQ, SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Speeding: Opérations pieds pesants [led foot operation] Police awareness program for speed control June SAAQ, police, municipalities, MTQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Bike Safety: Vélo-Sécur [ride safe program] June SAAQ, Vélo-Sécur, MTQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Road Safety: Roadcheck operation to check mechanical status of heavy vehicles June 4 – 10 Contrôle routier Québec and other North-American jurisdictions Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>High-Risk Driving Education Campaign June 1 – July 14 Insurance Corporation of British Columbia Tel: 604 982-2460 www.icbc.com</p>	<p>Collision Prime Time Radio Commercials: Impaired – long weekend Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>

2007 CALENDAR OF ROAD SAFETY EVENTS

JUNE

<p>Joint Forces Operations Impaired Driving Checkstops Municipal Police Services and RCMP 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>Collision Prime Time Radio Commercials Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>
<p>Impaired Driving: Collision Prime Time Radio Commercials Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Operational Road Checks (for Commercial Vehicles) June 5, 6 & 7 RCMP H Division Traffic Services Province wide</p>	<p>Child Restraint Campaign Radio remotes, print ads, clinics (all month) TV (June 11 - 30) Saskatchewan Government Insurance Tel: (306) 775-6179 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Impaired Driving Campaign Point of sale, web advertising 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>Rural Seat Belt Campaign Rural point of sale (all month), radio June 11 - 30 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<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 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 2 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Safe Grad Public Awareness Newspaper Ad 1st week of June Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>

2007 CALENDAR OF ROAD SAFETY EVENTS

JUNE

<p>"Safe Streets" speed and red light cameras support/public awareness ad campaign June 2007 - April 2008 Winnipeg Police Services Tel: (204) 986-6269 Fax: (204) 986-8114 www.winnipeg.ca/police</p>	<p>Annual STEP campaign (speed, seatbelts, intersection safety) Last week June up to and including July long weekend RCMP Tel: (204) 984-4731 www.rcmp-grc.gc.ca/mb</p>	<p>"What's Your Hurry" Speed ad campaign (commercial & website launch) June - July Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>
<p>RoadWatch impaired driving checkstop and supporting public awareness campaign Checkstop: May 1 - Nov 1 Campaign: May 1 - TBD Manitoba Public Insurance supporting provincial police partners Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.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>

2007 CALENDAR OF ROAD SAFETY EVENTS

JULY

<p>Road Safety Messages on Changeable Highway Message Signs Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Road Safety Community Partnership Program Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Arrive Alive Drive Sober Campaign May 1 – October 31 Ontario Community Council on Impaired Driving Tel: (416) 485-4411 www.occid.org</p>
<p>Road Safety: Fatigue campaign July 2 to September 2 MTQ, SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>High-Risk Driving Education Campaign June 1 – July 14 Insurance Corporation of British Columbia Tel: (604) 982-2460 www.icbc.com</p>	<p>Impaired driving enforcement and education campaign July 15 – August 31 Insurance Corporation of British Columbia and the RCMP/Municipal police Tel: (250) 729-3522 www.icbc.com</p>
<p>Impaired Driving: Collision Prime Time Radio Commercials 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>	<p>Impaired Driving: Collision Prime Time Radio Commercials Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>
<p>Speed Enforcement June 29 – 2nd July RCMP H Division Traffic Services Province wide</p>	<p>Child Restraint Campaign Radio remotes, print ads, clinics, TV All month Saskatchewan Government Insurance Tel: (306) 775-6179 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Impaired Driving Campaign Point of sale, web dvertising All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>

2007 CALENDAR OF ROAD SAFETY EVENTS

JULY

<p>Rural Seat Belt Campaign Rural point of sale, TV close caption, radio (all month), First Nation Publication (July 1 – 8) 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>	<p>"Safe Streets" speed and red light cameras support/public awareness ad campaign June 2007 – April 2008 Winnipeg Police Services Tel: (204) 986-6269 Fax: (204) 986-8114 www.winnipeg.ca/police</p>
<p>"What's Your Hurry" Speed ad campaign (commercial & website launch) June – July Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p>Annual STEP campaign (speed, seatbelts, intersection safety) July long weekend RCMP Manitoba (w. Sask & Alb) Tel: (204) 984-4731 Fax: (204) 984-0642 www.rcmp-grc.gc.ca/mb</p>	<p>RoadWatch impaired driving checkstop and supporting public awareness campaign Checkstop: May 1 – Nov.1 Manitoba Public Insurance supporting provincial police partners Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.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>		

2007 CALENDAR OF ROAD SAFETY EVENTS

AUGUST

<p>Road Safety Messages on Changeable Highway Message Signs Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Road Safety Community Partnership Program Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Arrive Alive Drive Sober Campaign May 1 – October 31 Ontario Community Council on Impaired Driving Tel: (416) 485-4411 www.occid.org</p>
<p>Impaired driving enforcement and education campaign July 15 – August 31 Insurance Corporation of British Columbia and the RCMP/Municipal police Tel: (250) 729-3522 www.icbc.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>Joint Forces Operations Impaired Driving Checkstop Municipal Police Services and RCMP 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>Impaired – Collision Prime Time Radio Commercials Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Impaired Driving August RCMP H Division Traffic Services Province wide</p>
<p>Impaired Driving Campaign Web advertising (Aug 1 – 8) Point of sale, radio (all month) TV (August 20 – 31) 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 2 – 7, Aug 30 – Sept 4 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Child Restraint Campaign Radio remotes, print ads, clinics All month Saskatchewan Government Insurance Tel: (306) 775-6179 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Impaired Driving Consequences 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, TV close caption, radio (all month), First Nation Publication (Aug 1 – 13) 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>

2007 CALENDAR OF ROAD SAFETY EVENTS

AUGUST

Motorcycle Safety and Public Awareness Ad Campaign

May – June and August
Manitoba Public Insurance
supporting provincial police
partners
Tel: (204) 985-7199
Fax: (204) 985-7652
www.mpi.mb.ca

RoadWatch impaired driving checkstop and supporting public awareness campaign

Checkstop: May 1 – Nov.1
Manitoba Public Insurance
supporting provincial police
partners
Tel: (204) 985-7199
Fax: (204) 985-7652
www.mpi.mb.ca

Brake Safety Awareness

August 27 – September 2
PEI Highway Safety CVEO
Tel: (902) 368-5219
Fax: (902) 368-5236
www.gov.pe.ca

Safety Media Advertising Campaigns

Ongoing
PEI Highway Safety Division
Tel: (902) 368-5227
Fax: (902) 368-5236
www.gov.pe.ca

Roadside Public Awareness Messages

Ongoing
PEI Highway Safety Division
Tel: (902) 368-5227
Fax: (902) 368-5236
www.gov.pe.ca

2007 CALENDAR OF ROAD SAFETY EVENTS

SEPTEMBER

<p>Road Safety Messages on Changeable Highway Message Signs Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Road Safety Community Partnership Program Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Arrive Alive Drive Sober Campaign May 1 – October 31 Ontario Community Council on Impaired Driving Tel: (416) 485-4411 www.occid.org</p>
<p>Provincial Fall Seatbelt Campaign last week of September – 1st week October TBC. Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>National Trucking Week last week of September Supported by the Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Road Safety: Radio campaign on alcohol, speeding and drugs September 3 – October 7 SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Road Safety: Banner "Un accident ça frappe...ça frappe beaucoup de monde" [accidents hit hard, not merely the victims but also the people close to them] September 3 – October 7 SAAQ Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>School Safety: School transportation operation Mid-September CRQ</p>	<p>Pedestrian Safety: Radio ads supporting police operations in Montréal, Québec City and Sherbrooke September 24 – November 4 SAAQ, Mtl, Sherbrooke and Québec City police Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Distracted driving education campaign September 1 – 30 Insurance Corporation of British Columbia Tel: (604) 661-1253 www.icbc.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>Collision Prime Time – Impaired Driving Commercials Long weekend Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>
<p>School Bus Safety Campaign September 4 – October 1 Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Walk the Talk Day September 26 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>

2007 CALENDAR OF ROAD SAFETY EVENTS

SEPTEMBER

<p>Impaired – Collision Prime Time Radio Commercials Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>School Bus Safety Blitz September 10 – 14 RCMP H Division Traffic Services Province wide</p>	<p>International Car Free Day September 22 Annually www.carfreeday.ca</p>
<p>Impaired Driving Campaign Web advertising Sept 17 – 30 Point of sale, radio (Sept 1 – 11 and Sept 24 – 30) TV (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 30 – September 4 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Rural Seat Belt Campaign Radio (all month), First Nation Publication, TV close caption (Sept 1 – 10) Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Impaired Driving Consequences Restobars Campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>“Crash Course” (University/College) education and awareness day 1st, 2nd or 3rd week of Sept. (TBD) Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>
<p>Back to School safety campaign (early, middle and high school) First week of September Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p>Slow Down in School Zones Campaign 2nd week of September Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p>RoadWatch impaired driving checkstop and supporting public awareness campaign Checkstop: May 1 – Nov.1 Manitoba Public Insurance supporting prov'l police partners Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>

2007 CALENDAR OF ROAD SAFETY EVENTS

SEPTEMBER

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

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.A.R.T.Y. Program (SADD)

To be announced

PEI Highway Safety Division

Tel: (902) 368-5211

www.partyprogram.com

Roadside Public Awareness Messages

Ongoing

PEI Highway Safety Division

Tel: (902) 368-5227

Fax: (902) 368-5236

www.gov.pe.ca

Safety Media Advertising Campaigns

Ongoing

PEI Highway Safety Division

Tel: (902) 368-5227

Fax: (902) 368-5236

www.gov.pe.ca

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

2007 CALENDAR OF ROAD SAFETY EVENTS

OCTOBER

<p>Road Safety Messages on Changeable Highway Message Signs Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Road Safety Community Partnership Program Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Arrive Alive Drive Sober Campaign May 1 – October 1 Ontario Community Council on Impaired Driving Tel: (416) 485-4411 www.occid.org</p>
<p>Provincial Fall Seatbelt Campaign last week of September – 1st week October TBC. Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>School Bus Safety Week Mid October Ontario School Bus Operators Association Tel: (416) 695-9965</p>	<p>Road Safety: Pedestrian and motorist awareness activities on right turn on red light October SAAQ, MTQ, police Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Pedestrian Safety: Awareness campaign for pedestrians and motorists on traffic rules at specific intersections in Montreal October 1 – 28 SAAQ, SPVM Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Pedestrian Safety: "Bon pied, bon oeil" [sound foot, sound eye] campaign October 7 – 21 SAAQ, city of Sherbrooke and Sherbrooke police Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>	<p>Pedestrian Safety: Halloween campaign October 22 – 31 SAAQ, Unicef, Block Parents Tel: (418) 528-3990 Fax: (418) 643-7220 www.saaq.gouv.qc.ca</p>
<p>Occupant restraint enforcement campaign October 1 – 31 Insurance Corporation of British Columbia and the RCMP/Municipal police Tel: 604 982-4224 www.icbc.com</p>	<p>Child Traffic Safety: School Bus Safety Month of October Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Impaired Driving Collision Prime Time – Radio Commercials – long weekend Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>

2007 CALENDAR OF ROAD SAFETY EVENTS

OCTOBER

<p>School Bus Safety Campaign – Collision Prime Time Radio and print Office of Traffic Safety Tel: Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>National Students Against Drinking and Driving Day 3rd Tuesday in October Office of Traffic Safety Tel: (780) 412-5553 Fax: (780) 412-5403 www.saferoads.com</p>	<p>Alberta Occupant Restraint Program Tel: (780) 412-5553 Fax: (780) 412-5403 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 October 5 – 8 RCMP H Division Traffic Services Province wide</p>	<p>International Walk to School Week October 1 to 5 www.iwalktoschool.org/</p>
<p>International Walk to School Day October 3 www.goforgreen.ca/asrts</p>	<p>School Bus Safety Awareness Campaign October 14-20 Nova Scotia Safety Council Tel: (902) 454-9621 www.schoolbussafety.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 Restobars Campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Impaired Driving Campaign Web advertising, Point of sale (all month), radio, TV October 1 – 14 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>

2007 CALENDAR OF ROAD SAFETY EVENTS

OCTOBER

<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 4 – 9 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Rural Seat Belt Campaign Radio October 1 – 8 Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Click It or Ticket Campaign Enforcement project involving all SK law enforcement All month (tentative) RCMP Tel: (306) 780-8171 Fax: (306) 780-7252</p>	<p>Halloween Safety – "safety flashers" distribution and public awareness campaign Last week of October Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p>"Safe Streets" speed and red light cameras support/public awareness ad campaign June 2007 – April 2008 Winnipeg Police Services Tel: (204) 986-6269 Fax: (204) 986-8114 www.winnipeg.ca/police</p>
<p>Wildlife collisions public awareness campaign 4th week of October to end of November Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p>"Light" seatbelt awareness advertising campaign re-launch October – November Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p>RoadWatch impaired driving checkstop and supporting public awareness campaign Checkstop: May 1 – Nov 1 Manitoba Public Insurance supporting provincial police partners Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.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 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>

2007 CALENDAR OF ROAD SAFETY EVENTS

OCTOBER

Roadside Public Awareness

Messages

Ongoing

PEI Highway Safety Division

Tel: (902) 368-5227

Fax: (902) 368-5236

www.gov.pe.ca

2007 CALENDAR OF ROAD SAFETY EVENTS

NOVEMBER

<p>Road Safety Messages on Changeable Highway Message Signs Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Road Safety Community Partnership Program Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Project Red Ribbon November to January MADD Canada www.MADD.ca</p>
<p>Provincial RIDE Campaign November to January Ontario Association of Chiefs of Police Tel: (705) 946-6389</p>	<p>Pedestrian and Bad Weather education campaign November 1 – 30 Insurance Corporation of British Columbia Tel: (250) 729-3522 www.icbc.com</p>	<p>Speed Relative to Conditions enforcement campaign November 1 – 30 Insurance Corporation of British Columbia and RCMP/Municipal police Tel: (250) 729-3522 www.icbc.com</p>
<p>Collision Prime Time Impaired Driving Radio Commercials – long weekend and Grey Cup weekend Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>	<p>Impaired Driving Campaign Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.co</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>Madd Red Ribbon Campaign November RCMP H Division Traffic Services Province wide</p>	<p>Impaired Driving Campaign Web advertising, Point of sale, radio All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>	<p>Impaired Driving Consequences Restobars Campaign All month Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>

2007 CALENDAR OF ROAD SAFETY EVENTS

NOVEMBER

<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>Driver Distraction campaign radio and TV All month 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>Click It or Ticket Campaign Enforcement project involving all SK law enforcement All month (tentative) RCMP Tel: (306) 780-8171 Fax: (306) 780-7252</p>
<p>Click It or Ticket Campaign Enforcement project involving all SK law enforcement All month (tentative) RCMP Tel: (306) 780-8171 Fax: (306) 780-7252</p>	<p>"Light" seatbelt awareness advertising campaign re-launch October – November Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p>Impaired Driving Campaign Point of sale, radio, TV (all month), web advertising Dec 1– 10) Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Operation Red Nose "new season" campaign launch 4th Week of November Manitoba Safety Council Tel: (204) 949-1085 Fax: (204) 956-2897 www.mbsafety.org</p>	<p>Impaired Driving Consequences 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 First Nation Publication (Dec 17 – 31) Saskatchewan Government Insurance Tel: (306) 751-1319 Fax: (306) 757-7477 www.sgi.sk.ca</p>
<p>Wildlife collisions public awareness campaign (cont'd) 4th week October to end of November Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p>Winter Driving/Too Fast for Conditions media release (public reminder) 2nd Week of November (if snow) Manitoba Public Insurance Tel: (204) 985-7199 Fax: (204) 985-7652 www.mpi.mb.ca</p>	<p>Manitoba Addictions Awareness Week (MAAW) 3rd week of Nov (tentative) Addictions Foundation of Manitoba, with partners Phone: (204) 944-6200 Fax: (204) 786-7768 www.afm.mb.ca</p>

2007 CALENDAR OF ROAD SAFETY EVENTS

NOVEMBER

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	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.A.R.T.Y. Program (SADD) To be announced PEI Highway Safety Division Tel: (902) 368-5211 Fax: (902) 368-5236 www.partyprogram.com
Roadside Public Awareness Messages Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca	Safety Media Advertising Campaigns Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca	Integrated Traffic Check Stops Ongoing PEI Highway Safety, RCMP Enforcement, & Municipal Police Tel: (902) 368-5219 Fax: (902) 368- 5236 www.gov.pe.ca

2007 CALENDAR OF ROAD SAFETY EVENTS

DECEMBER

<p>Road Safety Messages on Changeable Highway Message Signs Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Road Safety Community Partnership Program Ongoing Ontario Ministry of Transportation Tel: (416) 235-3658 www.mto.gov.on.ca</p>	<p>Project Red Ribbon November to January MADD Canada www.MADD.ca</p>
<p>Provincial RIDE Campaign November to January Ontario Association of Chiefs of Police Tel: (705) 946-6389</p>	<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>Impaired driving enforcement and education campaign December 1 – 31 Insurance Corporation of British Columbia Tel: (250) 729-3522 www.icbc.com</p>
<p>Operation Red Nose (volunteer driving service) December 1-31 In 8 BC communities. BC Crime Prevention and ICBC Autoplan Brokers Tel: (604) 291-9959 www.bccpa.org www.operationnezrouge.com</p>	<p>Impaired Driving – Collision Prime Time Radio Commercials 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 and RCMP Alberta Office of Traffic Safety Tel: (780) 422-8839 Fax: (780) 422-3682 www.saferoads.com</p>
<p>Impaired 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>Operation Christmas Month of December RCMP H Division Traffic Services Province wide</p>

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<p>Operation Red Nose (ride service) 1st week to end of December Manitoba Safety Council, with partners Tel: (204) 949-1085 Fax: (204) 956-2897 www.mbsafety.org</p>	<p>National Safe Driving Week 1st week in December Saskatchewan Safety Council Tel: (306) 757-3197 Fax: (306) 569-1907 www.sasksafety.org</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>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>Roadside Public Awareness Messages Ongoing PEI Highway Safety Division Tel: (902) 368-5227 Fax: (902) 368-5236 www.gov.pe.ca</p>		