
CCMTA Road Safety Report Series

NATIONAL OCCUPANT RESTRAINT PROGRAM 2010

Annual Monitoring Report 2003

Prepared For

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

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CANADIAN COUNCIL OF MOTOR TRANSPORT ADMINISTRATORS

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

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

- < The **Standing Committee on Drivers and Vehicles** is responsible for all matters relating to motor vehicle registration and control, light vehicle standards and inspections, and driver licensing and control.

- < The **Standing Committee on Compliance and Regulatory Affairs** is concerned with the compliance activities of programs related to commercial driver and vehicle requirements, transportation of dangerous goods and motor carrier operations in order to achieve standardized regulations and compliance programs in all jurisdictions.

- < The **Standing Committee on Road Safety Research and Policies** is responsible for coordinating federal, provincial and territorial road safety efforts, making recommendations in support of road safety programs, and developing overall expertise and strategies to prevent road collisions and reduce their consequences.

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

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

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

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EXECUTIVE SUMMARY

The NORP Task Force will request input from all jurisdictions and report seat belt and child passenger safety enforcement and education strategies on an annual basis.

All jurisdictions except for Nunavut participated in the 2003 NORP Monitoring Survey, which covers the period of January 1, 2003 through to December 31, 2003.

The terms of reference developed for “NORP Beyond 2001” include the following proposals put forward by the NORP Task Force and adopted by the CCMTA Standing Committee on Road Safety Research and Policies (RSRP):

- To develop a strategy to maintain and/or achieve a seat belt usage rate of 95% for all motor vehicle occupants by 2010.
- To monitor progress and to review the proposed strategy on a regular and timely basis and to make recommendations for improvements that will achieve the stated objective.
- To focus on specific areas of occupant protection, including, but not limited to: rural populations, child passenger safety and legislative, educational and enforcement strategies.

This report includes information collected based on the proposals included in “NORP Beyond 2001”. In order to better capture current, accurate information, the NORP Monitoring Survey was revised for 2003. It is anticipated that further processes will have to be developed to make data collection and retrieval both more streamlined and more effective.

Results of Transport Canada’s rural seat belt survey were reported at the CCMTA spring meeting in June 2003. In September 2003, an rural-urban fringe survey was completed. The combination of these two surveys will help to establish a national seat belt usage figure. It is anticipated that these specialized measurements will be utilized to develop better targeted education and enforcement programs.

NORP has identified a number of legislative, enforcement and public education strategies which jurisdictions can use to increase seat belt wearing rates. Jurisdictions continue to amend child passenger protection measures, including Manitoba, which increased seat belt and child seat fines and associated demerit points. Quebec is still the only province with child passenger protection legislation to require every child whose sitting position is less than 63 cm., to be secured in a child car seat.

Appendices IV - VI show the current deterrents and exemptions in place across Canada for 2003 for non-use of seat belts and child restraints. Legislative and regulatory amendments to reduce or eliminate seat belt exemptions have been identified by NORP as a way of increasing seat belt usage. In 2003, Prince Edward Island removed the exemption for medical reasons. Alberta and Saskatchewan made changes to their seat belt exemption legislation, for the purpose of clarification.

All jurisdictions have implemented education and enforcement initiatives to increase seat belt and child seat use. There is significant jurisdictional variation in the resources applied to these programs. Educational materials and information are routinely provided to the police, emergency services, public and health care professionals.

NORP initiated a public awareness material review in 2003. The purpose of this review is to determine if any jurisdictional materials would be suitable for a country wide public awareness campaign.

All jurisdictions participated in "Operation Impact" and "Road Safety Week". All conducted some form of STEP program during 2003. Operation Impact is a national weekend-long traffic enforcement blitz that focuses on the high-risk driver, including the motorist who is not wearing a seat belt. Road Safety Week was held for the first time in 2003, the week leading up to and including the long weekend in May. The focus of this enforcement and education blitz was seat belts, impaired driving, speed and intersections. All enforcement agencies in Canada participated in Road Safety Week.

Almost all jurisdictions that reported on STEP programs conducted in 2003 indicated occupant restraint use and child restraint use were targeted. Some combined other target areas, most often with impaired driving, aggressive driving or a combination of driver behaviour issues.

The efforts of the police and other road safety advocates has been instrumental in both achieving a seat belt usage rate in Canada of close to 90% and in raising awareness of associated issues. Enforcement remains a critical element in the success of Canada's seat belt compliance rate, with risk of apprehension a significant factor in encouraging people to buckle up. Enhanced training of the police community to raise awareness of this issue is important. In 2003, police in the majority of jurisdictions had some form of training pertaining to child car seat usage.

As well, legislation that reflects the importance of this public health issue and effectively addresses areas where improvements can be most helpful in increasing seat belt compliance remains critical. Although NORP has recommended that jurisdictions should continue to work towards eliminating seat belt exemptions, jurisdictions are slow to move in this direction.

The inventory of public education material on child safety seats and occupant restraints available across Canada, to both government and stakeholder organizations, is updated annually by CCMTA. This Inventory is on the CCMTA web site, and made available by hard copy on request. Jurisdictions are responsible for providing relevant information to CCMTA.

Revisions to the wording of the NORP Model of Legislative Provisions for Motor Vehicle Occupants continued through 2003 and is ready for CCMTA Board of Director's approval. Since jurisdictions must work within the framework of existing legislation, it was determined that rather than trying to develop legal terminology, a more productive

approach would be to identify the basic principles that would best contribute to improvements in occupant protection. The draft “model legislation” reflects this approach.

Increasingly, various jurisdictions are exploring ways to reach their rural populations through public education initiatives, in order to increase seat belt use in this population.

HISTORY

In 1989, the Council of Ministers Responsible for Transportation and Highway Safety agreed to employ all possible means to achieve a 95% seat belt use rate by the end of 1995. In response, the CCMTA developed and implemented the National Occupant Restraint Program in 1989. As a first step, a Phase I proposal called for each jurisdiction to achieve an 80% use rate by the end of 1990. At the same time, a Phase II Proposal was developed which outlined a five-year program aimed at achieving a 95% use rate by the end of 1995. In October 1996, NORP was extended with the goal to achieve and maintain a 95% occupant restraint use in all seating positions in light-duty vehicles (passenger cars, passenger vans and light-trucks) in each of the provinces and territories to the year 2001.

The focus of NORP's 95% by '95 program was primarily on the driver. The focus of NORP 2001 was on all occupants with particular emphasis on ensuring children are properly secured. As an addition to NORP 2001 a business case was approved by the CCMTA Board of Directors in 1999, endorsing further strategies to address seat belt use, particularly in rural areas.

Subsequently, NORP provided suggestions for aggressive but achievable targets that have been incorporated into Road Safety Vision 2010.

PURPOSE OF THIS REPORT

As part of the approved strategy, CCMTA was made responsible for producing an annual monitoring report on NORP's progress. This report is for January 1, 2003 through to December 31, 2003. This report comments on efforts to meet the goals outlined in "Road Safety Vision (RSV) 2010", successor plan to Road Safety Vision 2001. RSV 2010 has identified enhanced and specific targets associated with motor vehicle occupant protection.

NORP 2003 Recommendations:

RECOMMENDATION #1:

Each jurisdiction should aim to achieve and maintain:

- **A minimum seat belt wearing rate of 95%**
- **Proper use of child restraints by all motor vehicle occupants**
- **40% decrease in number of unbelted fatally or seriously injured occupants**
- **40% decrease in the number of road users fatally or seriously injured on rural roadways.**

Based on Road Safety Vision 2010, NORP has set a target of a 95% rate of seat belt wearing and proper use of appropriate child restraints by all motor vehicle occupants.

The 2001 Transport Canada urban-area seat belt survey estimated the proportion of all vehicle occupants of light-duty vehicles using seat belts at 90%. In 2003 Transport Canada released the results of the rural-area seat belt survey that was conducted in late 2002. An estimated 85% of front seat occupants of light-duty vehicles use seat belts. Jurisdictions at or above the national average were Quebec, New Brunswick, Nova Scotia, Newfoundland, Saskatchewan and Ontario. Those below the national average were Alberta, British Columbia, Manitoba, Prince Edward Island and each of the territories. In the fall of 2003, Transport Canada planned to conduct a survey of urban communities and their rural fringes that will complement the rural survey.

Problems with correct use and installation of child restraints continue. Efforts among Transport Canada and partners, including Health Canada, the Canadian Coalition for Child Passenger Safety and St. John Ambulance established the Child Restraint Technician Certification Training Program in 2002. The first year saw the training of new technicians/instructors as well as offering a challenge process for those previously trained by under other programs. Even in its infancy, the program has increased the number of technicians available to conduct child seat inspections.

The continual spread of information linking non-use of seat belts with increased risk of injury and fatality may help to convince motor vehicle occupants to buckle up.

COMMENTARY:

Setting aggressive but achievable targets for Road Safety Vision 2010 is one way of focussing attention on the importance of occupant restraint use and in achieving success. However, jurisdictions must also invest appropriate resources to support efforts to achieve these targets.

RECOMMENDATION #2

Each jurisdiction should continue working towards the removal of exemptions for the non-use of seat belts.

In 2003, Prince Edward Island removed the medical exemption from wearing seat belts.

Alberta made revisions to their medical exemption legislation to make the exemption owner carry documentation proclaiming the exemption. The Alberta medical exemption must be reviewed by a physician annually.

Saskatchewan made changes to the slow speed/frequent stop exemption, to clarify and limit which industries qualify for the exemption.

COMMENTARY

Seat belt exemptions fall into three categories:

- Medical/physical
- Occupational (e.g. rural mail delivery, police)
- Situational (e.g. from other jurisdictions, driving in reverse)

The Canadian Medical Association (CMA) has indicated that there are no medical conditions which preclude the wearing of a seat belt.

When seat belt usage was first mandated, seat belts were sometimes difficult to use. In order to obtain “buy in” from certain stakeholders, such as police officers and taxi drivers, exemptions were allowed to address the particular concerns raised by these groups. Seat belts have become substantially more comfortable and easy to use in the years since they were introduced. There are few occupations for which seat belt usage is an obstacle to completing the work required.

With all jurisdictions requiring seat belt use, there are no benefits to situational exemptions.

RECOMMENDATION #3

Each jurisdiction to target the high-risk driver by increasing the monetary cost of an infraction and to introduce or increase the number of demerit points for non-use of seat belts and child car seats.

Sanctions for convictions under occupant restraint legislation continue to vary throughout the country, ranging from \$40 to \$230 and from 0 to 4 demerit points. There is a slight trend of increased sanctions, both fines and demerit points, for seat belt non-use since 1999. Three jurisdictions (Manitoba, Alberta, and British Columbia) increased their sanctions for seat belt non-use in 2003.

With four demerit points levied against motorists, Yukon currently has the most effective demerit point penalties. The majority of jurisdictions that have imposed demerit points far out-numbers the jurisdictions that don't. Three jurisdictions (British Columbia, Alberta, and Prince Edward Island) have not applied demerit points for seat belt or child restraint non-use.

The tables in appendices IV - VI show the current (2003) sanctions and exemptions in place across Canada for non-use of seat belts and child restraints.

COMMENTARY

The imposition of demerit points, often tied to increased insurance rates, and the removal of seat belt exemptions have been shown to significantly increase seat belt usage rates. Work still needs to be done to increase demerit point penalties and remove seat belt exemptions in many jurisdictions.

RECOMMENDATION #4

Each jurisdiction to harmonize and simplify provincial laws and regulations in accordance with NORP's recommended model, and include sustained public education efforts to reduce the opportunities for misuse and non-use of child car seats, including ensuring the use of booster seats for children who have outgrown a child car seat, yet for whom a seat belt is not appropriate; and, ensuring children 12 years of age and under are seated in the back seat of the vehicle.

Child car seat manufacturers were required to put the appropriate fittings on car seats manufactured after September 2003. This will compliment the previous change to federal regulations that requires all new passenger cars, multi-purpose vehicles, trucks and buses to be manufactured with lower anchorage systems (ISOfix) and make it easier to properly secure child car seats

Only Quebec has implemented measures that require children to be restrained in a booster seat.

Ontario's Road Safety Bill, which was reintroduced and received first reading May 5, 2003, included a legislative change that would require booster seats for pre-school and primary grade-age children when transporting children between 18 – 27 kg (40 – 60 lbs) with a seated height of less than 63 cm (25 inches).

NORP continues to work on revising the model legislation first proposed in 1997. The intent of the revised model is that it will address basic principles in the promotion of enhanced motor vehicle occupant protection rather than providing legislative terminology, which may not be compatible with the terminology or principles already in use in jurisdictions. The most recent revisions are ready for CCMTA Board of Directors approval.

Some jurisdictions have indicated that matching jurisdictional laws with the NORP model is not necessarily a priority. By completing the NORP model legislation, it is hoped that jurisdictions will have the principles on which to base their legislative and regulatory amendments, and that we will see occupant restraint laws strengthened.

Jurisdictions continue to implement education and enforcement initiatives aimed at increasing the proper use of occupant restraints. Many jurisdictions across the country saw enforcement personnel trained as either technicians or instructors in the national child passenger safety program.

The CCMTA Secretariat has agreed to hold the inventory of child passenger safety materials. Jurisdictions are encouraged to submit new child passenger safety public education materials to the CCMTA Secretariat so that this information is readily available to all jurisdictions for consideration.

Enforcement activities across the country vary and include participation in Operation Impact, and Road Safety Week, which was initiated in 2003, the week leading up to and including the May long weekend. Both Operation Impact and Road Safety Week combine enforcement with a variety of education initiatives to focus on occupant restraint use and other high-risk driving behaviours.

Aside from campaigns that include enforcement and the distribution of public education materials; child seat clinics (in co-operation with public health, fire-fighters and police) and the involvement of insurance and other road safety partners, there are several other noteworthy programs being implemented across the country:

- Nationally, certified technicians and instructors in the St. John Ambulance Child Restraint Certification Training Program continues with 845 technicians, 56 instructors and 13 instructor trainers trained across the country.
- Alberta is maintaining its provincial enforcement/education program called "Think...Think Again." All police officers, urban and rural, in their daily routine and during special check stops, issue tickets for adults and children not properly secured. Alberta Transportation currently puts on train-the-trainer workshops, in-services and participates in drive-through inspection clinics throughout the province, pertaining to adult occupant restraint and child restraint use.
- BC held an awareness campaign targeted to South Asian population. Regional occupant restraint surveys were also completed with results showing an estimated 87% seat belt usage rates across the regions surveyed.
- Manitoba completed 13 check stops, with RCMP and Car Seat Coalition partners where 413 inspections were complete. A short video to show the proper installation of child car seats was produced and distributed to child car seat retail outlets.
- Nova Scotia carried out monthly child restraint clinics, in conjunction with St. John

Ambulance. Child restraint information is available from CAA offices throughout the province.

- Quebec conducted 300 child seat inspection clinics in 2003.
- Recognizing the grass-roots nature of its child passenger safety program, Saskatchewan produced new materials to encourage attendance at car seat clinics around the province. The materials included a series of posters, flyers, car-top signs. Radio remotes and print ads were also used to promote clinic attendance.
- Yukon brought certified car seat trainers in from BC to initiate a network of 11 trained individuals, four of which are RCMP officers. They held child restraint clinics throughout the year.
- Ontario continues to conduct two provincial seat belt campaigns every year in the Spring and the Fall, to raise awareness and promote compliance with seat belt and child car seat laws. Both campaigns include participation from both government and non-government organizations.

RECOMMENDATION # 5

Each jurisdiction to implement measures that focus education and enforcement activities on rural geographic locations that have been shown by collision statistics to be high-risk locations.

Alberta, Nova Scotia, BC, Manitoba, Ontario and Saskatchewan held awareness/enforcement seat belt programs targeted at the rural population:

- Alberta Transportation, Alberta Occupant Restraint Program and police and health professionals targeted rural seat belt initiatives, including education and enforcement.
- Nova Scotia undertook child seat instruction by public health nurses, clinics and enforcement activities by RCMP.
- Saskatchewan initiated a public education program including radio advertising and posters. The RCMP held some innovative roadside checks in rural areas, to catch those who were not wearing their seat belt.
- Manitoba held car seat check stops in conjunction with Car Seat Coalition and RCMP.
- BC held seat belt surveys, enforcement blitzes in rural areas. They also ran PSA's, radio ads, press releases, child car seat checks.

- In Ontario, rural community organizations hold local events in, for example, car seat retailers, to provide information to those purchasing child occupant restraints or anyone who may have questions regarding legislative requirements, installation or best practices.

Transport Canada completed a rural seat belt survey, the results of which could help jurisdictions to focus more effectively their public education efforts.

COMMENTARY

Some jurisdictions have been more successful than others in narrowing the gap between urban and rural seat belt usage. Anecdotal evidence indicates that jurisdictions, including Quebec, Nova Scotia, and New Brunswick appear to have been most successful in bridging this gap. It would be helpful to discuss what measures have been undertaken to achieve the success in these jurisdictions, and any other, where the gap between urban and rural seat belt usage is small or non-existent. This could help to replicate these successful measures elsewhere.

RECOMMENDATION #6

To increase the perceived risk of apprehension for the non-use of occupant restraints, jurisdictions should refocus their enforcement efforts to ensure that they are as effective as possible. Enforcement has been proven to be an important cornerstone in efforts to increase seat belt compliance and by increasing the visibility of enforcement, the perceived risk of being stopped/apprehended is augmented which in turn, will increase compliance. High visibility seat belt checks by police, supported by public education such as news releases, media interviews and community outreach, can significantly enhance the public's perception of police efforts to increase occupant restraint compliance.

In 2003, all jurisdictions conducted some form of STEP. Occupant restraint use was one of the targeted areas for this enforcement. Almost all jurisdictions focussed on seat belt use as well as on child passenger safety. The vast majority of jurisdictions also targeted high-risk drivers and impaired driving. One jurisdiction also focussed STEPs on intersection safety and management.

The following chart shows the number charges laid and convictions for occupant restraint offences by jurisdiction in 2003:

Jurisdiction	Adult Occupant Restraint Charges Laid	Adult Occupant Restraint Convictions	Child Restraint Charges Laid	Child Restraint Convictions
AB	63,757	n/a	2,938	n/a
BC	70,050	66,470	778	511
MB	n/a	n/a	n/a	n/a
NS	n/a	6739	n/a	160

Jurisdiction	Adult Occupant Restraint Charges Laid	Adult Occupant Restraint Convictions	Child Restraint Charges Laid	Child Restraint Convictions
NB	5121	n/a	78	n/a
NL	n/a	n/a	n/a	n/a
NT	292	250	40	34
ON	n/a	56,172*	n/a	4,265*
PE	n/a	1432	n/a	34
QC	n/a	n/a	n/a	n/a
SK	n/a	11005	n/a	577
YT	966	n/a	40	n/a
TOTAL	89,558	4,935		

* 2002 data

In surveying the provinces in 2003, it was found that the information that is needed to accurately quantify the perceived risk of apprehension was not available. NORP will work to develop a method to measure the progress of this recommendation

COMMENTARY:

As no definite annual percentages of seat belt usage/non-usage exist for the Canadian population - Transport Canada has only provided seat belt usage/non-usage rates of either an urban or rural nature in each of the past two years - it is not possible to determine the likelihood of a vehicle containing a seat belt offender being stopped/checked.

RECOMMENDATION #7

To encourage the involvement of enforcement in combined types of enforcement programs, such as the Safe and Sober Program in the U.S. where police officers enforce seat belt and drinking and driving laws within the same campaign (in line with STRID Strategy).

Increasingly, enforcement activities are moving toward combined activities. Operation Impact is an example of a program which has moved, from its original focus on seat belt use alone, to a combination that identifies seat belt non-compliance with other high risk behaviour, including drinking and driving. In May 2003, Road Safety Week was initiated. This program, similar to Operation Impact, had RCMP and other police agencies focus on impaired driving, occupant restraint use, speed and intersections for the week leading up to and including the long weekend in May.

As these programs become more common, it will be easier to capture and compile data on combined programs.

Jurisdictions, continue working with traffic law enforcement agencies to develop and implement focused STEP activities on high-risk drivers to increase and/or maintain seat

belt and child restraint use, and to encourage officers to ticket violators on a continuous basis.

COMMENTARY

To support such initiatives, enhanced training packages on traffic safety enforcement would be beneficial, supported by instructions to recruits and front-line officers. In the past, CCMTA has been tasked with this; CCMTA can provide a natural link in approaching the Canadian Association of Chiefs of Police to co-ordinate the development and implementation of police training in these issues across the country.

RECOMMENDATION #8

Each jurisdiction continue activities with enforcement, education and legislative changes that encourage the use of seat belts and child car seats including sharing of resources and information among jurisdictions, and evaluating current programs so that other jurisdictions can gain information about program effectiveness and move toward a unified voice across the country with regard to seat belt and child car seat use.

NORP initiated a public education material review in 2003, with the intent to determine if any materials exist that would be suitable to use in a national campaign, targeting the audiences that were identified by GPC International, in the social marketing plan they completed for NORP in 2002.

CCMTA maintains an inventory of public education materials and updates it in the fall. This information is available on the CCMTA web site. The following table lists public education materials created or updated in 2002 by the provinces and territories to promote child occupant restraint use:

Jurisdiction	Item	Target	Distribution Methods
Alberta	AORP updates all materials annually	All material target children to adults	The AORP coordinator distributes all materials to key contacts in enforcement and health throughout the province. Many materials are also available on AB's saferoads.com website.
British Columbia	Q&A's on LUAS, Tethers, Special Needs, CPS.	All motoring public	ICBC website, through ICBC points of service and Loss Prevention Staff, health agencies, active CPS firefighters and through the BCAA/ICBC CPS program including the toll-free info line.
Manitoba	Program is now certified through SJA. Materials are national.	n/a	Daycares, police, hospitals, public health nurses, claim centres, brokers.
Nova Scotia	Created: booster seat colouring book; Pharmasave Child Seat Check List; One Size Fits All. Updated: "Buckle Up" Seat Belt Stickers	Children and parents	Mailed out to schools, community service groups, police (municipal and RCMP), Union of Nova Scotia Municipalities, fire departments and car dealerships
Ontario	"Safe and Secure"	Parents and general public travelling with children	"Safe and Secure" is distributed through stakeholders such as the Co-operators General Insurance.
Prince Edward Island	Radio, print	Parents	Radio, print
Quebec	All education and awareness materials on child car seats were updated following the 2002 fall amendment to section 397 of the Highway Safety Code. This amendment changed the criteria for mandatory child seat use to being based on height [less than 63cm] rather than age [less than 5 years old] as it had been previously.) New folder called "Secure Them for Life"; new posters on child car seat use; new documentation for child restraint clinics (clinic organization guide, training checklist, securing child safety seats, etc.)	General public, persons directly concerned with child safety.	- Wide-scale mailing to target audience (people working with young children). - Distributed at: fairs, exhibitions and shows, child restraint clinics and training sessions for organizers of child restraint clinics. - Child car seat information was also made available online at the SAAQ web site.

Use of the Internet has allowed greater access to information and opportunities for networking. The following jurisdictions indicated they have Web sites and information on child restraints and/or links to child restraint information:

Alberta: www.trans.gov.ab.ca
British Columbia: www.icbc.com
Manitoba: www.mpi.mb.ca
New Brunswick: www.gnb.ca/0276/index.htm
Newfoundland: www.gov.nf.ca
Northwest Territories: www.gov.nt.ca/Transportation/index.html
Nova Scotia: www.gov.ns.ca
Ontario: www.mto.gov.on.ca
Prince Edward Island: www.gov.pe.ca
Quebec: www.saaq.gouv.qc.ca
Saskatchewan: www.sgi.sk.ca
Yukon: www.gov.yk.ca/community/motorvehicles/index/mtmldrv08 (seat belt/child restraint info)
Transport Canada: www.tc.gc.ca

COMMENTARY:

Evaluation of program and material effectiveness can and should be improved. This would help to ensure that resources are allocated to programs and materials that have the greatest chance of success. However, anecdotal information still indicates that resources for program development and implementation are more easily accessed than resources for evaluation.

INFORMATION ITEM: RURAL SEAT BELTS

Transport Canada conducted a survey to measure the seat belt usage rate in rural Canada only. Rural Canada was defined as towns with a population of fewer than 10,000 but more than 1,000 that are located outside any census metropolitan area or census agglomeration. The survey targeted front seat occupants of passenger cars, light pick-up trucks and minivans. The survey showed that an estimated 85% of front seat occupants of light-duty vehicles use seat belts. There were much lower rates of seat belt usage among front seat occupants of light trucks (77.5%) than of passenger cars (88.2%) and passenger vans (also 88.2%). A higher percentage of female drivers wear seat belts (89.6%) than male drivers (83.1%). The proportion of drivers wearing seat belts increases with age group, from 81.5% of those under 25, to 84.1% of those 25 to 49 and 88.9% of those 50 and older.

Many jurisdictions have occupant restraint programs that are delivered in rural areas, to address the low usage rates. Other jurisdictions have STEP programs and offer child car seat clinics in rural areas through road safety officers, public health and police. The following shows how jurisdictions are currently involved in delivering programs to rural areas:

- In Alberta, the RCMP targeted rural/urban areas through the Alberta Occupant Restraint Program, including a series of STEP campaigns, education and awareness programs. A large number of agencies are involved in Alberta's rural occupant

restraint program.

- Manitoba partnered with other organizations to conduct car seat clinics in rural areas.
- Saskatchewan held radio advertisement campaigns in rural areas, during seeding and harvest, to encourage seat belt use.
- Nova Scotia held car seat clinics and had rural seat belt coalitions associated with rural hospitals.
- Rural community groups in Ontario are involved in various educational activities like car seat clinics, displays at car seat retail stores and presentations to child care centres.

Interestingly, a number of jurisdictions which do not have programs targeted specifically at the rural population have been noted, for several years, as having high rural seat belt usage. These include Quebec and New Brunswick. It would be useful to investigate the factors that contribute to these jurisdictions' success in achieving high rural seat belt usage: is it that the interventions these jurisdictions have implemented are effective, or are there demographic factors in the population which affect attitudes to seat belt compliance?

APPENDIX I:

Number of Children Aged 0-4 Killed or Injured as Passengers in Motor Vehicles by Jurisdiction (1990 – 2003)

Year	Jurisdiction	Deaths	Injuries	% Restrained	Population of Age Group
1990	Alberta	7	302	80.2	210,200
	British Columbia	6	528	33.4	224,000
	Manitoba	4	192	n/a	85,773
	New Brunswick	4	118	n/a	n/a
	Nova Scotia	2	71	n/a	n/a
	Northwest Territories	0	3	0	7,330
	Newfoundland	0	33	n/a	n/a
	Ontario	20	1,645	25	604,200
	Quebec	11	778	n/a	429,180
	Saskatchewan	2	138	60	80,907
	Prince Edward Island	n/a	n/a	n/a	n/a
	Yukon	0	3	n/a	2,537
TOTAL		56	3,811		1,644,127
1991	Alberta	3	352	78.9	213,100
	British Columbia	2	482	34.3	226,000
	Manitoba	1	222	84.3	85,852
	New Brunswick	3	107	n/a	n/a
	Nova Scotia	3	85	n/a	n/a
	Northwest Territories	0	4	0	7,370
	Newfoundland	1	336	n/a	n/a
	Ontario	13	1,478	15	726,300
	Quebec	5	746	n/a	453,934
	Saskatchewan	1	109	60.9	79,066
	Prince Edward Island	n/a	n/a	n/a	n/a
	Yukon	0	7	n/a	2,584
TOTAL		32	3,928		1,794,206
1992	Alberta	6	295	81.3	212,200
	British Columbia	1	501	41	229,500
	Manitoba	2	227	77.7	85,580
	New Brunswick	1	100	n/a	n/a
	Nova Scotia	2	73	n/a	n/a
	Northwest Territories	0	4	0	7,410
	Newfoundland	0	36	n/a	n/a
	Ontario	21	1,519	38	743,100
	Quebec	9	763	n/a	466,015
	Saskatchewan	1	133	65.7	77,994
	Prince Edward Island	n/a	n/a	n/a	n/a
	Yukon	0	4	n/a	2,742
TOTAL		43	3,655		1,824,541
Year	Jurisdiction	Deaths	Injuries	% Restrained Correctly	Population of Age Group
1993	Alberta	4	296	86.3	211,300
	British Columbia	12	476	41	234,100
	Manitoba	0	215	79.9	85,567
	New Brunswick	3	93	n/a	n/a

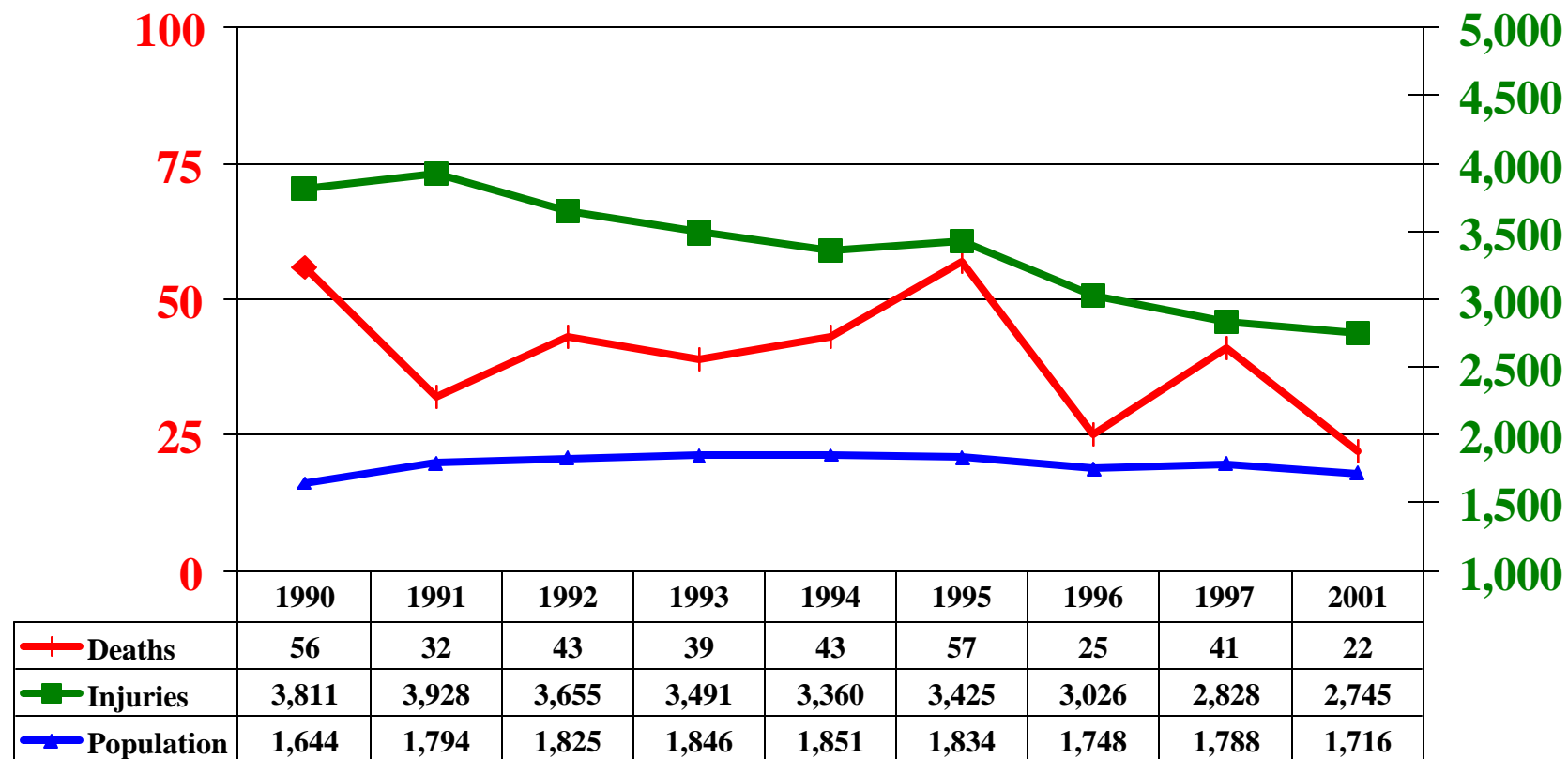
	Nova Scotia	0	75	n/a	n/a
	Northwest Territories	0	6	0	7,450
	Newfoundland	0	22	n/a	n/a
	Ontario	12	1,458	41	753,000
	Quebec	8	737	n/a	474,670
	Saskatchewan	0	106	78.3	77,149
	Prince Edward Island	n/a	n/a	n/a	n/a
	Yukon	0	7	n/a	2,626
	TOTAL	39	3,491		1,845,862
1994	Alberta	4	294	84.0	207,900
	British Columbia	6	495		238,300
	Manitoba	3	151	84.7	85,548
	New Brunswick	1	74		
	Nova Scotia	3	83	n/a	n/a
	Northwest Territories	1	1	0	7,490
	Newfoundland	0	24	n/a	n/a
	Ontario	13	1,443	38	756,749
	Quebec	8	682	n/a	476,893
	Saskatchewan	4	109	70.8	75,615
	Prince Edward Island	n/a	n/a	n/a	n/a
	Yukon	0	4	n/a	2,478
	TOTAL	43	3,360		1,850,973
1995	Alberta	10	336	86.5	203,213
	British Columbia	6	490	40.7	240,700
	Manitoba	1	140	87.3	84,818
	New Brunswick	2	74	n/a	n/a
	Nova Scotia	0	78	n/a	n/a
	Northwest Territories	0	2	0	7,530
	Newfoundland	1	20	n/a	n/a
	Ontario	20	1,454	25	751,925
	Quebec	10	727	n/a	470,642
	Saskatchewan	5	102	69.2	72,907
	Prince Edward Island	n/a	n/a	n/a	n/a
	Yukon	2	2	n/a	2,455
	TOTAL	57	3,425		1,834,190
1996	Alberta	2	312	n/a	216,200
	British Columbia	2	368	38.6	242,355
	Manitoba	3	140	n/a	82,867
	New Brunswick	0	59	n/a	n/a
	Nova Scotia	1	65	n/a	n/a
	Northwest Territories	0	8	n/a	4,285
	Newfoundland	0	9	n/a	n/a
	Ontario	6	1,277	50	747,004
	Quebec	9	682	-	460 378
	Saskatchewan	2	92	69.1	72,542
	Prince Edward Island	0	10	n/a	n/a
	Yukon	0	4	n/a	2,456
	TOTAL	25	3,026		1,748,220
Year	Jurisdiction	Deaths	Injuries	% Restrained Correctly	Population of Age Group
1997	Alberta	5	315	n/a	197,407
	British Columbia	4	291	42.5	240,593

	Manitoba	0	104	n/a	80,764
	New Brunswick	2	63	n/a	n/a
	Nova Scotia	0	64	n/a	n/a
	Northwest Territories	1	6	n/a	4,135
	Newfoundland	0	19	n/a	n/a
	Ontario	16	1,171	50	742,083
	Quebec	7	679	37.3	450 197
	Saskatchewan	6	91	67.0	70,765
	Prince Edward Island	0	20	n/a	n/a*
	Yukon	0	5	n/a	2,358
	TOTAL	41	2,828		1,788,302
1998	Alberta	n/a	n/a	n/a	n/a
	British Columbia	3	290	43.9	235,928
	Manitoba	2	100	n/a	78,548
	New Brunswick	n/a	n/a	n/a	n/a
	Nova Scotia	n/a	n/a	n/a	n/a
	Northwest Territories	0	6	n/a	3,884
	Newfoundland	n/a	n/a	n/a	n/a
	Ontario	n/a	n/a	n/a	726,069
	Quebec	7	662	n/a	441 617
	Saskatchewan	0	91	78.0	69,132
	Prince Edward Island	n/a	n/a	n/a	n/a
	Yukon	0	1	n/a	2133
	TOTAL	12	1,150		1,557,311
1999	Alberta	n/a	n/a	n/a	n/a
	British Columbia	3	285	43.5	229,977
	Manitoba	n/a	n/a	n/a	n/a
	New Brunswick	n/a	n/a	n/a	n/a
	Nova Scotia	n/a	n/a	n/a	n/a
	Northwest Territories	0	1	n/a	n/a
	Newfoundland	n/a	n/a	n/a	n/a
	Ontario	n/a	n/a	n/a	709,868
	Quebec	5	711	32	435 464
	Saskatchewan	2	102	68.3	67,905
	Prince Edward Island	n/a	n/a	n/a	n/a
	Yukon	n/a	n/a	n/a	2,036
	TOTAL	7	1,099		1,445,250
2000	Alberta	n/a	n/a	n/a	n/a
	British Columbia	3	260	50.6	223,300
	Manitoba	n/a	n/a	n/a	n/a
	New Brunswick	n/a	n/a	n/a	n/a
	Nova Scotia	n/a	n/a	n/a	n/a
	Northwest Territories	0	4	90	3,618
	Newfoundland	n/a	n/a	n/a	n/a
	Ontario	n/a	n/a	n/a	726, 069
	Quebec	4	762	n/a	430,112
	Saskatchewan	2	68	64.3	65,184
	Prince Edward Island	n/a	n/a	n/a	n/a
	Yukon	0	16	n/a	n/a
	TOTAL	9	1,110		1,449,145
Year	Jurisdiction	Deaths	Injuries	% Restrained Correctly	Population of Age Group

2001	Alberta	5	272	91.0%	192,325
	British Columbia	1	229	87.0%	103,900
	Manitoba	0	127	n/a	70,675
	New Brunswick	0	82	n/a	n/a
	Nova Scotia	0	59	n/a	n/a
	Northwest Territories	0	4	50.0%	3,139
	Newfoundland	0	28	n/a	n/a
	Ontario	11	1,058	74.6%	n/a
	Quebec	5	776	n/a	383,071
	Saskatchewan	0	72	80.6%	62,992
	Prince Edward Island	0	21	n/a	n/a
	Yukon	0	17	n/a	1,786
	TOTAL	22	2,745	Average: 76.6%	817,888
2002	Alberta	n/a	n/a	n/a	n/a
	British Columbia	0	214	91.0%	101,200
	Manitoba	n/a	n/a	n/a	n/a
	New Brunswick	n/a	n/a	n/a	n/a
	Nova Scotia	0	39	n/a	n/a
	Northwest Territories	0	6	67.0%	3,032
	Newfoundland	n/a	n/a	n/a	n/a
	Ontario	7	984	14.3	n/a
	Quebec	6	795	n/a	373,191
	Saskatchewan	2	64	66.7%	61,613
	Prince Edward Island	0	0	n/a	n/a
	Yukon	0	15	n/a	1,710
	TOTAL	8	1,133	Average: 74.9%	540,746
2003	Alberta	n/a	n/a	n/a	n/a
	British Columbia	3	228	90%	n/a
	Manitoba	n/a	239	n/a	n/a
	New Brunswick	n/a	n/a	n/a	n/a
	Nova Scotia	0	42	n/a	n/a
	Northwest Territories	0	1	0%	n/a
	Newfoundland	n/a	n/a	n/a	n/a
	Ontario	n/a	n/a	n/a	n/a
	Quebec	11	913	n/a	n/a
	Saskatchewan	0	78	76.9%	n/a
	Prince Edward Island	0	5	80%	n/a
	Yukon	0	0	n/a	n/a
	TOTAL	14	1506	Average: 61.7%	

APPENDIX II:

Children Aged 0 – 4 Killed or Injured Across Canada (1990 – 1997 as compared with 2001)*



* The years 1998, 1999, 2000, 2002 and 2003 have not been included on this graph as there were not enough responses from the jurisdictions for these years to make the statistics accurate.

** Population is shown in thousands.

Last updated April 2004 with 2003 data

Appendix III:

Areas Where Jurisdictions Can Achieve the Best Improvements in Occupant Protection

Jurisdiction	Remove Seat Belt Exemptions	Introduce Booster Seat Legislation	Introduce or Increase Demerit Points for Seat Belt Non-use	Increase Fines for Seat Belt Non-use
AB	X	X	X (for adults)	
BC	X	X	X	
MB	X	X	X	
NB	X	X	X	
NL	X	X		
NT	X	X		
NS	X	X		
ON	X	X (under review)		
PE	X	X (under review)	X	
QC	X			
SK	X	X		
YT	X			

Last updated April 2004, with 2003 data

Appendix IV: Fine & Demerit Point Table (updates are in **bold**)

Jurisdiction	Fine Range	Fines for Non-use of Seat Belts	Points for Non-use of Seat Belts	Regular Driver			New Driver Conditions		
				Points to Warning	Points to Interview	Points to Suspension	Points to Warning	Points to Interview	Points to Suspension
AB	\$50 - \$500	\$100 + \$15	Adults 0, New Drivers – GDL only 2	8	n/a	15	GDL 4	n/a	GDL 8
BC		\$95 + \$14***	0	9-14	15-19 (probation letter)	20+ intent to prohibit	2-3*	2-3*	4-6 1 month prohibition*
MB		\$230	2	4	6	**	n/a	n/a	n/a
NB	\$84 - \$1000	\$84	1	7	n/a	10	n/a	n/a	4
NF	\$100 – as of April 1, 2004	\$45	2	6 & 9	n/a	12	3	n/a	6
NS		\$128.75 (which includes all costs)	2	4	6 – 9: advisory letter (with re-exam for at-fault collision)	10	3 (Optional)	4 (2 for Learner's License)	6 (4 for Learner's Licence)
NT		\$100	2	8	12	15	n/a	n/a	n/a
ON	\$40 - \$200	\$90 + \$20	2	6	9	15	2	6	9
PE	\$50 - \$200	\$100 + \$10	0	6,7,8	9,10,11	12	3,4,5	Susp. Level	6+ (1 st year) 9+ (2 nd year)
QC	\$80 - \$100	\$80	3	7	n/a	15	n/a	n/a	4
SK		\$105	3 (for new driver sanctions, considered one "low risk" conviction)	9-14	15-19(after interview, training or retesting)	at least 20	one "low risk" conviction	one "high risk" or two "low risk" convictions	n/a
YT		\$75	4	8-11	n/a	15	4	n/a	7

* New Driver Conditions (within 2 yrs), one 12 hr or 24 hr suspension=1 month driving prohibition; 2 or more suspensions = 1 year driving prohibition

** Driver called in for a show cause based on seriousness of record. Automatic show cause for (speeding over 49K, disobey peace officer; careless driving; racing a motor vehicle; fail to remain).

*** \$95 + \$14 victim surcharge. Reduced by \$25 if paid within 30 days.

GDL: Graduated Driver's License (Alberta)

Last updated April 2004, with 2003 data

Appendix V: NORP - Child Restraint Exemptions Table (updates are in bold)

Exemption in place (*)	BC	ALTA.	SASK.	MAN.	ONT.	QUE	N.S.	P.E.I.	N.B.	NFLD.	YU.	NWT.
Registration:												
-Driver not licensed in the province	*											
-Vehicle registered in another jurisdiction				1	*		1	1	*			*
-Registered to someone other than parent/guardian	7			2	7		2	7				7
-Non-resident under 9 kg/rental vehicle												
-non-resident												
Driver of vehicle in which seat belt not required:	*		*	*		*				*	*	
Driver of rental vehicle:												
-Rental less than 14 days		*										
-Rental less than 21 days				*								
-Rental less than 30 days	*											
-Short-term					*							*
Taxi (child in/driver of):	*	*	*	*	8	14	*	*	*		*	*
Peace/police officer on duty:	*				*		*					
Medical and Physical:	10		15	*	*		10	*	*	*	13	
Seat belt not available to passenger:	*	*	*	*	*		*		*	*	*	
Vehicle manufactured prior to a certain date:	12/63		12	1971	1974		1971	1971	1970	1971	1965	
Emergency vehicle:	*	*	12								*	
Ambulance (if seat belt not available):	*		*		9							*
Day care pre-school activity:	7,12		12									
Bus (for hire):	*		12		*						*	
Motor-home:	12		12								*	
Legislation enacted:	Mar.1 85	Nov.13 84	Nov.1 83	April 84	11/1/82 11/1/83 10/16/89	Jan.1 85	1985	Jul.1 87	Nov.1 84	Jul.1 82	Sep.1 87	Apr.1 88

- 1) Vehicle registered in jurisdiction which does not require the use of child restraint systems
- 2) Vehicle is not equipped with child restraint system
- 3) Transporting someone in care or custody (Manitoba)
- 4) Conducting specific work activities when riding in rear of ambulance
- 5) Exemption extends only 21 days
- 6) May be waived if a child restraint is purchased
- 7) Children between 9-18 kg in vehicle other than parent/guardian may use lap belt
- 8) Children under 18 kg only
- 9) In rear compartment if under 18 kg
- 10) Providing a letter of exemption is issued from a qualified medical practitioner

- 11) Motor vehicles used to transport children in connection with day care, or pre-school program
 - a) The casual or occasional transportation (infant and toddlers)
 - b) Day care of pre-school activities
- 12) If seat belt not available
- 13) Temporary exemptions only. No permanent exemptions given
- 14) In a moving taxi, the child must be restrained by the seat belt with which the seat is equipped
- 15) The administrator may exempt a person if satisfied s/he is unable to wear a seat belt assembly

Last updated: April 2004 with 2003 data

Appendix VI: NORP – Seat Belt Exemptions Table (updates are in **bold**)

Exemption in Place (*)		B.C.	ALTA.	SASK.	MAN.	ONT.	QUE.	N.S.	P.E.I.	N.B.	NFLD.	YU.	N.W.T
All drivers:	-Driving in reverse	*	*	*	*	*	*	*	*	*	*	*	
Medical:	-Requiring medical certificate/time limited	*	*	1	*	*	*	1	?	*	*	*	
	-Physical characteristics: size or build	*	*	1	*	*	*	*		*	*	*	
Emergency:	-Police – on duty or in performance of duty	*			*			*			9		
	-Transporting someone in care/custody	*	*	*	*	*		*			*		*
	-Unless protected												
Firefighters:	-While in or on a fire truck							*	*				
	-If not occupying position with seat belt available			*		3					*		
	-In emergency				*								
Ambulance attendants:						4							4
	-When carrying patient		*		*			*	*			4	
	-If not occupying position with seat belt available			*									
	-In emergency				*								
Persons in custody/under arrest:		*	*		*	*		*			*		*
Delivery route drivers:	-Frequent stops								*				
	-Frequent stops and speed under 40 km/h	*	*	11	*	*				*	5	8	
	-Canada Post employees on rural mail delivery					*				*			
Taxi cab drivers:	-Operating a taxi cab for hire	7			*			*					
	-In the performance of his work							*					
	-When carrying passengers for hire	*	*	*		*	*	*					
Bus drivers (Transit):			*	10	*								
Driving instructors:					*								
Driving examiners:					*								
Parade participants:			*		*								
Pelvic restraint only must be worn:		6		6							6		
Vehicles manufactured prior to date (no belts):		1963	*	*					*	1970		1965	
Commercial use:									*				
Legislation enacted:		Oct. 1 77	Jul. 1 87	Jul. 1 77	April 84	Jan. 1 76	Aug. 15 76	Jan. 1 85	Jul. 1 87	Nov. 183	Jul. 1 82	Jul. 1 91	Apr. 1 88

- 1) No time limit on medical seat belt exemption
- 2) Exemption for "frequently alighting" from vehicle intended to address police as well
- 3) Conducting specific work activities when occupying a seated position behind the driver's cab
- 4) Conducting specific work activities when riding in the rear compartment of an ambulance
- 5) Frequent stops and speed under 50 km/h
- 6) for systems in which the pelvic belt is separate from the torso belt
- 7) speed under 70 km/h
- 8) speed under 30 km/h where distance between stops does not exceed 250m
- 9) where compliance would endanger him/her or hamper performance of his/her duties
- 10) when traveling under 40km on regular route or believe safety to be at risk
- 11) if working in an industry specifically mentioned in legislation

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