



The Council of Ministers Responsible for Transportation and Highway Safety have approved the following key messages to use as the primary reference to inform and align all communications related to Canada's Road Safety Strategy 2035+.

Canada's Road Safety Strategy 2035+ is guided by the vision Towards Zero: A Safe Road System for All Canadians; a unified vision that continues Canada's aspiration of the long-term decline in road-related deaths and injuries.

Canada's Road Safety Strategy 2035 and Beyond (RSS 2035+) is the fifth national framework aimed at reducing road fatalities and serious injuries. This strategy, a living document, will be monitored annually and updated as required.

Jurisdictions across Canada understand the importance of a road safety strategy. On average, five people die on Canada's roads each day. That adds up to almost 2,000 people killed in road crashes and another 10,000 who are seriously injured while using our road transportation system.

Canada's Road Safety Strategy 2035+ is the result of extensive engagement with governments and road safety partners across Canada and is built on successes from the previous strategy while acknowledging changes in the transportation network and the ever-evolving nature of our roads.

RSS 2035+ is a call to action for all Canadians to work together to make our roads safer for everyone, regardless of how they travel on the road.

Canada's Road Safety Strategy 2035+ is grounded in the Safe System Approach (SSA), a means by which many countries leading in road safety are achieving their ambitious visions of eliminating deaths and serious injuries.

RSS 2035+ encourages jurisdictions to set their own crash reduction goals based on local risk profiles and safety challenges.

Canada's Road Safety Strategy 2035+ reflects a collective commitment to eliminating fatalities and serious injuries on Canadian roads, guided by the principles of the Safe System Approach (SSA) and the long-term vision of Towards Zero.

The Safe System Approach is an internationally recognized framework that acknowledges the inevitability of human error and the need to design a transportation system that prevents those errors from resulting in death or serious injury.

The Safe System Approach encourages a better understanding of the interaction between the key elements of the road system: road users, roads and roadsides, vehicles and travel speeds.

By supporting the use of multiple, overlapping layers of protection—such as safe infrastructure, vehicle technology, and emergency response—and advocates for proactive, inclusive design, RSS 2035+ ensures safety for all road users, especially vulnerable populations.

Canada's Road Safety Strategy 2035+ supports the United Nations Decade of Action for Road Safety 2021—2030 and its goal of a 50% reduction in deaths and injuries by 2030.