



# OPERATION IMPACT 2018

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## Overview

- *Operation Impact* is an annual awareness campaign focused on encouraging safe driving behaviours.
- *Operation Impact* supports [Canada's Road Safety Strategy 2025](#), which has a goal of making Canada's roads the safest in the world.
- In 2018, *Operation Impact* will take place from Friday October 5<sup>th</sup> to Monday October 8<sup>th</sup>.
- *Operation Impact* is a campaign organized by the Canadian Association of Chiefs of Police (CACCP), coordinated by the CACCP's Traffic Safety Committee.
- The objectives of the campaign are to:
  - Encourage police services across the country to promote and actively participate in the *Operation Impact* awareness campaign.
  - Increase public awareness and the adoption of safe driving practices.
  - Target enforcement initiatives at high-risk driving behaviours that put drivers, passengers, pedestrians and other vulnerable road users at risk.
  - Collect statistics to support evidence-based policing and *Canada's Road Safety Strategy 2025*.
- The theme for the 2018 campaign is: **Drive to Save Lives**
  - The police are driven to ensure the safety of Canadians.
  - Canadians are invited to drive safely to reduce the number of collisions, injuries and deaths on Canada's roads
- All enforcement agencies across the country are invited to participate.

## Key Messages

**Note:** For additional statistics to support key messages, please refer to the Operation Impact Fact Sheet.

### Road safety in general

- *Operation Impact* is an enforcement-driven initiative designed to increase public compliance with safe driving measures in order to save lives and reduce injuries on our roads.
- *Operation Impact* is part of the broader *Canada's Road Safety Strategy 2025* which aims to make Canada's roads the safest in the world.
- The campaign is focused on behaviours that put drivers, passengers, pedestrians and other vulnerable road users most at risk:
  - Alcohol-Impaired driving
  - Drug-Impaired driving
  - Distracted driving
  - Aggressive driving
  - Seat belt use
- Road safety is a key priority for Canadian police agencies because:
  - Our country has one of the highest motor vehicle fatality rates among high-income countries in the world (at 5.2 per population of 100,000).<sup>1</sup>
  - Impaired driving remains the leading criminal cause of death and injury in Canada.
- Impaired, distracted and aggressive drivers not only put themselves at risk, but also others with whom they share the road.
- 100% of impaired, distracted and aggressive driving incidents are preventable.
- Impaired, distracted and aggressive driving affects your ability to react and increases the chance of a collision.
- The timing of *Operation Impact* during the Thanksgiving holiday long weekend is strategic, as more people are traveling and traffic collisions are more frequent.
- Participating law enforcement agencies gather statistics with a common template to allow valid comparisons and to track progress toward *Canada's Road Safety Strategy 2025* – making Canada's roads the safest in the world.

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<sup>1</sup> World Health Organization (2015) and Transport Canada (2016), sourced from [Parachute organization website](#)

## Traffic safety issues

- The incidence of **alcohol-impaired driving** may be decreasing (from 20% in 2010 to 16% in 2014), but it hasn't disappeared. Until then, you will continue to hear us say: Don't Drive Drunk.
- A **drug-impaired driving** offence occurs every 3 hours in Canada, each day,<sup>2</sup> making this a key traffic and public safety issue. Don't drive high.
- 20% of fatal collisions involve **driver fatigue**.<sup>3</sup> That's 1 in 5! Don't underestimate the impact of fatigue on your driving skills. Rest to be at your best.
- **Distracted drivers** have caused more collisions than impaired drivers.<sup>4</sup> Checking a text for 5 seconds means that, at 90 km/h, you've travelled the length of a football field blindfolded.<sup>5</sup> Keep your eyes on the road, your hands on the wheel, and your mind on driving.
- Research indicates that a 1% reduction in **speed** reduces the likelihood of a fatal collision by 5%.<sup>6</sup> Respect speed limits.
- **Aggressive driving** is not just about speed, it includes running red lights, tailgating, weaving in and out of traffic and failing to yield the right of way. Drive safely.
- Transport-related injuries remain the number one cause of death for Canadian children under the age of 14.<sup>7</sup> Play it SAFE: **Seatbelts Are For Everyone!**<sup>8</sup>

## Data Collection

- Participating law enforcement agencies are gathering statistics to help track progress toward *Canada's Road Safety Strategy 2025* – making Canada's roads the safest in the world.

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<sup>2</sup> [The facts about Drug-impaired driving in Canada](#)

<sup>3</sup> CCMTA, 2010

<sup>4</sup> ICBC, 2016

<sup>5</sup> [CAA Distracted Driving Statistics](#)

<sup>6</sup> OECD, 2008

<sup>7</sup> Parachute, 2015, sourced from [Parachute organization website](#)

<sup>8</sup> Kansas Traffic Safety Resource Office