

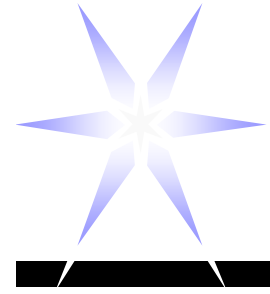


# Ontario Ministry of Transportation



## Road Safety Marketing Overview

Ontario Public Health Standards Roll-out  
Prevention of Injury and Substance  
Misuse Workshop  
November 20, 2008  
Marriot Hotel



# Road User Safety Mandate

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The Ministry's Road User Safety Mandate is:

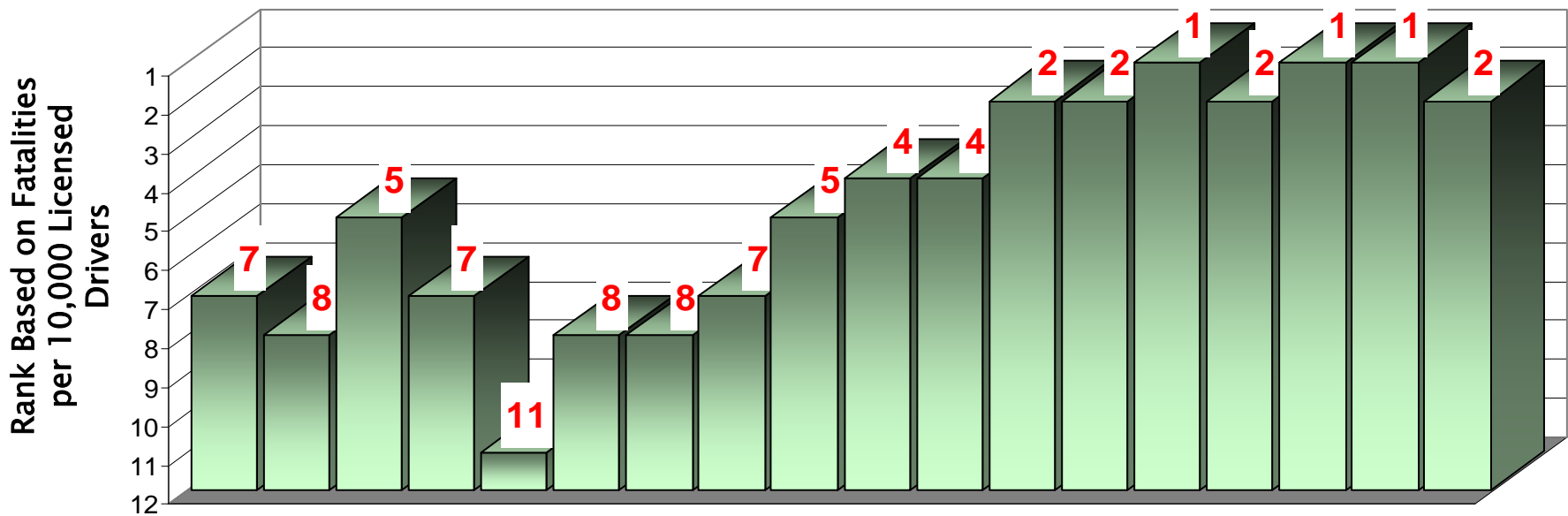
- ❑ **To improve road safety and increase mobility through the promotion and regulation of safe driving behaviour.**

Ontario's goal is to remain among the top three jurisdictions in North America, based on a fatality rate per 10,000 licensed drivers.

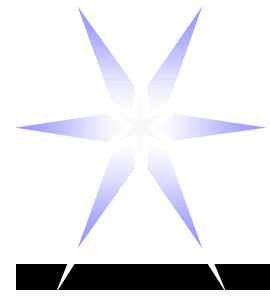
In 2005, the rate was 0.87, down five per cent from 0.92 in 2004, just behind NWT.



# Ontario Ranking Among North American Jurisdictions, 1988–2005



- In 2005, Ontario with fatality rate of 0.87 per 10,000 licensed drivers remained one of the road safety leaders in North America.
- Ontario is well ahead of other comparable neighbouring jurisdictions, such as New York (9th), Quebec (13th), Michigan (17th), and Ohio (23th).



# Road Safety Issues

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## Issues include:

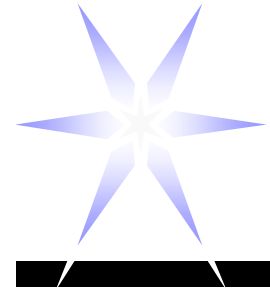
- ↗ Aggressive & Unsafe Driving
- ↗ Impaired Driving
- ↗ Young & Newly Licensed Drivers – Graduated Licensing System
- ↗ Seat Belts and Child Occupant Protection
- ↗ Cycling / Pedestrians
- ↗ Drowsy Driving
- ↗ Unfit Drivers – including Seniors Drivers
- ↗ Driver Distraction
- ↗ School Bus Safety



# Road Safety Marketing Office

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- ❑ Develops and delivers road safety marketing initiatives to support the province's road safety agenda.
- ❑ Encourages personal responsibility for road safety.
- ❑ Raises awareness through social marketing, partnership and promotion of community action.
- ❑ Partners include police, health educators, business, safety organizations and community groups.



# Road Safety Marketing Office

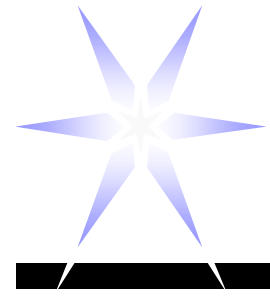
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## Marketing team:

- ❑ Head office in Toronto and six regional planners located throughout the province.

## Functions include:

- ❑ Developing/distributing road safety public education materials.
- ❑ Creating marketing strategies to support road safety legislation.  
(e.g. Bill 203 – Safer Roads for a Safer Ontario Act – Drinking & Driving – Escalating Sanctions)
- ❑ Coordinating and supporting numerous provincial public education campaigns.



# Marketing Road Safety: The Team

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- ❑ Head office works with policy counterparts and provincial partners on program development and implementation.
- ❑ Regional staff work with 100+ community groups across province.
- ❑ Information sharing on legislation, programs and best practices.

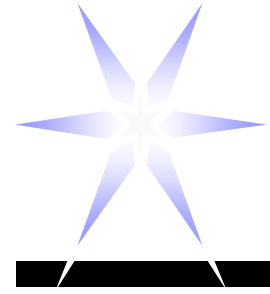


# Marketing Road Safety: Overview

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## Tools:

- Road Safety Promotion
- Community Mobilization
- Partnerships
- Awareness Campaigns
- Minister's Events

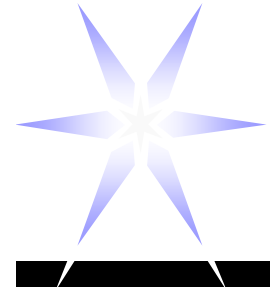


# Marketing: Road Safety Promotion

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Develop and distribute public education materials:

- ❑ 31 topical publications in circulation (posters, brochures, guidebooks)
- ❑ FY 07/08:
  - ❑ Over 1 million items distributed
  - ❑ 4 recent public education products created  
( Speeding: 50 km Over Information Card & Poster, “Cycling Skills” booklet, “How’s your Driving” Seniors Safe Driving booklet, “Buckle Up Ontario” Seat Belt Information Card – currently developing D&D Escalating Sanctions Info cards and poster)

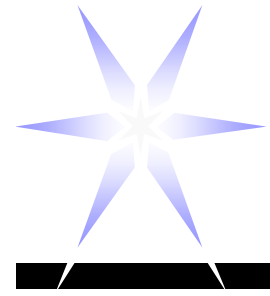


# Marketing: Community Mobilization

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Mobilization of community/stakeholder led road safety initiatives:

- ❑ \$200K grant fund used to leverage funding in the community.
- ❑ Average of 30 community and 10 provincial initiatives funded each year.
- ❑ Provincial and community road safety groups must match or exceed MTO funding.



# Marketing: Community Mobilization

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## MTO's Regional Planners

### **Northern Region**

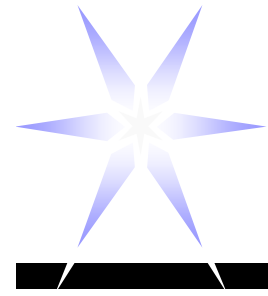
Jeff Griffith  
Ministry of Transportation  
447 McKeown Ave. Suite 301  
North Bay, ON PIB 9S9  
(705) 497-5453  
Fax: (705) 497-5439

### **Northwestern Region**

Tom Marinis  
Ministry of Transportation  
615 South James Street  
Thunder Bay, ON P7C 4X9  
(807) 473-2198  
Fax: (807) 473-2147

### **Southwestern Region**

John Warkentin  
Ministry of Transportation  
659 Exeter Road  
London, ON N6E 1L3  
(519) 873-4420  
Fax: (519) 873-4332



# Marketing: Community Mobilization

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## MTO's Regional Planners

### **Central Region (West)**

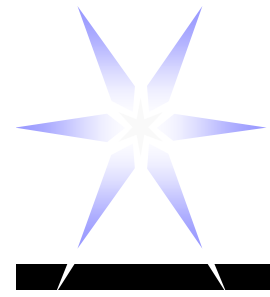
Natalie Zeitoun  
Ministry of Transportation  
Rm. 212, Bldg A  
1201 Wilson Avenue  
Toronto, ON M3M 1J8  
(416) 235-4808  
Fax: (416) 235-5129

### **Central Region (East)**

Elaine Dimitroff  
Ministry of Transportation  
Rm. 212, Bldg A  
1201 Wilson Avenue  
Toronto, ON M3M 1J8  
(416) 235-4866  
Fax: (416) 235-5129

### **Eastern Region**

Paul Allore  
Ministry of Transportation  
355 Counter Street  
Kingston, ON K7L 5A3  
(613) 545-4608  
Fax: (613) 545-4737



# Marketing: Community Mobilization

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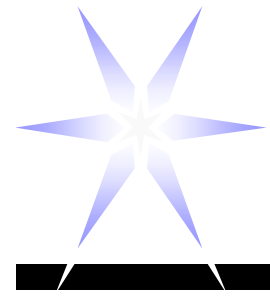
## Examples of Funded Local Initiatives (2008)

### Central East

- ❑ “Roadwatch” in Uxbridge (\$2,500) and Niagara-on-the-Lake (\$3,000)
- ❑ Street Racing radio PSA (\$3,000) and Safer Bars Program (\$4,000) in Durham
- ❑ Can Bike Workshop – Toronto Cycling Advisory Committee (\$3,500)

### Central West

- ❑ “Think and Drive Campaign” in Niagara Region (\$10,000)
- ❑ “Party in the Right Spirit” High School program (\$1,500)



# Marketing: Community Mobilization

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## Examples of Funded Local Initiatives (2008)

### Eastern Region

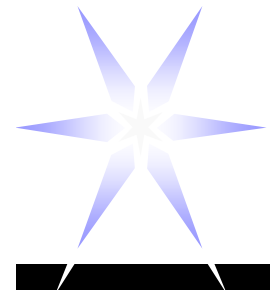
- ❑ Peterborough Risk Watch – Booster seat campaign (\$3,000)
- ❑ Bicycle Helmet Promotion (\$2,500)

### Northern Region

- ❑ School Bus Safety Programs (total: \$5,000)
- ❑ Support for MADD high school multi-media programs (\$3,000)
- ❑ ATV Safety Programs (\$4,000)

### Southwest Region

- ❑ “No More Accidents” Conference (\$1,600)
- ❑ Operation Lookout (\$1,000)
- ❑ Impaired Driving programs (\$6,000)



# Marketing: Community Mobilization

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## Examples of Funded Provincial Initiatives (2008)

### Ontario Community Council on Impaired Driving (OCCID)

- Drinking/Driving Countermeasures Conference  
November, 2008 (\$12,000)

### Insurance Bureau of Canada

- Aging Driver Mobility Forum May, 2008 (\$25,000)

### Highway Safety Roundtable

- Driver Fatigue radio PSA's (\$10,000)

### MADD Canada

- Campaign 911 (\$10,000)



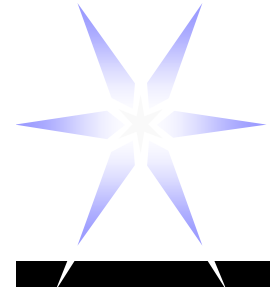
# Marketing: Partnerships

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- ❑ Road safety partnership initiatives with corporate, government and non-profit partners

## Funding Partners include:

- ❑ Canadian Automobile Association
- ❑ Insurance Bureau of Canada
- ❑ Ministry of Health Promotion
- ❑ Transport Canada
- ❑ Transportation Health & Safety Association of Ontario
- ❑ Ontario Community Council on Impaired Driving
- ❑ Public Health Units
- ❑ Police & Fire Services
- ❑ Serco DriveTest

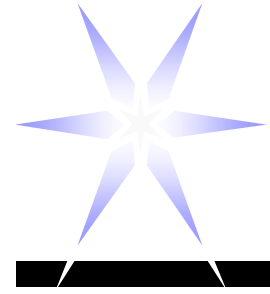


# Marketing: Awareness Campaigns

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## 2006 Smart Love Child Seat Campaign

- ❑ \$1.5 Million Media Campaign
- ❑ 200 clinics, more than 3000 seats inspected
- ❑ 200 volunteers (fire, police, MTO enforcement) trained as child seat technicians.



# Marketing: Awareness Campaigns

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## 2007 Fall Seatbelt Campaign

- ❑ 22 community groups participated
- ❑ Seatbelt Deputy program for elementary schools
- ❑ Buckle Up Ontario – 95% Challenge (Secondary Schools)



# Marketing: Awareness Campaigns

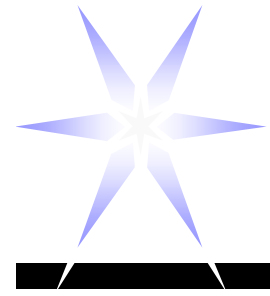
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## 2008 Spring Seatbelt Campaign

- ❑ 31 community groups participated  
ACTIVITIES: Based on registration forms, most groups did clinics and displays to distribute materials. Breakdown is as follows: Clinics 23  
Articles/ads, psas 12
- ❑ Displays at a fair or mall or library; 14 Seatbelt counts; 5 Buy car seats for draw; 4 Car seat trivia game shows; 4 Seatbelt deputy; 4 Car seat safety education clinics or classes; 3 Poster contests 2 Training for techs; 2 Baby ride programs; 2 Rollover demo with OPP/at school; 2 Infant presentation to new moms; 1 Essay contest; 1 Seatbelt challenge contest at high school; 1 Reprinted child seat tips card in another language 1

## 2008 Road Safety Challenge

- ❑ In it's 12<sup>th</sup> year, in 2008, from May 10 – June 8, 39 communities from across the province registered, and promoted their priority road user safety initiatives.
- ❑ This year, priority themes included: targeting aggressive drivers and street racing, cycling safety, animal/wildlife collisions, distracted or inattentive driving and seat belts and child safety seats.



# Marketing: Minister's Events

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- Planning, support and stakeholder mobilization for local and provincial Minister's events



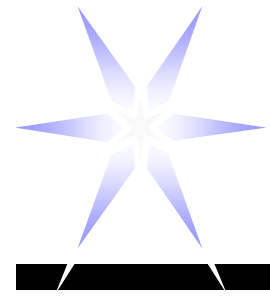
# MTO Marketing Awards 2007

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## **AAMVA (Region 1) PACE Awards\*:**

- ❑ **Smart Love Installation Tips:**  
Internally produced brochure category
- ❑ **Smart Love Commercials:**  
Externally produced television PSA or ad category
- ❑ **Shifting Gears Senior Driver Seminars:**  
Marketing campaign: Private/public partnership
- ❑ **30<sup>th</sup> Anniversary Seatbelt Poster:**  
Print poster category
- ❑ **OPP won CCMTA-Police Partnership Award for work with Road Safe: Road Safety Partners of Ontario (MTO is founding partner of Road Safe)**

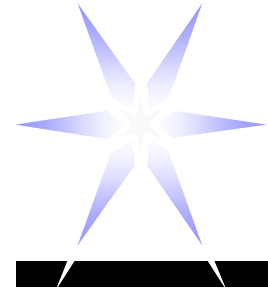
\*American Association of Motor Vehicle Administrators-Public Affairs & Consumer Education Award21



# 2008

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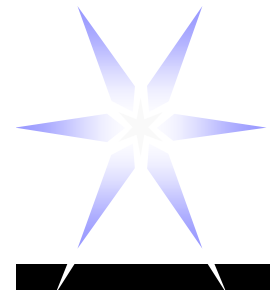
- MTO/Insurance Bureau of Canada “Aging Driver Mobility Forum”-May 8-9
- Teen Driver: A Guide for Parents and Teens-Timing TBD
- iDRIVE sequel “ROAD STORIES” – Fall
- Countermeasures XVII (OCCID) – Nov. 2-3  
(bi-annual provincial impaired driving conference)
- Ontario Injury Prevention Conference – Nov. 16-18
- New Public Education Materials:
  - School Bus Safety Card for kids (MTO/OSBA) Spring ‘08
  - Warn range drinking and driving sanctions – Fall ‘08



# Multi-media & School Curriculum Initiatives

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1. Multi-year, multi-media public education campaign targeting young demographic
  - Media Campaign focusing on traditional and new electronic media to reach a young demographic.
2. Road Safety Education Curriculum to formalize road safety education as a life skill JK to Grade 12
  - Crashes are the leading cause of accidental injury and death for this group.
  - Education would focus on attitudes, behaviour and the science behind safety features and various forms of impairment.



## **APPENDIX – Campaigns & Public Education Materials**

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- ❑ Speeding poster and brochure
- ❑ Cycling Skills brochure
- ❑ Safe Driving for Seniors brochure
- ❑ CAA - “Shifting Gears” senior driver seminars
- ❑ Buckle Up Ontario 95% Challenge
- ❑ Smart Love – child safety seat campaign
- ❑ iDRIVE youth road safety program



# Speeding Poster & Brochure/ Safe Cycling Booklet

Approximately one person a day is killed in collisions involving speed and loss of control.

driving **too fast**  
can really slow you down

Kilometres over posted speed limit	Speed Fine	Demerit Points
20 km/h	\$100	3
30 km/h	\$220	4
40 km/h	\$295	4
50 km/h	\$2,000 to \$10,000 + 7-day licence suspension + 7-day vehicle impoundment	6


If you are charged for speeding of 50 km/h over the speed limit, police will suspend your licence and impound your vehicle at the roadside.


Slow down. Save lives. 

“driving too fast can really slow you down” - Produced Fall 2007

- Highlights Bill 203 sanctions for driving 50km over the speed limit
- Focuses on consequences to the driver.

**Cycling Skills**  
Ontario's Guide to Safe Cycling



 Ontario

**Cycling Skills** - Produced Spring 2007

- Cycling safety for teens and adults
- Includes info on:
  - Cycling & the law
  - Ontario's e-bike pilot project



# Safe Driving for Seniors/ Shifting Gears Senior Driver Seminars

**How's  
your  
driving?**

*Safe Driving for Seniors*



 Ontario



**If you are a  
senior motorist ...  
... then this **free**  
information session  
is for you,  
your family  
and friends**

**How's your driving? - Revised for  
2008**

- Informs seniors about:
  - Senior driver self awareness
  - Individual changes, warning signs & corrective steps
  - Licence renewal process for drivers 80 plus

- **Shifting Gears Senior Driver Seminars**
- CAA & MTO (2008)
- 12 Seminars in Ontario Communities
  - 3 hours long
  - 300 - 500 people



# Child Seat & Booster Seats/ Seatbelt Challenge



**Child safety seats save lives.  
In Ontario, they are required for all  
children up to the age of eight**

- 2006 TV, radio and print ad campaign
- Promoted new child/booster seat law
- Campaign included:
  - website
  - toll free number
  - community car seat clinics

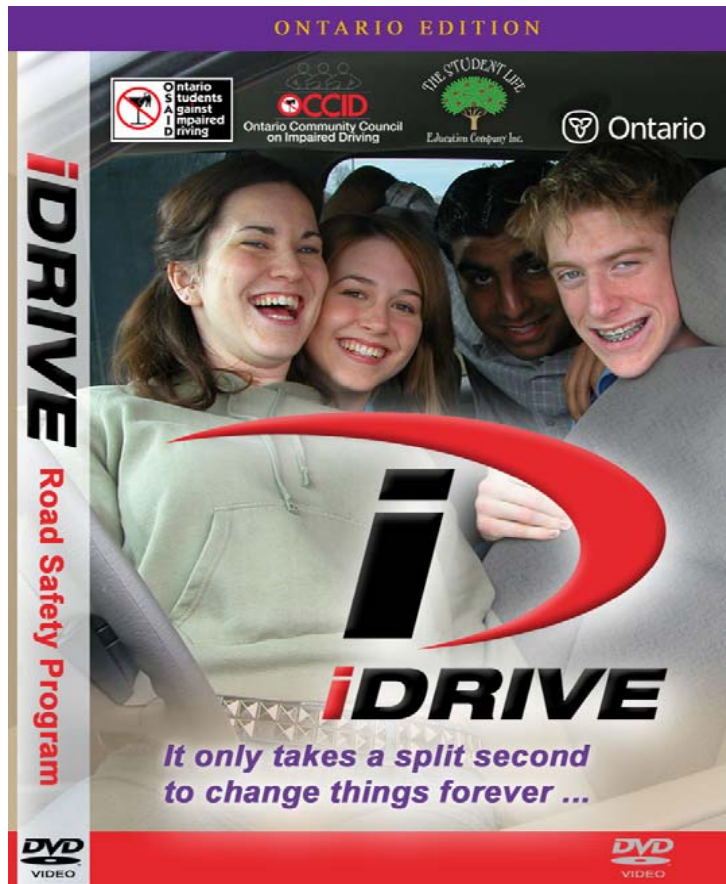


[www.buckleupontario.com](http://www.buckleupontario.com)

- To increase seatbelt use to 95% or better.
- Schools eligible for \$1,000 prize (provided by IBC)
- Current compliance rate 92.1%
- Every 1% increase saves 5 lives per year.
- Challenge runs Fall 2007 to April 4, 2008.



# iDRIVE – youth road safety



- Launched Fall 2004
- Produced by MTO with youth/anti-impaired driving stakeholders
- Over 4,000 DVD/VHS copies distributed
- Winner of 2005 AAMVA\* Region 1 PACE Award
- Sequel in production for Fall 2008 release.

\*American Association of Motor Vehicle Administrators-Public Affairs & Consumer Education Award