

Alberta Inventory of Public Education and Awareness Material for Traffic Safety

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print) (Revised Date)	Website Location	Contact Name, Telephone & Email	Stakeholder
Drivers	Aging Drivers	"Tips for Aging Drivers"	Booklet and website	www.ama.ab.ca/agingdrivers	Caroline Gee, 430 4856. Caroline.Gee@ama.ab.ca	AMA
Drivers	Aging Drivers	Aging driver on-line assessment quiz	Website	http://www.caa.ca/DrivingSurvey/	Caroline Gee, 430 4856. Caroline.Gee@ama.ab.ca	AMA
Drivers	Collision response - Emergency response	"How to help at a crash scene"-	Print Bystander Card	www.ama.ab.ca/trafficsafety	Jessie Meikle, 430 5744, Jessie.meikle@ama.ab.ca	AMA
Drivers	Collision response - Take it off the road	We launched a city wide campaign in 2006 which encouraged drivers to take their vehicles off the road after minor non-injury collisions to prevent traffic congestion and additional collisions or unsafe road conditions.	Print Web Radio Bus Ads Road banners	www.calgary.ca/roads and follow the link to Road Safety and Take it off the road	Traffic Engineering, The City of Calgary Colleen Brown 403.268.4482 colleen.brown@calgary.ca	COC
Drivers	Construction - My Dad Works Here construction zone campaign	For the last several years the city of Calgary has run the please slow down, my dad works here campaign in construction zones to appeal to drivers to slow down. The campaign featured children of city employees asking motorists to please be careful and slow down in construction zones.	Radio Road Signs		Traffic Engineering, The City of Calgary Colleen Brown 403.268.4482 colleen.brown@calgary.ca	COC
Drivers	Construction Zone Safety Awareness	Safety tips for motorists when driving in construction zones	Web	www.calgary.ca/roads and follow the link to Road Safety and then Construction Zone Safety Awareness	Traffic Engineering, The City of Calgary Colleen Brown 403.268.4482 colleen.brown@calgary.ca	COC

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Drivers	Traveller advisory - ATIS – Advanced Traveller Information System	Advanced Traveller Information System (ATIS) is a Web-based technology which provides the public with information on detours and lane closures from construction or major events, incident reports, weather conditions, road conditions and camera images from the Traffic Management Centre.	Web	http://65.104.36.247/	Transportations Planning, The City of Calgary Judy Yu 403.268.1649 judy.yu@calgary.ca	COC
Drivers	Traveller Advisory Radio	97.5 fm advises travellers of various traffic issues city wide.	Radio	97.5 fm	Transportations Planning, The City of Calgary Judy Yu 403.268.1649 judy.yu@calgary.ca	COC
Drivers	Trucks - Cover your backside	The cover your backside leaflets remind drivers to cover their loads to prevent debris from falling on the road and creating safety hazards.	Print		Traffic Engineering, The City of Calgary Colleen Brown 403.268.4482 colleen.brown@calgary.ca	COC
Drivers / Peds	Pedestrian Safety	The look out for each other pedestrian safety brochure provides tips to motorists and pedestrians for keeping each other safe on the roads.	Print Web	www.calgary.ca/roads and follow the link to Road Safety	Traffic Engineering, The City of Calgary Colleen Brown 403.268.4482 colleen.brown@calgary.ca	COC
Drivers / Peds	Pedestrians Traffic Cone Safety	The AMA School Safety Patrol Traffic Safety Cone brochure provides information about the traffic safety cone program and shows how patrollers are set up at cross walks.	Print Web	www.calgary.ca/roads and follow the link to Road Safety	Traffic Engineering, The City of Calgary Colleen Brown 403.268.4482 colleen.brown@calgary.ca	COC
Drivers / Peds	Pedestrians Safe Routes to School	Working with two Calgary communities to develop the safe routes to school program.	TBD	TBD	Traffic Engineering, The City of Calgary Colleen Brown 403.268.4482 colleen.brown@calgary.ca	COC
Drivers / Peds / Cyclists	Calgary Traffic Tips	The Calgary Traffic Tips brochure offers tips to motorists, pedestrians and cyclists on everything from pavement markings, pedestrian crossings, traffic calming measures, parking, playground zones, etc.	Print Web	www.calgary.ca/roads and follow the link to Road Safety	Traffic Engineering, The City of Calgary Colleen Brown 403.268.4482 colleen.brown@calgary.ca	COC

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Occupant Restraint	Occupant Restraint - Child restraints	Safety Check Guidelines	Manual	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child Restraints	Buckle my shoe – Child	30 sec. radio	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child Restraints	Buckle my shoe – Child (French)	30 sec. radio	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child Restraints	Buckle my shoe – infant	30 sec. radio	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child Restraints	Buckle my shoe – infant (French)	30 sec. radio	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child Restraints	When he was nine – Older child	30 sec. radio	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child Restraints	When he was nine – older child (French)	30 sec. radio	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	General Education	Education Session instructors manual	Instructors manual	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Adults	Crumple – English	30 sec. radio	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Adults	Crumple - French	30 sec. radio	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Adults	Leaving the Scene	30 sec. radio	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Adults	Part of the Brain	30 sec. radio	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Adults	Player Down	30 sec. radio	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Adults	Treena	30 sec. radio	Upon request	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP

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Occupant Restraints	Occupant Restraint - Adults	Crutches	Billboard/print	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Adults	Other than Billy....	Billboard/print	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Adults	Surgeon	Poster	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Adults	What's holding you back?	Poster	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Adults	What's holding you back	Television	Upon request	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Booster Seats	Two Women	30 sec. radio	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Booster Seats	Spinebender	30 sec. radio	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Booster Seats	Booster seat fact sheet		www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Child restraints	Boost my chances	Colouring page	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Child restraints	Common questions about child safety seats	Information sheets	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Child restraints	Keeping your child content in a safety seat	Information sheets	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Child restraints	Rear facing & forward facing seats	Information sheets	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP

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Occupant Restraints	Occupant Restraint - Child restraints	Tips for buying a child safety seat or booster	Information sheets	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Child restraints	Tether strap and UAS	Information sheets	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Child restraints	Boosters are for big kids	Print image	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Child restraints	Boost our chances	Print image	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Child restraints	Keeping your child content in a booster seat	Information sheet	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Child restraints	Yes Test Booster – colour	Colouring sheet	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Child restraints	Yes Test Booster – Black & white	Brochure	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Child restraints	Yes Test Forward Facing – colour	Brochure	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Child restraints	Yes Test Forward Facing – B/W	Brochure	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Child restraints	Forward facing seats -	Poster	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Child restraints	Yes Test Rear Facing – colour	Brochure	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Child restraints	Yes Test Rear Facing – B/W	Brochure	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP

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Occupant Restraints	Occupant Restraint - Child restraints	Rear Facing Seats	Poster	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Instructors	Engineered life space – class presentation	PowerPoint	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraint - Instructors	Protecting children – class presentation	PowerPoint	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Occupant Restraints - Media Tool Kit	How to prepare media release on Seat Belts	Print	N/A	Cpl. Eric IRANI, RCMP, 412-5758, eric.irani@rcmp-grc.gc.ca	RCMP Traffic Services
Operation Impact Backgrounder	Background info on Operation Impact	Operation Impact	Print	N/A	Cpl. Eric IRANI, RCMP, 412-5758, eric.irani@rcmp-grc.gc.ca	RCMP Traffic Services
Operation Impact Event Media Release Template	Operation Impact media advisory template	Operation Impact	Print	N/A	Cpl. Eric IRANI, RCMP, 412-5758, eric.irani@rcmp-grc.gc.ca	RCMP Traffic Services
Operation Impact News Release Template	Operation Impact	Operation Impact	Print	N/A	Cpl. Eric IRANI, RCMP, 412-5758, eric.irani@rcmp-grc.gc.ca	RCMP Traffic Services
Pedestrian	Child/ Pedestrian Safety	“StreetSmarts” interactive on-line game	Website	www.ama.ab.ca	Josy Wicentowich, 430 5734. josy.wicentowich@ama.ab.ca	AMA
Pedestrian	Pedestrian Safety	Pedestrian campaign –“Understand the Impact”- Fall 2007.	Print Billboard	CRISP- www.drivetolive.ca	Jessie Meikle, 430 5744, Jessie.meikle@ama.ab.ca	Capital Region
Vehicles	All Terrain	Live and Ride Brochure	print	www.saferoads.com	Eileen McDonald (780) 422-0842 eileen.mcdonald@gov.ab.ca	INFTRA

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Vehicles	Commercial Vehicle Safety	log book marker ruler / marker with speeding and general traffic safety information information	print	web	Eileen McDonald (780) 422-0842 eileen.mcdonald@gov.ab.ca	INFTRA
Vehicles	Motorcycle	information on safely riding your motorcycle; poster and brochure	print	www.saferoads.com	Eileen McDonald (780) 422-0842 eileen.mcdonald@gov.ab.ca	INFTRA
Vehicles	Snowmobiles	Snowmobile handbook, checklist; brochure	print	www.saferoads.com	Eileen McDonald (780) 422-0842 eileen.mcdonald@gov.ab.ca	INFTRA
Vulnerable Road Users	Bike Safety	Helmet protection brochure posters advertising	print	www.saferoads.com	Eileen McDonald (780) 422-0842 eileen.mcdonald@gov.ab.ca	INFTRA
Vulnerable Road Users	School Bus Safety	Awareness campaign including: poster; billboards, radio; brochure	Radio print web	www.saferoads.com	Eileen McDonald (780) 422-0842 eileen.mcdonald@gov.ab.ca	INFTRA
Vulnerable Road Users	School Traffic Safety Programs	Kinetic Kids traffic safety workbooks levels k – 6 and teachers guide	print web	www.saferoads.com	Eileen McDonald (780) 422-0842 eileen.mcdonald@gov.ab.ca	INFTRA