

### Traffic Safety Communications Resources

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Stakeholder
Drivers	Aging Drivers	"Tips for Aging Drivers"	Booklet and website	<a href="http://www.ama.ab.ca/agingdrivers">www.ama.ab.ca/agingdrivers</a>	Carrie Herrick, 780-430 5744, <a href="mailto:carrie.herrick@ama.ab.ca">carrie.herrick@ama.ab.ca</a>	Drivers
Drivers	Aging Drivers	Aging driver on-line assessment quiz	Website	<a href="http://www.caa.ca/DrivingSurvey/">http://www.caa.ca/DrivingSurvey/</a>	Carrie Herrick, 780-430 5744, <a href="mailto:carrie.herrick@ama.ab.ca">carrie.herrick@ama.ab.ca</a>	Drivers
Drivers	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	<a href="http://65.104.36.247/">http://65.104.36.247/</a>	Transportation Planning The City of Calgary Judy Yu 403.268.1649 <a href="mailto:judy.yu@calgary.ca">judy.yu@calgary.ca</a>	COC
Drivers	Construction Zone Safety Awareness	Safety tips for motorists when driving in construction zones	Web	<a href="http://www.calgary.ca/roads">www.calgary.ca/roads</a> and follow the link to Road Safety and then Construction Zone Safety Awareness	Traffic Engineering City of Calgary Colleen Brown 403.268.4482 <a href="mailto:colleen.brown@calgary.ca">colleen.brown@calgary.ca</a>	COC
Drivers	Distracted Driving	"What are you doing behind the wheel" -30 seconds	PSA-video		Carrie Herrick, 780-430 5744, <a href="mailto:carrie.herrick@ama.ab.ca">carrie.herrick@ama.ab.ca</a>	Drivers
Drivers	Driver Attitude	Program name is 'The Cure' and aimed at Alberta road users to cause self reflection when it comes to actual driver 'mindset'.	Posters, billboards, radio.	<a href="http://www.saferoads.com">www.saferoads.com</a>	Paul Oss (780) 644-5786 <a href="mailto:paul.oss@gov.ab.ca">paul.oss@gov.ab.ca</a>	OTS
Drivers	Driver Handbooks	Basic Driver; motorcycle and commercial vehicle driver handbooks	print web	<a href="http://www.saferoads.com">www.saferoads.com</a>	Martin Dupuis (780) 427-1938 <a href="mailto:Martin.dupuis@gov.ab.ca">Martin.dupuis@gov.ab.ca</a>	TRANS
Drivers	Driving Skills	Radio spots dealing with various driver's behaviour such as road rage; speeding; distractions; seat belts, etc.	radio	<a href="http://www.saferoads.com">www.saferoads.com</a>	Martin Dupuis (780) 427-1938 <a href="mailto:Martin.dupuis@gov.ab.ca">Martin.dupuis@gov.ab.ca</a>	TRANS

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Drivers	Emergency response	"How to help at a crash scene"-	Print Bystander Card	<a href="http://www.ama.ab.ca/trafficsafety">www.ama.ab.ca/trafficsafety</a>	Carrie Herrick 780- 430 5744 <a href="mailto:carrie.herrick@ama.ab.ca">carrie.herrick@ama.ab.ca</a>	
Drivers	GDL	Learner's brochure, fact sheet and information on advanced road test	print web	<a href="http://www.saferoads.com">www.saferoads.com</a>	Martin Dupuis (780) 427-1938 <a href="mailto:Martin.dupuis@gov.ab.ca">Martin.dupuis@gov.ab.ca</a>	TRANS
Drivers	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 <a href="mailto:colleen.brown@calgary.ca">colleen.brown@calgary.ca</a>	COC
Drivers	New	Coaching Manual a book of exercises for coaching new drivers these exercises do not replace driver training but complements it	print web	<a href="http://www.saferoads.com">www.saferoads.com</a>	Martin Dupuis (780) 427-1938 <a href="mailto:Martin.dupuis@gov.ab.ca">Martin.dupuis@gov.ab.ca</a>	TRANS
Drivers	SLOWS – Speed limit observation and warning system	SLOWS are stand-alone radar-equipped devices that display the speed of oncoming vehicles; unlike hand-held radar units, they do not require continuous hands-on operation by city staff/community volunteers.	Web	<a href="http://www.calgary.ca/roads">www.calgary.ca/roads</a> and follow the link to Road Safety and then Speed Limit Observation & Warning System (SLOWS)	Transportation Department, The City of Calgary Stephen Tauro 403.268.4344 <a href="mailto:Stephen.tauro@calgary.ca">Stephen.tauro@calgary.ca</a>	COC
Drivers	Limit Your Speed	Speed Awareness program to be launched in April 2010.	Radio Print Transit Ads Web	<a href="http://www.calgary.ca/roads">www.calgary.ca/roads</a> - follow the link to Road Safety	Transportation Department, The City of Calgary Stephen Tauro 403.268.4344 <a href="mailto:Stephen.tauro@calgary.ca">Stephen.tauro@calgary.ca</a>	COC
Drivers	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	<a href="http://www.calgary.ca/roads">www.calgary.ca/roads</a> and follow the link to Road Safety and Take it off the road	Transportation Department, The City of Calgary Stephen Tauro 403.268.4344 <a href="mailto:Stephen.tauro@calgary.ca">Stephen.tauro@calgary.ca</a>	COC
Drivers	Traveller Advisory Radio	97.5 fm advises travellers of various traffic issues city wide.	Radio	97.5 fm		COC

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Drivers	Work Place Safety	"Give Us Room to Work"	Print materials, TV commercial	<a href="http://www.ama.ab.ca/roomtowork">www.ama.ab.ca/roomtowork</a>	Carrie Herrick 780-430 5744, <a href="mailto:carrie.herrick@ama.ab.ca">carrie.herrick@ama.ab.ca</a>	AMA
Drivers	Young Driver Awareness	Program is titled ' <b>No Fun Being Dead</b> ' featuring the website <a href="http://nofunbeingdead.com">nofunbeingdead.com</a> which has been customized by OTS within the Alberta context. The program speaks to young drivers and tackles core issues like speed, impaired driving, seat belt safety and distractions.	Social Media Initiative	<a href="http://www.nofunbeingdead.com">www.nofunbeingdead.com</a>	Paul Oss (780) 644-5786 <a href="mailto:paul.oss@gov.ab.ca">paul.oss@gov.ab.ca</a>	OTS
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	<a href="http://www.calgary.ca/roads">www.calgary.ca/roads</a> and follow the link to Road Safety	Transportation Department, The City of Calgary Stephen Tauro 403.268.4344 <a href="mailto:Stephen.tauro@calgary.ca">Stephen.tauro@calgary.ca</a>	COC
Drivers / Peds	Safe Routes to School	Working with two Calgary communities to develop the safe routes to school program.	TBD	TBD	Transportation Department, The City of Calgary Stephen Tauro 403.268.4344 <a href="mailto:Stephen.tauro@calgary.ca">Stephen.tauro@calgary.ca</a>	COC
Drivers / Peds	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	<a href="http://www.calgary.ca/roads">www.calgary.ca/roads</a> and follow the link to Road Safety	Transportation Department, The City of Calgary Stephen Tauro 403.268.4344 <a href="mailto:Stephen.tauro@calgary.ca">Stephen.tauro@calgary.ca</a>	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	<a href="http://www.calgary.ca/roads">www.calgary.ca/roads</a> and follow the link to Road Safety	Transportation Department, The City of Calgary Stephen Tauro 403.268.4344 <a href="mailto:Stephen.tauro@calgary.ca">Stephen.tauro@calgary.ca</a>	COC
Drivers/Ped	Reflect on your safety	A night time visibility campaign for pedestrians. Distribution of reflective bands to increase visibility when walking, running or cycling at night.	Print/Arm Band Web	<a href="http://www.calgary.ca/roads">www.calgary.ca/roads</a> and follow the link to Pedestrian Safety	Transportation Department, The City of Calgary Stephen Tauro 403.268.4344 <a href="mailto:Stephen.tauro@calgary.ca">Stephen.tauro@calgary.ca</a>	COC
Impaired Driving	Alcohol and Driving	Ad campaigns including billboards; washroom posters; posters; postcards; 60 second TV spot and 30 second radio spots	TV radio print web	<a href="http://www.safe.roads.com">www.safe.roads.com</a>	Paul Oss (780) 644-5786 <a href="mailto:paul.oss@gov.ab.ca">paul.oss@gov.ab.ca</a>	OTS

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Impaired Driving Media Tool Kit	Impaired Driving	How to prepare media release on Impaired Driving	Print	N/A	Cpl. Eric IRANI, RCMP, 412-5758, <a href="mailto:eric.irani@rcmp-grc.gc.ca">eric.irani@rcmp-grc.gc.ca</a>	RCMP Traffic Services
Impaired Driving	Impaired TV Campaign	New creative developed called <i>Trading Places</i> which first aired in movie theatres in August '09. Intended to motivate Alberta drivers to re-consider their actions when under the influence and to impact personal motivation to change behaviour. Creative will also air on CBC TV's <i>Hockey Night in Canada</i> from October 2009-February 2010	TV, Movie Theatres	<a href="http://www.saferoads.com">www.saferoads.com</a>	Paul Oss (780) 644-5786 <a href="mailto:paul.oss@gov.ab.ca">paul.oss@gov.ab.ca</a>	OTS
Impaired Driving	Long Weekend Impaired Radio	New creative launched in Spring 2009. Goal is to run long weekend impaired driving prevention messaging 4-5 days in advance of a long weekend as a reminder to avoid impaired driving.	Radio	<a href="http://www.saferoads.com">www.saferoads.com</a>	Paul Oss (780) 644-5786 <a href="mailto:paul.oss@gov.ab.ca">paul.oss@gov.ab.ca</a>	OTS
Intersection Media Tool Kit	Intersections	How to prepare for media release on Intersection Safety	Print	N/A	Cpl. Eric IRANI, RCMP, 412-5758, <a href="mailto:eric.irani@rcmp-grc.gc.ca">eric.irani@rcmp-grc.gc.ca</a>	RCMP Traffic Services
Intersection Pamphlet	Intersections	Intersection Stats and Safety	Print	N/A	Cpl. Eric IRANI, RCMP, 412-5758, <a href="mailto:eric.irani@rcmp-grc.gc.ca">eric.irani@rcmp-grc.gc.ca</a>	RCMP Traffic Services
Novice Driver	Driver Education	"Keys to drive" interactive on-line game	Website	<a href="http://keys2drive.ca/">http://keys2drive.ca/</a>	Carrie Herrick, 780-430 5744, <a href="mailto:carrie.herrick@ama.ab.ca">carrie.herrick@ama.ab.ca</a>	AMA
Occupant protection	Occupant Restraint	Short video on adjusting seat and neck restraint	Video		Carrie Herrick, 780-430 5744, <a href="mailto:carrie.herrick@ama.ab.ca">carrie.herrick@ama.ab.ca</a>	AMA
Occupant Restraint	Child restraints	Safety Check Guidelines	Manual	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Adults	Crumple – English	30 sec. radio	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Adults	Crumple - French	30 sec. radio	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Adults	Leaving the Scene	30 sec. radio	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Adults	Part of the Brain	30 sec. radio	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP

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Occupant Restraints	Adults	Player Down	30 sec. radio	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Adults	Treena	30 sec. radio	Upon request	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Adults	Crutches	Billboard/print	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Adults	Other than Billy....	Billboard/print	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Adults	Surgeon	Poster	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Adults	What's holding you back?	Poster	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Adults	What's holding you back	Television	Upon request	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Adults	Program name is 'Ugly' and encourages consistent usage by speaking to consequences associated with non-usage with a simple solution asking the question: 'what's holding you back?'	Posters, transit shelter ads, billboards, radio.	www.saferoads.com	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Booster Seats	Two Women	30 sec. radio	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Booster Seats	Spinebender	30 sec. radio	www.health-in-action.org/aorp	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Booster Seats	Program name is 'Kid's Funeral' and communicates parameters for usage and implications of non-usage. Also encourages web traffic to boosterseats.ca.	Posters, transit shelter ads, billboards, radio.	www.saferoads.com	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Booster seats	Booster seat fact sheet		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

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Occupant Restraints	Child Restraints	When he was nine – older child (French)	30 sec. radio	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Boost my chances	Colouring page	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Common questions about child safety seats	Information sheets	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Keeping your child content in a safety seat	Information sheets	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Rear facing & forward facing seats	Information sheets	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Tips for buying a child safety seat or booster	Information sheets	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Tether strap and UAS	Information sheets	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Boosters are for big kids	Print image	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Boost our chances	Print image	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Keeping your child content in a booster seat	Information sheet	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Yes Test Booster – colour	Colouring sheet	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Yes Test Booster – Black & white	Brochure	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Yes Test Forward Facing – colour	Brochure	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Yes Test Forward Facing – B/W	Brochure	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Forward facing seats -	Poster	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Yes Test Rear Facing – colour	Brochure	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Yes Test Rear Facing – B/W	Brochure	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Child restraints	Rear Facing Seats	Poster	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	General Education	Education Session instructors manual	Instructors manual	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP

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Occupant Restraints	Instructors	Engineered life space – class presentation	PowerPoint	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Occupant Restraints	Instructors	Protecting children – class presentation	PowerPoint	<a href="http://www.health-in-action.org/aorp">www.health-in-action.org/aorp</a>	Joyce.mcbean@rcmp-grc.gc.ca	AORP & RCMP
Operation Impact Backgrounder	Background info on Operation Impact	Operation Impact	Print	N/A	Cpl. Eric IRANI, RCMP, 412-5758, <a href="mailto:eric.irani@rcmp-grc.gc.ca">eric.irani@rcmp-grc.gc.ca</a>	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, <a href="mailto:eric.irani@rcmp-grc.gc.ca">eric.irani@rcmp-grc.gc.ca</a>	RCMP Traffic Services
Operation Impact News Release Template	Operation Impact	Operation Impact	Print	N/A	Cpl. Eric IRANI, RCMP, 412-5758, <a href="mailto:eric.irani@rcmp-grc.gc.ca">eric.irani@rcmp-grc.gc.ca</a>	RCMP Traffic Services
Pedestrian	Child/ Pedestrian Safety	“StreetSmarts” interactive on-line game	Website	<a href="http://www.ama.ab.ca">www.ama.ab.ca</a>	Josy Wicentowich, 430 5734. <a href="mailto:josy.wicentowich@ama.ab.ca">josy.wicentowich@ama.ab.ca</a>	
Pedestrian	Pedestrian Safety	Pedestrian campaign –“Understand the Impact”- Fall 2007.	Print Billboard	CRISP- <a href="http://www.drivetolive.ca">www.drivetolive.ca</a> Campaign <a href="http://www.realconsequences.ca">www.realconsequences.ca</a>	Carrie Herrick, 780-430 5744, <a href="mailto:carrie.herrick@ama.ab.ca">carrie.herrick@ama.ab.ca</a>	Capital Region
Rush Hour Radio	Various topics: Distractions, Intersection Safety, Commercial Vehicles, Motorcycles, Pedestrian Safety	Program targets drivers in their vehicles during morning/evening rush hour periods when they're most likely to encounter unsafe driving practices. This campaign promotes safe driving practices with timely reminders.	Radio	<a href="http://www.saferoads.com">www.saferoads.com</a>	Paul Oss (780) 644-5786 <a href="mailto:paul.oss@gov.ab.ca">paul.oss@gov.ab.ca</a>	OTS
Seat Belt Media Tool Kit	Seat Belt	How to prepare media release on Seat Belts	Print	N/A	Cpl. Eric IRANI, RCMP, 412-5758, <a href="mailto:eric.irani@rcmp-grc.gc.ca">eric.irani@rcmp-grc.gc.ca</a>	RCMP Traffic Services
Speeding Media Tool Kit	Speed	How to prepare media release on Speed	Print	N/A	Cpl. Eric IRANI, RCMP, 412-5758, <a href="mailto:eric.irani@rcmp-grc.gc.ca">eric.irani@rcmp-grc.gc.ca</a>	RCMP Traffic Services

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Speed	Speed	Program intended to raise awareness of the effects of even moderate speed on driving ability and encourage drivers to reflect on their own driving behaviour. 'Culture of Speed' print developed in 2008.  'Dead Stop' TV commercial launched April '09.	TV and print	Print available on saferoads.com and TV posted in April '09.	Paul Oss (780) 644-5786 <a href="mailto:paul.oss@gov.ab.ca">paul.oss@gov.ab.ca</a>	OTS
Truck Drivers	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 <a href="mailto:colleen.brown@calgary.ca">colleen.brown@calgary.ca</a>	COC
TV News Program	Various topics: Distractions, Intersection Safety, Commercial Vehicles, Motorcycles, Pedestrian Safety, Driver Attitude, Impaired Driving, Seat Belts, Booster Seats, Speed, School Bus Safety	This program called ' <b>Asphalt Jungle</b> ' airs on Global TV on Thursdays during morning/evening/final news broadcasts. These are PSA-style information based spots intended to re-educate road users on safe driver basics. On major/core topics like impaired, speed and seat belts, bonus time has been negotiated for news hours on Tuesdays. The program started November 2009 and has been extended to March 2010.  In addition, an online component has been negotiated as added value promoting spots by topic (in accordance with the Alberta Traffic Safety Calendar) featured in banner-style ads and auto-play video feeds on <a href="http://canada.com">canada.com</a> , <a href="http://edmontonjournal.com">edmontonjournal.com</a> , <a href="http://calgaryherald.com">calgaryherald.com</a> and in some cases, <a href="http://dose.ca">dose.ca</a> .	PSA-style TV	<a href="http://www.saferoads.com">www.saferoads.com</a>	Paul Oss (780) 644-5786 <a href="mailto:paul.oss@gov.ab.ca">paul.oss@gov.ab.ca</a>	OTS
Vehicles	All Terrain	Live and Ride Brochure	print	<a href="http://www.saferoads.com">www.saferoads.com</a>	Martin Dupuis (780) 427-1938 <a href="mailto:Martin.dupuis@gov.ab.ca">Martin.dupuis@gov.ab.ca</a>	TRANS
Vehicles	Commercial Vehicle Safety	log book marker ruler / marker with speeding and general traffic safety information	print	<a href="http://www.saferoads.com">www.saferoads.com</a>	Martin Dupuis (780) 427-1938 <a href="mailto:Martin.dupuis@gov.ab.ca">Martin.dupuis@gov.ab.ca</a>	TRANS

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Stakeholder
Vehicles	Motorcycle	information on safely riding your motorcycle; poster and brochure	print	<a href="http://www.saferoads.com">www.saferoads.com</a>	Debbie Lamoureux (780) 422-2748 <a href="mailto:Debbie.Lamoureux@gov.ab.ca">Debbie.Lamoureux@gov.ab.ca</a>	OTS
Vehicles	Snowmobiles	Snowmobile handbook, checklist; brochure	print	<a href="http://www.saferoads.com">www.saferoads.com</a>	Debbie Lamoureux (780) 422-2748 <a href="mailto:Debbie.Lamoureux@gov.ab.ca">Debbie.Lamoureux@gov.ab.ca</a>	OTS
Vulnerable Road Users	Bike Safety	Helmet protection brochure posters advertising	print	<a href="http://www.saferoads.com">www.saferoads.com</a>	Debbie Lamoureux (780) 422-2748 <a href="mailto:Debbie.Lamoureux@gov.ab.ca">Debbie.Lamoureux@gov.ab.ca</a>	OTS
Vulnerable Road Users	School Bus Safety	This program launches in September 2009 in accordance with the Alberta Traffic Safety Calendar to inform both urban and rural road users of safety measures when sharing the road with school buses.	Radio and billboards	To be refreshed for 2010 campaign then made available on <a href="http://saferoads.com">saferoads.com</a> upon completion.	Martin Dupuis (780) 427-1938 <a href="mailto:Martin.dupuis@gov.ab.ca">Martin.dupuis@gov.ab.ca</a>	TRANS
Vulnerable Road Users	School Bus Safety	Awareness campaign including: poster; billboards, radio; brochure	Radio print web	<a href="http://www.saferoads.com">www.saferoads.com</a>	Martin Dupuis (780) 427-1938 <a href="mailto:Martin.dupuis@gov.ab.ca">Martin.dupuis@gov.ab.ca</a>	TRANS
Vulnerable Road Users	School Traffic Safety Programs	Kinetic Kids traffic safety workbooks levels k – 6 and teachers guide	print web	<a href="http://www.saferoads.com">www.saferoads.com</a>	Martin Dupuis (780) 427-1938 <a href="mailto:Martin.dupuis@gov.ab.ca">Martin.dupuis@gov.ab.ca</a>	TRANS
Vulnerable Road Users	<b>Walk the Talk</b>  Children's education program	This program uses a positive approach to teaching children how to behave in potentially dangerous situations. Historically, <i>Kinetic Kids</i> activity books have been produced for children with supporting teacher's guides. Currently, <i>Kinetic Kids</i> materials are in the process of being revamped and redesigned.	Children's education booklets.	<i>Kinetic Kids</i> materials are still available on <a href="http://www.saferoads.com">www.saferoads.com</a>	Paul Oss (780) 644-5786 <a href="mailto:paul.oss@gov.ab.ca">paul.oss@gov.ab.ca</a>	OTS
Vulnerable Road Users	<b>Street Safe</b>  Children's education program	In the summer of 2009, levels K-G1 were redeveloped to align more closely to curriculum requirements. These new booklets and teacher resources were released under the new name, <i>Street Safe</i> , in August 2009.  G4-6 is being evaluated as well for potential refresh work.	Children's education booklets.	K-G1 materials are available on <a href="http://www.saferoads.com">www.saferoads.com</a>  G2 & G3 materials should be available in the spring of 2010.	Paul Oss (780) 644-5786 <a href="mailto:paul.oss@gov.ab.ca">paul.oss@gov.ab.ca</a>	OTS

Broad Category	Subject	Brief Description	Medium Used (i.e.: radio, TV, Print)	Website Location	Contact Name, Telephone & Email	Stakeholder
Vulnerable Road Users	Safe Driving	The " <i>Safe Driving to Save Lives</i> " seminar is designed to educate and enhance individual awareness regarding the importance of safe driving habits and how such behaviours contribute to workplace safety.	Classroom instruction	N/A	Constable Kelly Chisholm #3049 (403) 567-4000 <a href="mailto:pol3049@calgarypolice.ca">pol3049@calgarypolice.ca</a>	Calgary Police Service Traffic Education Unit