

**Intersections January 2008 - Campaign  
Communications Strategy  
Working Document**

**Objectives:**

- To reduce the number of collisions at intersections
- To help road users change their unsafe road behaviours and be responsible for their actions.

**Background:**

Released in November 2006, the Alberta Traffic Safety Plan (TSP) is in response to the McDermid Report, "Saving Lives on Alberta's Roads: Report and Recommendations for a Traffic Collision Fatality and Injury Reduction Strategy." This is a comprehensive strategy designed to reduce traffic-related deaths and injuries in the province. The Traffic Safety Plan outlines key initiatives to help prevent motor vehicle collisions, build safer roads, enforce traffic laws, and better educate Albertans about traffic safety. The Plan also supports Canada's National Road Safety Plan, Road Safety Vision 2010, to make Canada's Roads the Safest in the World.

**Target Audiences:**

- All road users

**External:**

- Albertans
- Media

**Internal:**

- Premier of Alberta
- Members of the Legislative Assembly
- Mayors/Reeves
- Councilors
- CEOs
- Directors / Managers
- Police Chiefs
- Staff

**Overall Key Messages:**

- Drivers who make unsafe left turns, follow too close; run red lights, don't stop at stop signs, fail to yield to pedestrians, or speed, could cause deaths or injuries at intersections.
- Road users have the responsibility to share the road safety and always be prepared for the unexpected.
- Pedestrians also have a responsibility to make sure it is safe to enter the intersection.

**Supplemental Information**

- Over the past five years, in rural and urban Alberta, 155 people have been killed and 35,673 injured in collisions at intersections where there is a traffic light.
- Driver error was listed as the contributing factor in about 90 per cent of all traffic collisions in Alberta.
- Pedestrians - watch for pedestrians on or near the road.
- Stop Signs – before leaving a stop sign always come to a complete stop and check the intersection carefully for pedestrian and other traffic.
- Four-way Stops – allow the vehicle that arrived first to go first or when two vehicles arrive at the same time, courtesy allows the vehicle on the right to proceed first.
- Yield Signs – yield signs slow down drivers as they near an intersection.

- Right-of-way – requires one driver to yield and the other to proceed and does not relieve a driver of the responsibility to do everything they can to prevent a collision.
- Turning – signal in sufficient time to provide reasonable warning to other drivers.
- Turning lanes – when approaching an intersection always check signs and pavement markings to make sure you are in the correct lane to turn or go straight.

For more detailed information, see the Basic Driver’s Handbook by clicking on the following link <http://www.infratrans.gov.ab.ca/733.htm>

**Tools:**

- Advertising Campaign – province-wide radio campaign
- Information Bulletins – province-wide release
- Websites – post ads; information bulletins

**Evaluation:**

- Work together with the Research SME Committee to determine the method of evaluation

**Ad Campaign Budget:**

- \$200,000 (Office of Traffic Safety)

**Stakeholders/Partners:**

*Alberta government*

- Aboriginal Traffic Safety Coalition
- International, Intergovernmental and Alberta Aboriginal Affairs
- Alberta Agriculture, Food and Rural Development
- Alberta Association of Municipal Districts and Counties
- Alberta Education
- Alberta Finance
- Alberta Gaming and Liquor Commission
- Service Alberta
- Alberta Health and Wellness
- Alberta Employment, Immigration and Industry
- Alberta Solicitor General and Ministry of Public Security
- Alberta Municipal Affairs and Housing

*Federal*

- Health Canada

*Police Services*

- Calgary Police Services
- Edmonton Police Service
- Royal Canadian Mounted Police

### Municipalities

- Alberta Urban Municipalities Association
- City of Calgary
- City of Camrose
- City of Edmonton
- Strathcona County

### Universities

- University of Alberta
- University of Calgary

### Safety-related organizations

- Alberta Centre for Injury Control and Research
- Alberta Motor Association
- Alberta Motor Transport Association
- Alberta Motor Vehicle Industry Council
- Alberta Roadbuilders and Heavy Construction Association
- Insurance Bureau of Canada
- Motor Dealers Association of Alberta
- Mothers Against Drunk Drivers
- Canadian Petroleum Safety Council
- Centre for Transportation Engineering and Planning (CTEP)