

**Occupant Restraint March 2008**  
**Communications Strategy Supporting**  
*Alberta Traffic Safety Calendar*

**Objectives:**

- To increase awareness and educate drivers that proper use of seat belts and child safety seats save lives.
- Reduce the number of fatalities and injuries from motor vehicle collisions related to occupant restraint use.

**Overall Key Messages:**

- Drivers are responsible for their safety and the safety of their passengers by making sure everyone is buckled up properly.
- Seventy five per cent of people ejected from a vehicle die because they didn't wear a seat belt.
- In-patient health-care costs are 50 per cent greater for unbelted crash victims than for those people who buckle up.

**Supplemental Information:**

- Each year, over 400 people are killed in Alberta in motor vehicle collisions and over 26,000 are injured. Over half of the people killed were not wearing their seatbelts.
- A vehicle traveling 50 kilometres per hour comes to an abrupt stop in 1/100th of a second. At 50 kilometres per hour, an unrestrained person, weighing 80 kilograms or 176 pounds, will strike whatever they hit first with a force of 2,785 kilograms or 6,215 pounds. Seat belts distribute that force evenly to the stronger parts of a person's body
- Alberta's collision statistics show unbelted occupants are three and a half times more likely to be injured than people who buckled up.
- Research and collision investigations have shown that seat belts increase your chances of survival by more than 50 per cent.
- Seat belts and child safety seats prevent people from being tossed around the inside of a vehicle during a crash and smashing into other people in the vehicle.
- Do not transport more people in a vehicle than there are seat belts.
- Never put a shoulder belt behind the back or under an arm. In a collision this could cause fatal injuries.

**Target Audiences:**

- Drivers and passengers in motor vehicles.

**External:**

- Albertans
- Media

**Internal:**

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

**Tools:**

- Enhanced occupant restraint enforcement for March
- Advertising awareness campaign – radio campaign; billboards; TV; and posters
- Local and regional campaigns – regional partners will be conducting local campaigns and events supporting occupant restraint education and enforcement activities
- Websites –[www.saferoads.com](http://www.saferoads.com); <http://www.health-in-action.org/node/36>; <http://www.boosterseats.ca/>, <http://www.tc.gc.ca/roadsafety/tp/tp13511/menu.htm>
- Information Bulletin

**Evaluation:**

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

**Ad Campaign Budget:**

- Approximately, 600,000

**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 Service
- 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)

### **The Alberta Traffic Safety Plan**

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.

The Alberta Traffic Safety Action Plan identifies the activities to be undertaken in the short-term, over the next one to three years as well as support some of the government strategic objectives, specifically improve Albertans’ quality of life and provide safe communities.