

Brampton Road Safety Committee – Community Inventory of Resources, Events and Activities

Children (*Birth – 12 Years*) and Youth (*13 – 15 years*)

A. Car Seat Safety

Agency	Resources	Events	Other Activities
Brampton Fire & Emergency Services	<ul style="list-style-type: none"> • DVD to teach parents how to select, install and use child restraints for automobiles • Certified staff technicians 	Car seat safety clinics (scheduled throughout the year)	
Peel Regional Police	<ul style="list-style-type: none"> • Fact sheet (website) • Certified staff technicians 	Car seat safety clinics (scheduled throughout the year)	Child Automobile Restraint Enforcement (CARE Program) – included in Traffic Services Campaign
Peel Health	<ul style="list-style-type: none"> • Fact sheet (website) • Certified staff technicians 	Car seat safety clinics (scheduled throughout the year)	Car seat safety promoted at community displays with other health & safety topics
St. John Ambulance	Car seat installation training materials	Car seat safety clinics (scheduled throughout the year)	Certification training for car seat installation technicians (agency staff and volunteers) Car Seat Instructors' Training
Peel Children's Safety Village	Car seat safety information included in children's safety booklet (print publication) distributed to approx. 6,000 children annually		
Peel Car Seat Safety Committee	<ul style="list-style-type: none"> • Poster • Certified staff technicians (in various member agencies) 	Car seat safety clinics (scheduled throughout the year)	Coordinates car seat safety activities among member agencies, including information sharing
Ontario Ministry of Transportation	<ul style="list-style-type: none"> • Safe & Secure: Choosing the Right Car Seat For Your Child (website) • Tips for Installing Car Seats (website) • Child Car Seat Legislation and Best Practices (website) • Quick Facts (print publication) 		2006 legislation (i.e. Bill 73) and resultant media releases raising awareness about car seat safety

Ontario Safety League	Fact sheet on car seat safety		<ul style="list-style-type: none"> • Province-wide media releases on safety topics • Support for community-based activities
Safe Kids Canada	Fact Sheets (website and print publications) on variety of child passenger safety topics including choosing a car seat, legislation, car seat manufacturers, fitting station certificates of completion, etc.	Safe Kids Week (June) – supports communities in organizing community safety promotion events	Provides contact information for car seat clinics throughout the province
Infant & Toddlers Safety Association	<ul style="list-style-type: none"> • Fact Sheet - car seat safety tips (website) • DVD & Educators' Guide – Boost Me Up 		Links to member agencies
Cooperators Insurance	<ul style="list-style-type: none"> • Car Seat Safety Education Guide • DVD – Installation tips (website) • Frequently Asked Questions (website) • Booster Seat Checklist 	<ul style="list-style-type: none"> • National Car Seat Safety Campaign – <i>Buckle Up Bears</i> 	Media coverage in support of national program

B. Pedestrian Safety (Including School Bus, Bicycle and Helmet Safety)

Agency	Resources	Events	Other Activities
Peel Children's Safety Village	<ul style="list-style-type: none"> • Safety booklet (print publication distributed to approximately 6,000 children annually); includes a variety of safety topics • Mini-village facility to teach children pedestrian safety techniques 		Ongoing pedestrian and school safety workshops for children throughout the year (part of Ontario School Curriculum; target audience is Grades 1, 3 and 5)
Peel Regional Police	Educational presentations for children, youth or parents by trained police officers – available upon request	Police Week (May)	Enforcement activities relative to pedestrian legislation

Peel Health	Fact sheets (website) on Playground Safety and Pedestrian Safety	<i>Wear the Gear</i> bicycle and helmet safety educational campaign	Maintains information and referral database on Road and Pedestrian safety (website)
Peel Safe and Active Routes to School Committee	Promotional literature with safety tips (print publication)	International Walk to School Week (Oct)	Collaborative project involving community partners
City of Brampton	<ul style="list-style-type: none"> • Fact sheets (print publications) on Safety in School Zones, Pedestrian Crossovers - distributed to parents through school boards, community centres, libraries, etc. • Brampton Safety Council – manages a citywide network of school crossing guards 	School Zone Safety Awareness Strategy (new in 2005) – annual campaign coinciding with back-to-school period in September	Community displays and distribution of safety literature ongoing throughout the year
Rogers Community Television	Safety tips (print publication) for safe Halloween trick-or-treating	<ul style="list-style-type: none"> • Annual Pumpkin Patrol campaign (Oct 31) • Annual drawing contest on safety 	Distributes loot bags with safety information to children and glow-in-the-dark bracelets; also does safety ads in local newspapers and sends presenters to schools
Brampton Fire & Emergency Services	RiskWatch Program – educational literature and presentation materials on pedestrian safety and motor vehicle safety for Kindergarten to Grade 8		
Region of Peel Traffic and Transportation Services	Educational literature on crossing streets safely (print publication)		
Ontario Ministry of Transportation	<p>Fact sheets (website and print publications) on School Bus Safety (information for parents, motorists, and riders); other print publications include:</p> <ul style="list-style-type: none"> • School Bus Safety pamphlet • Illegal Passing of a School Bus – What to Do • Pedestrian Safety • Young Cyclist's Guide (print publication) • Cycling Skills – cycling safety for teen and adult cyclists 		Province-wide media releases in support of road safety, new legislation and other safety news

Ontario Safety League	<ul style="list-style-type: none"> • Cycling and pedestrian safety fact sheets (website) • Elmer the Safety Elephant traffic safety program for children 		<ul style="list-style-type: none"> • Province-wide media releases on safety topics • Support for communities doing safety education for children (materials, Elmer costume, etc.)
Trauma Prevention Council	Information and programs to support Ontario communities in addressing injury prevention (includes pedestrian safety topics)		
Safe Kids Canada	<ul style="list-style-type: none"> • Making It Happen – Community Resource Guide for developing a community action plan on pedestrian safety • Educational literature available upon request (print publications) on pedestrian safety for children (target audiences include children, parents, doctors, teachers, public health nurses, etc.) • Educational literature on bicycle and helmet safety • Powerpoint presentation for use by educators available for downloading from website • Safe Crossing Program – keeping kids safe at rail crossings 	Safe Kids Week (June 5 –11/06) – national promotion	Supports communities participating in Safe Kids Week with publications for distribution
Canada Safety Council	<ul style="list-style-type: none"> • Publishes a member newsletter with safety information • Quarterly publication (by subscription) Living Safely – contains safety information for families 		Does national public awareness campaigns on safety topics
Canadian Pacific Railway Police Services	Operation Lifesaver Program (Canada-wide) provides pedestrian safety information with respect to railroads; includes video and print materials		

Canadian National Railway	Educational literature (print publications and DVD on rail safety)	Rail Safety Week – Apr 23-29/07 Safe Crossing Week – last week of Oct/07 Operation Impact, National Blitz on Traffic Enforcement/Road Safety – 1 st week of Oct/07	CN Safe Communities Fund provides financial support to communities that carry out rail safety education
Health Canada, Injury Section			Provides statistics and information regarding injuries

Young Adults (Ages 16 – 24)

A. Safe Driving (including Drinking and Driving Topics)

Agency	Resources	Events	Other Activities
Peel Regional Police	Accident statistics; traffic safety news and information (website)	Annual Traffic Services Campaign – ongoing campaign with focused activities on safe driving topics including seatbelts, RIDE, Operation Safe Driver, eRASE Program (eliminate racing activity on streets everywhere), etc.	<ul style="list-style-type: none"> • Traffic regulation enforcement activities • Road Watch enforcement and promotion • Distributes safe driving information during annual RIDE Program (booklet) • Lectures to driving school students • Lectures to public on road safety issues (upon request) • Standing time slot with CP24 (television) – 5 minutes every 2nd Friday to discuss road safety issues in Peel
Peel Health (Lead Agency in Collaborative Project)		Party In The Right Spirit – annual campaign to address drinking and driving issues with youth for prom night/graduation celebrations	
Ontario Students Against Impaired Driving (OSAID)	i-Drive Program - provides safety training workshops for young drivers		
Ontario Community Council on Impaired	• Safe driving tips and information relative to	• Arrive Alive Drive Sober Campaign	Province-wide media campaigns to promote

Driving (OCCID)	<p>drinking and driving (website)</p> <ul style="list-style-type: none"> • Video & Audio PSA's (from web) 	<ul style="list-style-type: none"> • Drug Awareness Week (November) 	not drinking and driving
Ontario Provincial Police	TeenWise Safe Driving Program for young drivers (provides educational workshops)		<ul style="list-style-type: none"> •Traffic regulation enforcement activities •Media campaigns on safe driving topics • Supports Road Watch Program (Caledon)
Ontario Ministry of Transportation	<ul style="list-style-type: none"> • Fact sheets (website) on driver safety including: Always Check Your Blind Spot, Yield the Right of Way, Leave Space Around Your Vehicle, Reduce Your Risks, Choosing a Driving School, Driving the Speed Limit and Stopping at Railway Crossings, Aggressive Driving and Road Rage, Drivers, Your Attention Please!, Motorists and Cellular Phones, The Dangers of Drowsy Driving, Stay Alert. And other topics • Graduated Licensing pamphlet and poster • IDrive video/dvd • Demerit Point Cards • Break the Law/Pay the Price pamphlet • Ignition Interlock pamphlet • Mover Over Legislation card • Winter Driving pamphlet • Watch for Wildlife pamphlet • Seconds Can Save a Life pamphlet 		<ul style="list-style-type: none"> •Graduated Licensing System for new drivers •Media releases on safe driving topics, new legislation affecting drivers
Cooperators Insurance	Kits and educational materials on drinking and driving available upon request	National Students Against Impaired Driving Campaign (3 rd Tuesday in October)	
SmartRisk Foundation of Canada	Safe driving tips (website)		Educational presentations available upon request (fee-for-service); includes key messages about unsafe driving practices
Mothers Against Drunk Driving – MADD Halton/Peel Chapter	<ul style="list-style-type: none"> • Video (<i>Not Ready To Go</i>) available upon request • Information and safety tips (website) • PSA's for key messages 	Annual awareness campaigns to stop drinking and driving; includes drug awareness messages	Media releases to stop drinking and driving

Young Drivers of Canada	<ul style="list-style-type: none"> • DriveFit Program – a PC based interactive program to maximize driving-related mental abilities (fee-for-service) • Teen Safety Tips (website) • Summer/Winter Driving Tips (website) 		Has Brampton-based operations
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Adults

A. Responsible Driving

Agency	Resources	Events	Other Activities
Brampton Safe City Association	<ul style="list-style-type: none"> • Road Watch Program • Community Safety Education Project (volunteer Safety Educators) • Student Safety Team (summer only) 	National Crime Prevention Week (Nov) Local Heroes Gala – Road and Rail Safety Award - Nov	<ul style="list-style-type: none"> •Distributes safety information at community displays and other events •Distributes educational information to homes through Community Safety Team •Lead agency in Brampton Road Safety Committee
Peel Regional Police	<ul style="list-style-type: none"> • Road Watch Program • Fact sheets, safety tips and traffic news (website) 	<ul style="list-style-type: none"> • Annual Traffic Services Campaign (ongoing campaign with focused safety topics) • Police Week (May) 	<ul style="list-style-type: none"> •Enforcement activities relative to traffic-related legislation • Media releases on traffic-related issues; fatalities; accident statistics, etc.
City of Brampton Traffic Engineering Services	Radar messaging boards (mobile and pole-mounted) – available to address traffic problem areas	Annual School Zone Safety Awareness Campaign (Fall)	<ul style="list-style-type: none"> •Distributes road safety literature at community displays and events •Plans and implements traffic calming measures (new Traffic Calming Policy under development) •Staff support for Road Watch Program
Road Today Publishing	Road safety articles published monthly Road safety topics discussed on radio program (GTA audience)		<ul style="list-style-type: none"> •

City of Brampton Bylaws Enforcement Office			Addresses complaints about parking in handicapped parking spaces and fire routes
Region of Peel, Traffic and Transportation Services	<ul style="list-style-type: none"> • Radar messaging board for awareness activities • Driver safety information (website) 		Maintains 24-hour telephone service for citizens to voice traffic-related complaints
Ontario Ministry of Transportation	Fact sheets on driving safety topics (see topic list in Young Adults Section above)		
Transportation Health & Safety Association of Ontario	<ul style="list-style-type: none"> • Defensive Driving programs • Fleet Management programs • Educational materials on website 	Annual Health and Safety conference (May)	Distributes safety literature and delivers consulting and training services to trucking and busing firms professional drivers.
Ontario Safety League	Educational materials on safe driving topics (website)		Province-wide media releases on traffic and road safety topics
Canada Safety Council	<ul style="list-style-type: none"> • Defensive Driving training program (on-line, fee-based) • Professional Drivers Improvement Course • “Gearing Up” - Motorcycle Safety Program 	National Road Safety Week – May	Posters, safety brochures available for communities upon request
Cooperators Insurance	Driver Distraction Safety Tips		
Canadian Automobile Association	Fact sheets on safe driving topics (website)		Current priorities are aging drivers and distracted driving

Seniors

A. Safe Driving For Seniors

Agency	Resources	Events	Other Activities
Ontario Provincial Police	Drive Wise Program – safe driving training for seniors (workshop format with educational literature) – available upon request		Media releases province-wide on safe driving for seniors topics
Bringing Awareness To Senior Safety In Your Community	Safety symposiums for seniors (workshop format) available upon request		
Ontario Ministry of Transportation	Fact Sheets (website) including: Senior Driver; Driving Safety Cycle; How's Your Driving? Safe Driving for Seniors Also see list of other publications under Young Adults section		
Canada Safety Council	55 Alive – Driver Refresher Program for drivers over 55 years of age		National media releases on safe driving for seniors topics