

Alberta Traffic Safety Fund Project Summary

April 1, 2009 to March 31, 2010

Project Number	Sponsor/ Project Name	Project Summary	Project Location
ATSF 09 10	Safe Communities Central Alberta Central Alberta Youth Traffic Safety Conference and Student Projects Year 1	The purpose of this grant is to address traffic safety in the youth population (ages 14-24) in Central Alberta. Specifically, we will address seat belt usage, impaired driving and safe transportation to and around the schools. This will be addressed at a youth traffic safety conference. Through peer leadership, community based education and asset building; we will be empowering youth to change their unsafe driving behaviors and those of their peers.	Central Alberta
ATSF 09 11	Student Transportation Association of Alberta School Bus Safety Multi Media Contest	The STAA will coordinate a Multi -Media contest open to all students in the Province of Alberta to help combat two safety issues within the school bus industry; Red Light Violations and Driver Distraction as it relates to Student Behaviour on the bus. The target group is the students themselves and the STAA feels that the students may create very usable learning tools for their own peer groups. The contest is open to ALL school students within the province of Alberta grades 7 through 12.	Alberta
ATSF 09 12	Lakeland P.A.R.T.Y. Program Association Lakeland Aboriginal Youth P.A.R.T.Y.	Aboriginal schools in our community (Bonnyville/Cold Lake area) know that their youth are at high risk of preventable injuries involving impaired or distracted driving, improper seatbelt use, speeding, stunting, etc. They have asked Lakeland P.A.R.T.Y. to help by reaching to new target groups and providing more frequent sessions in the new programming. Accordingly, we propose to pilot a project to provide injury prevention programming to aboriginal youth 10 to 24 years old, developed and delivered with aboriginal cultural considerations and community-based needs in mind, and including follow-up contacts as determined by the results of each education and training session.	Bonnyville, Cold Lake
ATSF 09 13	John Petropoulos Memorial Fund Put Yourself in Our Boots Safety Video - EMS Public Service Announcement	The EMS Public Service Announcement (PSA) is the traffic safety component of a larger safety initiative entitled <i>Put Yourself in Our Boots</i> . This initiative will be comprised of a 7 minute safety video and three 30-second PSAs that educate workplaces about how and why to make their premise safer for emergency services personnel (ESP) - police, fire and EMS - who may have to attend in an emergency. Two of the PSAs will focus on building safety issues and will reflect the perspectives of police and fire. The EMS PSA component of this project will be aired on TV and will address the traffic safety problem of motorists failing to pull over/yield for emergency responders who are rushing to or from an emergency call. The target group reached by the PSA will be Alberta motorists. The target groups impacted by the PSA will be Alberta EMS personnel as well as the patients being transported by ambulance.	Alberta

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ATSF 09 14	Seniors Outreach Driving Safety Program	Seniors Outreach plans to offer a Seniors Driving Safety Program at a subsidized rate to seniors living in Kneehill County. This program is needed because many drivers in the county are 65+ years old and "statistics show motor vehicle fatalities and serious injuries increase significantly after age 65" (Government of Alberta, 2006). The Seniors Driving Safety Program consists of an initial 30-45 min Winter Driving Safety Session that is held at a scheduled monthly meeting for upwards of 80 seniors, and a 7.5 hour Driving Course that is offered to 15 seniors who request further training.	Kneehill County
09 15	University of Alberta Medical Students' Association Students for Cellphone Free Driving	Students for Cellphone-Free Driving will utilize a \$17,000 ATSF grant to deliver an education and awareness program to address the Alberta-wide problem of cellphone use while driving. The program is aimed to educate young drivers age 15-19 about the issue of using cellphones while driving and encourage them to develop safe driving habits. Medical student volunteers will deliver the interactive presentations in high schools CALM classes throughout Edmonton. We expect to reach hundreds of students within the first year. We also plan to create a youth-targeted video and involve high school students in awareness initiatives. Initial presentations will be held in Edmonton, but we hope to expand throughout Alberta and nationally with other provincial chapters. Students of both the University of Saskatchewan and the University of British Columbia have expressed interest, although this development is in preliminary stages.	Edmonton
09 16	AHS, Health Promotion, Disease and Injury Prevention Evaluation of the Report Impaired Drivers (RID) Initiative	Traffic safety partners in the Calgary area are launching Report Impaired Drivers in October 2009 to engage the public to call 911 and reduce the volume of impaired drivers on the road. The call to action for the public is: It's Your Community; it's Your Call. The purpose of the grant request is to support comprehensive evaluation by including the community perspective. The public's perspective will be assessed through the administration of a public opinion survey before and after the implementation of the program.	Calgary
09 17	MADD Canada MADD Canada 2009-2010 High School Multi-Media Assembly Program - "WASTED"	MADD Canada will use a \$17,000 ATSF grant to deliver the High School Multi-Media Assembly Program to 20 schools in the Province of Alberta. The 2009-2010 presentation is entitled <i>Wasted</i> and is available in both English and French languages. <i>Wasted</i> addresses the major problem of youth deaths and injuries resulting from crashes caused by alcohol and drug impairment. <i>Wasted</i> is a new dramatization that focuses on the offender of an impaired driving crash. The purpose of the presentation is to educate teens about the legal, social and emotional consequences of one wrong decision to drink and/or smoke cannabis, and drive. Impactful statements from real victims follow the dramatization.	Alberta
09 18	La Glace School La Glace School Zone Safety Study	La Glace School Council will use a \$17,000 ATSF grant to deliver an educational campaign to increase driver awareness of speed limits within their school zone. The school is situated along Hwy #59 which is a provincial route running directly through the hamlet. With limited signage and an ever increasing	La Glace School; Hwy #59

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		<p>volume of local and heavy vehicle traffic there is a major safety concern. To address this concern it is the school council and the Peace Wapiti School Division intention to install radar speed signs at the east and west entrances to the posted school zone. To accomplish this goal and to comply with provincial safety standards they will first conduct a study on the impact of such devices on driver behaviour in the school zone. The study will be conducted by Focus Engineering.</p>	
09 22	<p>Taber and District Adult Learning Association Traffic Safety Awareness Workshop</p>	<p>The Taber and District Community Adult Learning Association is promoting traffic safety awareness through a workshop to English Language Learners, with the majority being Low German Mennonite. Issues such as seat belt violations, traffic sign awareness, impaired driving, driving fatigue and speeding will be addressed. The one day workshop will provide five traffic safety classes for residents of Taber, Vauxhall, Grassy Lake, Bow Island, Burdett, Wrentham, Barnwell, Shaughnessy and Picture Butte. It is expected that 80-100 participants will attend.</p>	Taber
09 24	<p>GURTW Committee (Alberta Emergency Services Personnel Safety Society) Slow Down and Give Us Room to Work Public Education Campaign</p>	<p>The GURTW committee, as part of it's educational campaign, will address is the issue of some motorists still not slowing down when passing emergency services personnel working on the road and giving them room to work. Despite the provincial legislation change in October 2005, which requires that motorists slow to 60 km/hr in the adjacent lane - or slower if the posted speed is lower - and move over to another lane if it is safe to do so when passing emergency services vehicles with their lights activated, the fact is: many motorists are still not doing so. The GURTW committee has the necessary educational materials to continue public education efforts to address this traffic safety issue; however, a program coordinator will be hired to ensure this next phase of public education campaign (consisting of four main components) is strategic, cohesive and effective.</p>	Alberta