Ontario Road Safety Forum, October 11th 2018



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arrive alive DRIVE SOBER

- Charity & campaign hosted since 1989 in Ontario & beyond
- Mission: provide leader and programs to eliminate impaired driving and enable people & communities to share resources & information that will prevent injuries & save lives
- Produce & distribute materials and messaging to raise awareness around the risks and prevention opportunities relating to impaired driving
- 86 members
- Each year we share over \$100,000 in free resources with community groups, schools, police services, health units and more.
- Receive over \$15 million in donated airtime



30th Arrive Alive Campaign

- 64 events from May 1st to September 1st, 2018
 - These included music festivals, high school presentations, orientation week displays, ribfests, conferences, golf tournaments and community events.
- High school, university, MPP mailings
- Shared two new TV PSAs with broadcasters that touch on drugimpaired driving
- Updated and printed new materials to share at events and with partners
- Continued to raise awareness about the dangers impaired driving across Canada and educate on preventative stratigies.

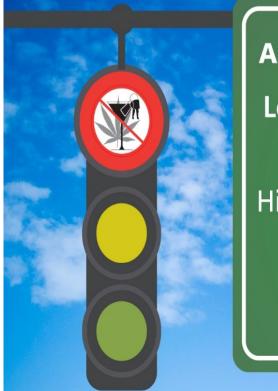


Experience the Evidence

- 13 minutes drug-impaired driving educational video – partnered with MTO & CAA
- Address the myths & misconceptions youth have on drug-impaired driving
- □ Shared with schools in time for 420 CBC included the video in their 420 coverage
- Has been shared with every high school in Ontario with almost 250 requests for the video
- Free resource available at <u>arrivealive.org/ETE</u>
- □ Special thank you to Toronto Police!







Arrive Alive Conference 2018 Legalization: Our New Reality October 28th - 29th, 2018 Hilton Mississauga/Meadowvale Early bird rate until August 31st - \$100 (Regular rate - \$130)

Registration now open at: <u>https://arrivealiveconference2018.eventbrite.ca</u>

Visit arrivealive.org/conference to find out more!

Topics include:

- current legislation
- medical vs. recreational cannabis
- drug-impaired driving research
- oral-fluid screening devices
- Enforcement
- cannabis sales
- best practice education initiatives

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