

# Ontario Road Safety Forum, October 11<sup>th</sup> 2018



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**@Drivesober**

# 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



# 30<sup>th</sup> Arrive Alive Campaign

- 64 events from May 1<sup>st</sup> to September 1<sup>st</sup>, 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 drug-impaired 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 strategies.



# 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 [arrivealive.org/ETE](https://arrivealive.org/ETE)
- ❑ 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)

Topics include:

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

**Registration now open at:**

<https://arrivealiveconference2018.eventbrite.ca>

**Visit [arrivealive.org/conference](http://arrivealive.org/conference) to find out more!**



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