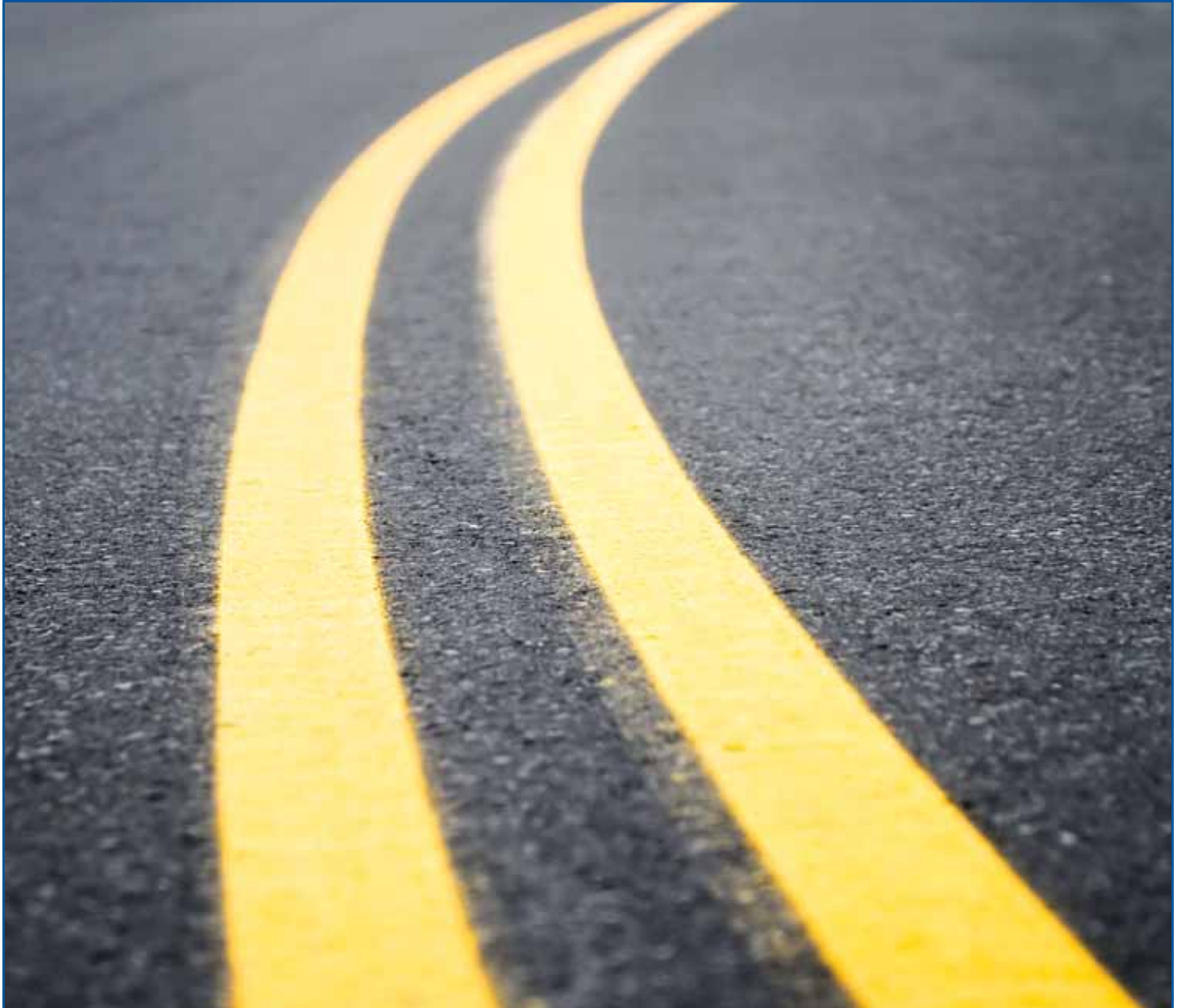


2010 Annual Report

FOR THE YEAR ENDING MARCH 31, 2011



2011 – Shifting gears

A message from the Executive Director

During the last year, there were a number of positive policy and regulatory shifts that advanced road safety in B.C. and signaled the B.C. government's increasing focus and engagement on reducing traffic crashes, deaths and fatalities including:

- a ban on the use of handheld cell phones and other electronic devices while driving
- harsher penalties for impaired driving
- new fitness-to-drive guidelines and changes to the *Motor Vehicle Act* to aid the early identification of medically at risk drivers
- new slow down, move over laws which require drivers to slow down when encountering emergency vehicles, tow trucks, and other specially-designated vehicles, and move over depending on road configuration

Still a significant issue

Despite these positive shifts, the statistics remain staggering. More than 25,000 people are injured and another 400 are killed each year in crashes on B.C.'s roads and highways. That's more than 25,000 families – maybe your neighbour, maybe your brother, maybe your child – whose lives are torn apart. The human costs are enormous. The social costs are equally massive. Transport Canada estimates it at \$8.8 billion a year in B.C..

Advocate and educate

That's why our mandate to advocate and educate about road safety to reduce deaths and injuries caused by road crashes in B.C. is vitally important. That's what fuels our passion to make a difference and is the reason for a number of shifts that we made in 2010 to enhance our ability to help B.C. families be safer when they are out on the road and behind the wheel.

Enhance our sustainability, reach and impact

Most visibly, as you'll note by the cover of this report, we adopted a new name and a new visual identity that better reflects our work and our connection with BCAA.

Another shift we embraced this year is a new revenue generation strategy to create business and community partnerships that achieve road safety objectives. We are increasingly adopting the principles of an enterprising non-profit so that we can sustain our education and advocacy initiatives long into the future.

We also shifted our delivery strategy by increasing our use of the web to deliver driver-safety tools and training and decreasing our reliance on face-to-face service delivery to better meet the evolving information preferences of our customers.

To support these changes in our funding and delivery strategies, we shifted our organizational structure and established a strong pool of people with the skills and expertise we need to lead and implement our road safety initiatives.

Looking back ... and forward

We began in 2000 with two programs, School Safety Patrol and Child Passenger Safety. Since then we have developed into a strong voice for road safety, helping families and individuals navigate safely through all of life's stages and steer clear of hazards such as impaired driving. We invite you to review the highlights of our achievements this past year listed on the next page.

As we look to the future, we are more committed than ever to preventing tragedies on our roads that can change a family or a community forever. Please, join us in the drive to save lives.



Allan Lamb
Executive Director

2010 Highlights

In 2010, we shifted our focus from delivering programs to working to achieve the following key road safety outcomes:

- reducing work-related road crashes
- improving the identification, screening and assessment of people with cognitive impairments to ensure they make a timely transition to driving cessation
- reducing deaths and injuries amongst young drivers
- reducing the number of improperly restrained children in vehicles
- increasing awareness in school communities about the importance of road safety

As part of our work to **reduce the number of improperly restrained children in vehicles**, we:

- restructured the management and delivery of the child passenger safety program
- developed and implemented the first phase of a three-year online resource plan
- created a Special Needs Transportation Advisory Group in collaboration with Sunny Hill Health Centre
- led discussions amongst key stakeholders to determine how best to address child passenger safety needs at the provincial level

- conducted 485 child seat safety sessions for new parents
- graduated 111 certified child safety educators

As part of our work to **improve the identification, screening and assessment of people with dementia**, we:

- expanded access to the DriveABLE assessment system from 3 to 15 locations in B.C.
- streamlined and improved the client referral and assessment process in collaboration with the Office of the Superintendent of Motor Vehicles (OSMV) and our service suppliers
- established a relationship with the College of Family Physicians and the Society of General Practitioners to develop and implement an online resource to provide information to physicians about the Driver Fitness Program in B.C.. Visit www.driverfitnessbc.com
- continued to raise the issue of the need for senior-friendly transportation alternatives with government, non-profit and community-based organizations
- continued providing resources to older drivers to help them drive safely as long as possible including delivering 66 “Living Well, Driving Well” workshops in communities throughout the province attended by approximately 1,260 participants





As part of our work to reduce **work-related road crashes**, we:

- drafted a Partnership Charter and Operating Framework with WorkSafeBC which will serve as the definitive source of all information pertaining to the interagency partnership
- advanced a set of preferred fleet safety practices for B.C. employers – based on international best practices – through a consultative process with key stakeholders
- achieved encouraging results in the second Winter Driving Safety campaign as reflected in a survey in which 67 per cent of work drivers reported they are making major adjustments to the way they drive in winter conditions
- started an initiative to increase safety of roadside workers

As part of our work to **reduce deaths and injuries amongst young drivers**, we

- changed the delivery and funding model of our “In the Driver’s Seat” workshop for parents of young drivers to extend its reach
- updated and expanded our portfolio of online resources for new and young drivers (to be released in 2011)
- began planning to revise and expand the young drivers program to provide the parents and teens with more tools and support as they go through the learning-to-drive stage
- collaborated with partners to address the risky behaviours that lead to car crashes involving young drivers

As part of our work to **reduce the incidence of impaired drivers on B.C. roads**, we:

- led a team of road safety partners including RCMP, independent police departments, ICBC, the City of Surrey, the provincial government, and Laurel and Michael Middelaer on an initiative to introduce Mobile Impaired Driving Testing Units to B.C.
- held four events – in Surrey, Victoria, Kelowna and Prince George – to recognize 174 police officers who became members of Alexa’s Team, a program that recognizes police officers who make an extraordinary contribution in reducing the number of impaired drivers on the roads of B.C. communities
- developed a fundraising plan to raise \$250,000 to buy one Mobile Impaired Driving testing Unit for use by police forces in B.C.

As part of our efforts to **increase awareness in school communities** about the importance of road safety, we:

- completed the transition to a new funding and delivery model for our School Safety program
- involved approximately 60 schools in 11 communities with our School Safety program
- offered safety patrol equipment, training materials and student resources to schools
- expanded online resources for school coordinators, students and parents and added online registration and equipment purchasing abilities (to be available for 2011-2012 school year)

Contact us

3020 Beta Avenue, Burnaby, B.C. V5G 4K4
 Phone: 604-298-5107 Fax: 604-298-6497
 E-mail: roadsafety@bcaa.com
 Toll-free: 1-877-247-5551

