

Drugs and driving: Recent results from TIRF's Road Safety Monitor

An extensive body of research has clearly established that alcohol use by drivers can severely increase the risk of collisions. An equally impressive body of literature has tracked changes in the magnitude of the problem over the past two and a half decades and shown that alcohol use by drivers has declined, along with the presence of alcohol in serious collisions. By contrast, much less is known about the contribution of drug-impaired driving to serious collisions or about the magnitude of drug use by drivers. Accordingly, any new information on the subject is welcomed. In this context, the TIRF Road Safety Monitor contained a number of relevant questions that addressed this issue.

The Road Safety Monitor is a public opinion survey developed and managed by the Traffic Injury Research Foundation (TIRF) to take the pulse of the nation on key road safety issues. Conducted annually since 2001, the survey examines:

- what Canadians see as priority road safety issues and how concerned they are about them;
- their views about how to deal with these problems;
- what they know and don't know about safe driving practices; and,
- how they behave on the highways.

The TIRF Road Safety Monitor includes a core set of questions that are asked each year to provide information on trends in attitudes, opinions and behaviours with respect to a variety of road safety issues, including drinking and driving. This is supplemented by a set of questions that probe more deeply into special, topical, and emerging issues. The fifth edition of the TIRF Road Safety Monitor contained a set of items about drugs and driving. The survey was administered by telephone to a random sample of

Canadian drivers in September 2005. A total of 1,218 drivers completed the interview.

Results from the Road Safety Monitor show that the public is concerned about the issue of drugs and driving. In particular, 87 percent of Canadians think the problem of young drivers impaired by alcohol or drugs is a very serious or extremely serious problem; 61 percent consider the issue of older drivers impaired by prescription medication to be a very serious or extremely serious problem.

The survey found, consistent with other studies, that driving after marijuana/hashish use is not that common. Some 2.4 percent of survey respondents admitted to driving after using marijuana/hashish in the past year. Although this represents a very small proportion of drivers, when applied to the entire population of licensed drivers, this suggests that an estimated half-million Canadians admit to driving after using marijuana/hashish at least once in the past 12 months. In these terms, the behaviour is far less uncommon. Moreover, this represents a significant increase in the frequency of marijuana/hashish use and driving over the past three years.

Continued on page 7

Inside

Drugs and Driving.....	1
President's Perspective	2
Asleep at the Wheel.....	2
Learn to Ride Like A Pro	3
Children's Car Seats	4
Canada's Truck Driver	8
of the Year for 2006	

President's Perspective

Occasionally, the Canada Safety Council hears about an advertisement that safety conscious Canadians find disturbing. The ads grab attention by depicting risky activity or dangerous acts or in some case the omission of safe acts like not wearing a helmet while riding a motorcycle.

These advertisements are important vehicles to assist in selling responsible safety messages to the public. Yet, from time to time we find just the opposite occurring.

Advertising Standards Canada (ASC) in its 2006 *Ad Complaints Report* shows that the category of Automotive advertising for the first time placed second highest in terms of consumer complaints. For the first time in recent years ASC has issued an advisory on the subject of automotive advertising in Canada. In 2006 they received 104 complaints 44 of which were upheld.

In the Canadian Code of Advertising Standards clause 10 (Safety) spells out the requirement as follows: "Advertisements must not without reason, justifiable on educational or social grounds, display a disregard for safety or depict situations that might encourage unsafe or dangerous practices or acts."

What can you do if you see an advertisement that seems to promote unsafe behaviour? First, contact the advertiser with the details of your concern. Names and addresses of companies and their CEOs are available on web sites and in business directories.

If you are not satisfied with the advertiser's response, do as over 100 consumers last year did, complain to Advertising Standards Canada, the self-regulating body for the industry.

If you have specific safety concerns about an advertising campaign, provide the Canada Safety Council with a complete description and how you see it in violation of clause 10. We may be able to support your request that the advertising be changed or withdrawn.

Until next time,

Safety, It's an Attitude



Asleep at the Wheel

If you are over-tired, you are impaired. Please don't drive. Drowsy drivers put themselves and other road users at risk. Like alcohol, fatigue affects our ability to drive by slowing reaction time, decreasing awareness and impairing judgment. But if you are overtired, your driving ability may well be impaired.

An alarming 20 percent of Canadians admit to falling asleep at the wheel at least once over the last year. Studies also suggest fatigue is a factor in about 15 percent of motor vehicle collisions, resulting in about 400 deaths and 2,100 serious injuries every year.

Tips to Avoid Drowsy Driving

1) Drive only when rested.

Don't take the wheel if you feel fatigued, no matter when or where you are driving. Have some sleep or exercise first, avoid or delay the trip, or let a rested person drive.

2) Keep your mind alert.

Listen to talk shows or up-tempo music. Change position frequently, keeping your head up and shoulders back. Actively watch road signs and traffic.

3) Find a safe place to stop.

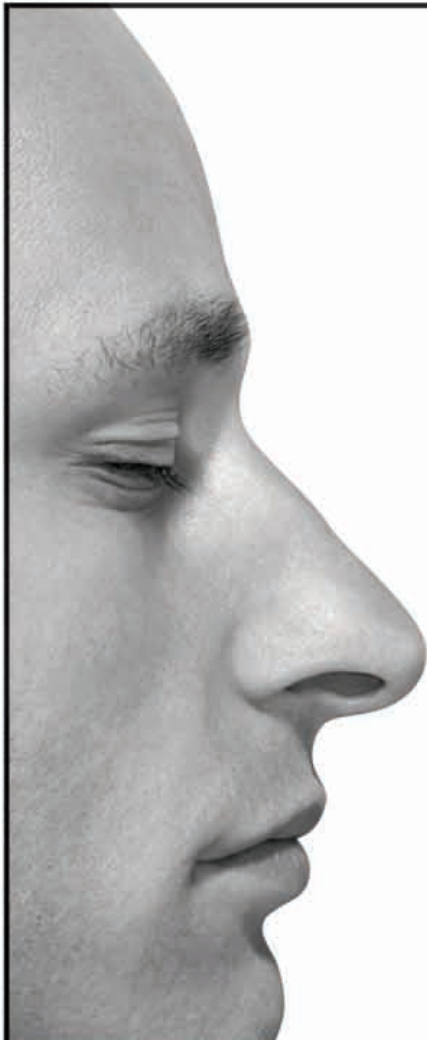
Every couple of hours pull off the road for a break, exercise and fresh air. When possible, spend the night at a hotel or stop in a safe place to take a nap.

4) Be careful about what you eat and drink.

Coffee, sugar or other stimulants may wake you up physically but they do not ensure mental alertness. Drink water, juice or soft drinks low in sugar and caffeine.

5) Drive defensively.

Be prepared to prevent collisions in spite of the actions of others.



LEARN TO RIDE LIKE A PRO

Ground Hog day has come and gone. We have managed to stumble through the winter blahs. And according to weather forecasters, spring is just around the corner. You say, "And your point is!"... Well, for motorcycle and off-highway vehicle (OHV) enthusiasts these are all indicators that the start of another season of great riding is just about upon us.

Understand that devoted riders don't sit ideally by counting their fingers and toes through out the winter months. If they aren't in the garage fine tuning and polishing their bikes, they are attending motorcycle and OHV shows. This is where the excitement really starts to build; especially for the crowd of close to 200,000 people who passed through the turnstiles at MMIC's motorcycle shows held in Toronto, Calgary, Edmonton, Vancouver, Quebec City and Montreal.

People not only leave the shows with renewed enthusiasm for the upcoming season but they also leave with helpful safety tips in the form of pamphlets and CD's on "How To Ride Like A Pro," at no cost from the MMIC booth.

Since 1971, the Motorcycle & Moped Industry Council (MMIC) has been the voice representing the responsible interests of Canada's motorcycle industry. Education and rider training are extremely important to us at the MMIC but we also play a vital role as the advocate for our member companies, distributors and the riding community.

The Canadian Off-Highway Vehicle Distributors Council (COHV) plays a similar role to the MMIC but only deal with the off-road side of riding. ATV's and off-road motorcycles are its bailiwick.

In our ongoing endeavors to protect everyone's responsible right to ride, MMIC and COHV work with Canada's federal and provincial governments and advocacy groups on issues that directly impact the motorcycle and OHV industry. Issues such as who can ride, where to ride, education, safety and enforcement are always on our radar screen. We want potential riders to learn about the world of motorcycles and OHV's as an inclusive, welcoming one in which just about everyone can participate safely, easily, while having fun at the same time.

With fun comes responsibility. Record-breaking sales of motorcycles and ATV's in 2006 tell us that

there are more and more individuals discovering the joy of riding motorcycles and off-highway vehicles.

Families, friends and tourists are taking advantage of the opportunity to get out and enjoy the beauty of Canada's countryside.

Both novice and experienced riders should take the initiative and enroll in a training course to ensure safety on the road.

The MMIC and COHV fund and promote recognized rider training programs across Canada. Both novice and experienced riders receive rider training with instructors who are highly experienced riders and qualified trainers in motorcycle safety.

Novice riders can enroll in a course offered by the Canada Safety Council (CSC). The CSC training course, "Gearing Up" is a program developed by motorcyclists for motorcyclists. At the end of the course you'll be tested to determine how well you've learned. More importantly, though, the final test gives you, the student a good idea of where your weaknesses are and how to improve on them.

Motorcycling remains one of the most affordable forms of recreation and is a good way to escape the pressure of everyday life. Most important, remember that training and education are key to safe riding.

Jo-Anne Farquhar is the Manager of Communications for the Motorcycle & Moped Industry Council (MMIC) and the Canadian Off-Highway Vehicle Distributors Council (COHV)



Children's Car Seats:

Information you need to know from Transport Canada

Transport Canada says you can buckle up and breathe easy!

The safety of children is important to everyone and is everybody's responsibility, especially while travelling. It has been proven that children's car seats are the best protection for a child in a collision. The correct use of a car seat on every trip can reduce the likelihood of serious injury or death in a vehicle crash.

When buying a car seat, you need to:

- 1) Check the weight and height limits of the seat to be sure that it is correct for your child;
- 2) Check that the car seat can be properly installed and that the straps can be sufficiently tightened so there is little or no movement when you tug or push on the seat;
- 3) Make sure the car seat comes with full manufacturer's instructions and take the time to read them together with your vehicle owner's manual; and
- 4) Make sure the car seat is labelled with the National Safety Mark, which is a legal indication that the car seat meets all applicable Canada Motor Vehicle Safety Standards (CMVSS).

How does Transport Canada ensure company and product compliance?

Transport Canada develops and enforces regulations, conducts research in support of regulatory development, and provides leadership in many road safety program and policy initiatives.

New manufacturers of car seats are required to submit representative product samples, all mandatory labelling, installation instructions, and test documentation to a comprehensive examination by the department's compliance engineering staff. This serves to verify that the manufacturer has the appropriate certification capabilities and to ensure that their new car seats meet all applicable Canadian requirements. Once a manufacturer is able to satisfy all certification requirements, and their car seats are labelled accordingly (including the authorized National Safety Mark), the car seats can be legally marketed in Canada.

Beyond the original authorization of a manufacturer's National Safety Mark, the department conducts selective compliance-enforcement testing every year. Car seats offered for sale to the public are purchased at the retail level, inspected and tested to verify that they meet all applicable requirements. Any compliance test failure or other non-compliance condition is followed up with an investigation to determine the cause and what remedial action may be appropriate.



What are the Canada Motor Vehicle Safety Standards (CMVSS)?

Under the Motor Vehicle Safety Act, Transport Canada develops and enforces regulations on the safety performance of vehicles, tires, and equipment for use in the restraint of children in motor vehicles. The regulatory requirements for children's car seats are set out in the Motor Vehicle Restraint Systems and Booster Cushions Safety Regulations, and specify record keeping, owner registration systems, product labelling, installation instructions, and, by reference, the testing requirements. These testing requirements are set out in the Canada Motor Vehicle Safety Standards (CMVSS) and include performance requirements for:

- 1) contactable surfaces, to ensure appropriate padding and support of a child's head, neck, torso and back;
- 2) belts, buckles, tether straps and lower connector systems, to enable the car seat to be secured to the vehicle and the child to be properly restrained in the car seat;
- 3) flammability testing, to ensure that the car seat is constructed only of materials that do not burn easily;
- 4) inversion testing, to ensure that children will be retained in the car seat and that the car seat stays securely fastened even when turned upside down; and
- 5) dynamic testing, to ensure that the car seat provides optimum protection in vehicle frontal collisions.

Continued on page 6

The department also investigates complaints into alleged safety-related defects involving car seats. If companies themselves become aware of safety-related defects or non-compliance conditions in their car seats, they are required to provide this information both to Transport Canada and to car seat owners. This is why it is important for all parents and caregivers to promptly return a duly completed owner's registration card to the manufacturer. Where deemed necessary, Transport Canada issues a public notification advising Canadians of any safety implications associated with children's car seats.

National Safety Mark

Now, what is the National Safety Mark?

The National Safety Mark is a Crown trademark, incorporating a unique alphanumeric identifier that the Minister of Transport authorizes and assigns to individual manufacturers to affix to all car seats intended for the Canadian market. The National Safety Mark represents the manufacturer's declaration that the car seat complies with all applicable safety standards and regulations in effect on the date of manufacture.





And beyond compliance assurance?

The department also conducts research in order to monitor and, if necessary, improve the existing regulations to ensure that optimal safety is provided to Canadian children. For example, Transport Canada is conducting car-to-car side-impact testing and is working with international working groups to develop a relevant side-impact test protocol, as well as advanced side-impact crash test child dummies. Transport Canada has also completed studies to examine how it can make car seat labels and instructions clearer and easier to understand.

Transport Canada manages departmental and university-based teams who conduct investigations into real-world collisions. These investigations provide in-depth knowledge of the safety performance of children's car seats and occupant protection systems in front- and side-impact crashes. Transport Canada collaborates with numerous international research groups to monitor child injuries and develop state-of-the-art programs.

While it is the provinces and territories that require the use of car seats, Transport Canada provides information for parents and caregivers on its website, which includes Public Notices and Consumer Information Notices, as well as web versions of several publications, including "How to Protect

Children in Vehicles with Side Air Bags" and the "Car Time" fact sheets that provide information on how to protect your child in the car, at each stage as they grow.

Parents and caregivers, please rest assured that you can use car seats with confidence. They have been designed, engineered and tested to provide effective protection for your child in a collision, as long as you do your part. That means properly installing the right size car seat for your child's weight and height, and carefully following the instructions from both the car seat manufacturer and the vehicle manufacturer.

If you have any questions or concerns about children's car seats, any other motor vehicle safety issue, or would like to see Public Notices and Consumer Information Notices, simply call Transport Canada's Road Safety Information Centre at 1-800-333-0371 (toll-free in Canada) or visit our website at www.tc.gc.ca/roadsafety/.

Buckle up, drive safely and enjoy the ride!





Also consistent with previous research, the survey found a high co-occurrence of alcohol use and marijuana/hashish use. Sixty nine percent of those who reported driving after using marijuana/hashish also reported driving within two hours of drinking. The co-occurrence of these two substances increases the risk of collision considerably and is a reason for concern.

Drivers who admitted to using marijuana/hashish were found to differ from non-users in several ways. Users were younger, more likely to be male, unmarried and live in urban areas. They were also more likely than non-users to take risks when driving just for fun, and more likely to speed; they were more likely to have received a traffic ticket, and more likely to have been involved in a collision. Finally, and not surprisingly, they were far less supportive of enforcement initiatives that would help police detect drivers who have been using drugs.

"The Road Safety Monitor: Drugs and Driving" report was written by Ward Vanlaar, Herb Simpson, Deanna Singhai and Dan Mayhew.

***Please visit:
www.trafficinjury-research.com***

Canada Safety Council has an affinity program operating with TD Insurance.

Members of the Canada Safety Council are entitled to PREFERRED GROUP RATES from TD Insurance for both home and auto insurance.

Between February 5, 2007 and February 1, 2008 they are offering a chance to win one of two European Tours (or cash equivalent) worth \$16,000. It's easy to enter, just visit their website or call them for a free home or auto quote.

**Contact TD Insurance today for chance to win!
at www.MyTDIGroup.com or
1-888-757-8608**

Ontario Truck Hero Named Canada's Truck Driver of the Year for 2006

Mervin "Merv" Connolly, an owner-operator contracted to L. E. Walker Transport Ltd. has been named the CTA/Volvo Trucks Canada National Driver of the Year for 2006. Mr. Connolly has driven over five million collision free kilometres in 39 years of commercial driving and has been recognized with an OPP award of lifesaving. A keepsake trophy and a cash prize were presented at the 80th annual convention of the Ontario Trucking Association (November 16 & 17, Toronto Congress Centre).

"It is a great honour to present Mr. Connolly with this prestigious award," says David Bradley, CEO, Canadian Trucking Alliance. "He exemplifies the very best qualities of a professional truck driver."

"L E Walker Transport Ltd is honoured to have Merv within our driver ranks", says Julie Tanguay, President. "To have Merv receive the Ontario Trucking Association/Volvo Trucks Canada Driver of the Year award for 2005 and now the CTA/Volvo Trucks Canada National Driver of the Year for 2006 is exciting and extremely gratifying given our commitment to public safety. We have a lot of wonderful drivers working for us and to be honest, they all do us proud each and every day. We thank Merv and all of our drivers for their dedication to this industry and the public while on the road."

Each year the award goes to a professional transport driver who has a collision-free driving record and is an exemplary truck driver both on and off the road. The recipient is selected by a panel of judges made up of representatives from the: Royal Canadian Mounted

Police, Canada Safety Council, the Traffic Injury Research Foundation of Canada and the Canadian Trucking Alliance.

Mr. Connolly, 55, delivers freight from Ontario to the US for L.E. Walker Transport Ltd. (based in St. Thomas, Ontario). During the course of his driving career he has on more than one occasion lent a hand at roadside accident scenes.

In March 2005 Mr. Connolly was awarded an Ontario Provincial Police Commissioner's Citation for Lifesaving, for helping lift a vehicle off a trapped man and assisting a passenger who had been ejected from the vehicle following an accident along Hwy. 401 near Windsor earlier in the year.

Mr. Connolly has been around trucks all his life; he began his career working at his dad's trucking company in London, Ontario. He resides with his wife Donna in Dutton, Ontario. The couple has seven adult children.

For more about the CTA/Volvo Trucks Canada National Driver of the Year:

<http://www.ontruck.org/education/award/ndrive.php>



Safety Canada

Safety Canada is the member newsletter of the Canada Safety Council, an independent, national, not-for-profit safety organization. It is also published online. While strenuous efforts are made to ensure the content represents the best current research and opinions, no guarantee, warranty or representation is made by CSC as to the absolute correctness or sufficiency of all information, and CSC assumes no responsibility therewith. Articles may be printed with credit, except those copyrighted to other organizations.

ISSN: 0048-8968

Canada Safety Council

1020 Thomas Spratt Place, Ottawa, ON K1G 5L5

Telephone: 613-739-1535

Fax: 613-739-1566

Website: www.safety-council.org

Charitable BN: 11882 8565 RR 0001