

Vision: *Excellence in police leadership: working together for safer communities.*



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# MEDIA RELEASE

## **Ontario's Police Leaders and arrive alive DRIVE SOBER Aim for Zero This Holiday Season When it Comes to Alcohol and Drug Impaired Driving**

For Immediate Release: November 13, 2019

(Cambridge, ON) – The Ontario Association of Chiefs of Police (OACP) and arrive alive DRIVE SOBER today launched the annual Holiday R.I.D.E. campaign with an Aim for Zero theme for the holiday season when it comes to alcohol and drug impaired driving.

The campaign will involve police services teaming up with arrive alive DRIVE SOBER and campaign supporters to promote safe driving this holiday season throughout Ontario.

The Waterloo Regional Police Service's official Holiday R.I.D.E program will run throughout Waterloo Region, starting November 22, 2019, and will run until January 2, 2020.

Driving while impaired by alcohol or drugs continues to be the most prominent factor in serious road collisions in Canada. With recent changes to the Criminal Code in 2019, regarding mandatory alcohol screening and provincial sanctions for drug testing, police and their community partners are placing emphasis in urging drivers not to drive if they have consumed drugs or alcohol that might impair their ability to operate a conveyance.

R.I.D.E programs remain an important part of road safety as they create a visible reminder to motorists to not drive impaired. Members of the community are encouraged to aim for zero when it comes to alcohol and drug impaired driving. **All young drivers, novice drivers, and commercial drivers** are required to have **zero** presence of alcohol and/or drugs in their system while driving.

We encourage the community to share in the responsibility for road safety by committing to:

- planning ahead and arranging for a designated driver or public transportation
- offering a sober ride to a friend who has been drinking
- calling 9-1-1 to report suspected impaired drivers
- enjoying responsibly

The *Aim for Zero* campaign will include:

- Police personnel and arrive alive DRIVE SOBER handing out 100,000 “thank you” cards for drivers, party hosts, and others who promote responsible driving during the holiday season. These cards will invite holders to enter a social media-based contest to win \$5,000 in prizes, including Leafs and Raptors tickets, tablets, gift cards, and 407 travel by using the #HolidayRIDE hashtag in Twitter responses to @drivesober by midnight on December 31, 2018;
- Public Service Announcements will air on radio stations across Ontario encouraging drivers to *Aim for Zero* during the holiday season (zero alcohol, zero cannabis, zero crashes, zero charges, etc.);
- The Beer Stores will display posters to promote the Holiday RIDE message and remind customers to plan ahead;
- Toronto Police Service will provide a “toolbox” for police services across Ontario to support awareness in their respective communities; and
- Support from the Canadian Automobile Association, The Beer Store, Molson Coors Canada, Smart Serve Ontario, 407 ETR, and Maple Leaf Sports and Entertainment.

#### Quotes for discussion

*“The holiday season should never be a time filled with tragedies. But alcohol and drug impaired driving continue to ruin far too many lives during this season and throughout the year. The HolidayRIDE campaign seeks to cut down such tragedies on our roadways to zero this year.”*

Superintendent Scott Baptist, Toronto Police Service  
Co-Chair, OACP Traffic Committee

*“arrive alive DRIVE SOBER has always embraced opportunities to include drug impaired driving in our messaging. Potchecks, Experience the Evidence, and now Aim for Zero are just some of our drug impaired driving initiatives. We remind drivers and social hosts that a collision involving alcohol or drugs is far more likely to cause serious injury, and cannot be taken back.”*

Anne Leonard, President, arrive alive DRIVE SOBER

*“Ontario roadways are among the safest in North America, but our police officers know far too well the consequences of one bad choice when it comes to alcohol, drugs, and driving. Please make the right choice. Aim for zero when it comes to drinking, consuming controlled drugs of any kind, and getting behind the wheel of a vehicle.”*

Chief Superintendent Chuck Cox, Ontario Provincial Police  
Co-Chair, OACP Traffic Committee

*“With the holiday season approaching, CAA is reminding drivers that driving high is driving impaired. Too many people are choosing to get behind the wheel after consuming cannabis and many are doing so after consuming both alcohol and cannabis at the same time. The Aim for Zero message is clear, if you are going to consume alcohol or cannabis, find an alternative to driving and arrive safely. Just because you think you can drive while high, doesn’t mean you can.”*

Teresa Di Felice, assistant vice president, CAA South Central Ontario

“Driving while impaired by alcohol or drugs continues to be the most prominent factor in serious collisions in Canada. Road Safety is a top priority for the Waterloo Regional Police Service and our members remain committed to ensuring our roads are kept free from impaired drivers.”

Bryan Larkin, Chief of police, WRPS Hosting Service