



## **Road Health – Summary Report of Project (Reporting period March 2007 to January 2008)**

### **Executive Summary**

In January 2007, the Crash Reduction Task Force ("the Task Force") submitted a proposal to Road Health to financially assist in the expansion of the *Drive Like You Care!* campaign. Two promotional items were created: a custom-designed photo key chain and a double-sided glossy post card i.e. Fact Sheet. The key chain has the tag line, "*Drive Like You Care!*" engraved in front.

The Peace-Liard region (also known as Northeast B.C.) has the highest rate of motor vehicle crashes, injuries and fatalities in the province. The promotional campaign was designed to support the mandate of the Task Force, "to reduce motor vehicle collisions on northeastern roads by raising awareness of the hazards". The campaign specifically targeted workers (and their families), particularly new workers to the region, to become familiar with the contributing factors to collision-related injuries throughout the Peace-Liard region: unsafe speed, impairment (e.g. fatigue), and wildlife-vehicle collisions.

### **Activities in Brief**

#### **Communications**

The Task Force developed the following communication pieces to promote their mandate and heighten awareness of road safety issues:

- An attractive logo and byline
- Press release to launch the Task Force and promote the mandate
- Press release to launch the *Drive Like You Care!* Campaign (see Appendix A)



The press releases were distributed throughout Northeast B.C. e.g. Fort Nelson, Dawson Creek, Fort St. John, Chetwynd, and outlining area.

Members of the Task Force promoted the campaign at various meetings and events. For example, Task Force member Diana Pozer provided a brief report to delegates of the Northern Health 'Sharing the Road' Conference, held October 16-17, 2007, in Prince George. In addition, the products were distributed at trade shows and job fairs throughout NEBC as well as Calgary, Alberta.

In addition, members promoted the campaign with individual companies throughout NEBC and Western Alberta, and wide coverage in the petroleum industry via Enform's *Safety Alert* e-newsletters (distribution 11,000).

### **Partners and Other Funding Sources**

The Task Force received initial funding and support from the District of Chetwynd, Cities of Dawson Creek and Fort St. John. Recognition of all funders, including Road Health was included in press releases announcing funding.

### **Development & Distribution of Promotional Product**

The Task Force created, designed and distributed two products (*see Appendix B*):

- Two-sided glossy post card that provides pertinent commercial driving information, seasonal driving tips, as well as common sense approach to safer driving
- Quality photo key chain with the message 'Drive Like You Care!' inscribed below the photo frame

The products help deliver the message of safe driving; the photo key chain allows the driver to insert a photograph of his/her loved ones as an emotional connection to come home safely.

Distribution of the products included:

- 2007 Job Fair in Calgary (Alberta), hosted by Ministry of Energy, Mines and Petroleum Resources, the City of Fort St. John & Energy Services BC
- 2007 Discover Energy Career Fairs in Tumbler Ridge and Dawson Creek
- 2007 Resource Road Use Forum (Dawson Creek), hosted by TruckSafe and WorkSafe BC



- Welcome Wagon in Dawson Creek and Fort St. John
- 2007 Trade Shows in Dawson Creek, Chetwynd, and Fort St. John
- Hotels with a regular worker clientele e.g. Super 8 in Fort St. John
- 2007 PINSS Conference (Grande Prairie) hosted by Enform
- 2007 CAGC BC Geophysical Conference (Fort St. John)
- Employment Connections (Fort St. John) for new workers to the region
- Some members of Energy Services BC (Fort Nelson) and new employees who have relocated to NEBC, during a 'new worker' interview under Service Canada's Workforce Strategy
- Women of Industry (Fort Nelson), a non-profit organization who assist new residents to Fort Nelson to integrate into the community

### **Office**

The administrative duties of the Task Force are managed at Enform - Fort St. John office. Enform provides the space and administrative management of the Road Health fund.

### **Key Successes**

Due to the success of the key chain and Fact Sheet, the Task Force is currently working on Phase 2 of the Fact Sheet – a new edition which will specifically address two other road safety issues: fatigue and driver impairments such as drugs and alcohol. Based on local traffic fatalities (and injuries) from the RCMP, the numbers have increased rather than decreased. A combination of factors is responsible for the increase, ranging from drinking and driving, to not wearing seat belts, to speed and impatience (as reported by *Alaska Highway News*, December 31, 2007).

The testimonials below articulate the success of the campaign from a variety of businesses and organizations who participated in the distribution of the key chains and Fact Sheets:

*"I thought the Drive Like You Care campaign was a great initiative. I based my own project loosely around the Crash Reduction Task Force project", Mayor Angela Brand Danuser, District of Stewart.*

*"Drive Like You Care is a simple yet effective campaign that raises awareness of driving hazards while reminding us that our loved ones are counting on us to drive safely. Destiny Resources has chosen to replicate this concept and implement a company-wide campaign that*



*enhances our corporate safe driving program*", Jim Holt, Chief Operating Officer, Destiny Resource Services Corp., Calgary, Alberta

## **Background**

The Crash Reduction Task Force is a volunteer-based committee in Northeast B.C., with a mandate to reduce motor vehicle collisions on northern roads by raising awareness of the hazards. The Task Force is represented by Enform, ICBC, MISSION POSSIBLE @ Work®, the cities of Dawson Creek and Fort St. John, District of Chetwynd, Caribou Road Services, Northern Health and the Peace Country Society for Acquired Brain Injury.

## **Appendices**

- Appendix A: June 14, 2007 Press Release from Crash Reduction Task Force
- Appendix B: Photograph (image) of Fact Sheet and Key Chain

**For further information, please contact Diana Pozer, Regional Loss Prevention Coordinator, Insurance Corporation of BC (ICBC), at [Diana.pozer@icbc.com](mailto:Diana.pozer@icbc.com)**



## Appendix A: Press Release re: *Drive Like You Care* campaign



June 14, 2007

### **For Immediate Release Contact:**

Crash Reduction Task Force  
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### **CRASH REDUCTION TASK FORCE DRIVING CAMPAIGN RECEIVES FUNDING**

Fort St. John, BC – A regional Crash Reduction Task Force (CRTF), established to raise awareness of the factors contributing to collisions in northern BC, has received Road Health funding in support of their driver awareness campaign.

Road Health is a Northern Health initiative focusing on collision-related injuries and the associated costs; a staggering 25% of BC health care costs can be attributed to collisions that are entirely preventable. Road Health brings stakeholders like the RCMP and ICBC and health care providers together to identify strategies to reduce the number of collisions in NE BC.

The CRTF is a local committee represented by *Enform, ICBC, Mission Possible @ Work, the cities of Dawson Creek and Fort St. John, District of Chetwynd, Caribou Road Services, Northern Health and the Peace Country Society for Acquired Brain Injury.*

Its mandate is to reduce motor vehicle collisions on northern roads by raising awareness of the hazards; in the Peace region, the top three are speed, seatbelts and animal strikes. In 2006 the CRTF launched a safe driving campaign comprised of a driving 'Fact Sheet' - for new drivers and drivers new to the area - and a photo key chain inscribed with the campaign slogan '*Drive Like You Care*'.

Road Health funding of \$5000 will allow for an expansion of this campaign, which sees these promotional items distributed to the public at safety-related events held in the Peace region, and to new drivers by way of driver training programs and new employee orientations.

For more information on the CRTF or the driving campaign, contact Carolyn Golightly in Enform's BC office at (250) 785-6009.

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## Appendix B: Photo image of Products (key chain & fact sheet)

