

Road Safety Committee

Date: September 29, 2020
Time: 9:30 AM
Location: Online Video Conference

Members

Councillor Stephen Dasko	Ward 1
Councillor Karen Ras	Ward 2
Councillor Pat Saito	Ward 9 (Chair)
Tony Power	Citizen Member (Vice-Chair)
Anna Ramlakhan	Citizen Member
Anne Marie Hayes	Citizen Member
John Walmart	Citizen Member
James Fan	Citizen Member
Sunil Sharma	Citizen Member
Trevor Howard	Citizen Member
Suzanne Doyle	(Mississauga Cycling Advisory Committee Representative)
Sushil Kumra	(Traffic Safety Council Representative)
	Citizen Member

Participate Virtually

Any member of the public interested in speaking to an item listed on the agenda may register at allyson.dovidio@mississauga.ca or call 905-615-3200 ext. 8587 by Monday, September 28, 2020 before 12:00 P.M.

Please note: Meetings of the Road Safety Committee are not streamed live and there will be no video available after the meeting. If you wish to attend the meeting virtually, please register at allyson.dovidio@mississauga.ca or call 905-615-3200 ext. 8587 by Monday, September 28, 2020 before 12:00 P.M for information about joining the video conference.

Staff / Agency Representatives

Colin Patterson, Supervisor, Road Safety, Traffic Management
Will Wright, Road Safety Technologist, Traffic Management
Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel
Inspector Peter Danos, Peel Regional Police
Constable Donna Maurice, Peel Regional Police
Sergeant Sean Cole, Operational Support, Highway Safety Division, OPP (Port Credit)
Sandra Fitzpatrick, Manager, Chronic Disease and Injury Prevention Peel Public Health
Melissa Brabant, Regional Marketing Planner, Ministry of Transportation
Michael Stewart, Government Relations Specialist, CAA

Donald Clipperton, President, Mississauga Insurance Brokers Association

Angela Partynski, Technical Analyst, Environmental Education, Region of Peel

Sean Carrick, Manager, Traffic Engineering, Region of Peel

Matthew Aymar, Analyst, Research and Policy, Region of Peel

William Toy, Supervisor, Traffic Safety, Region of Peel

Erica Warsh, Project Leader, Vision Zero, Infrastructure Planning and Eng. Services Division

Contact

Allyson D'Ovidio, Legislative Coordinator, Legislative Services

905-615-3200 ext. 8587

Email: allyson.dovidio@mississauga.ca

Find it online <http://www.mississauga.ca/portal/cityhall/committees>

1. **CALL TO ORDER**

2. **APPROVAL OF AGENDA**

3. **DECLARATION OF CONFLICT OF INTEREST**

4. **MINUTES OF PREVIOUS MEETING**

4.1 Road Safety Committee Minutes - February 28, 2020

5. **PRESENTATIONS**

5.1 Distracted Driving and Pedestrian Safety Campaign Updates, Karen Flores, Supervisor, Communications, Amy Camara, Communications Coordinator and Catherine Nguyen-Pham, Communications Coordinator

6. **DEPUTATIONS - Nil**

7. **PUBLIC QUESTION PERIOD - 15 Minute Limit**

Any member of the public interested in speaking to an item listed on the agenda may register at allyson.dovidio@mississauga.ca or call 905-615-3200 ext. 8587 by Monday, September 28, 2020 before 12:00 P.M.

Pursuant to Section 42 of the Council Procedure By-law 0139-2013, as amended:

Road Safety Committee may grant permission to a member of the public to ask a question of Road Safety Committee, with the following provisions:

1. The question must pertain to a specific item on the current agenda and the speaker will state which item the question is related to.
2. A person asking a question shall limit any background explanation to two (2) statements, followed by the question.
3. The total speaking time shall be five (5) minutes maximum, per speaker.

8. **MATTERS TO BE CONSIDERED**

8.1 Ministry of Transportation - Hockey Gear Safety Campaign, Melissa Brabant, Regional Marketing Planner

8.2 Update on the Speed Limit Sign Installation, Colin Patterson, Supervisor, Road Safety (Verbal)

8.3 Automated Speed Enforcement Update, Colin Patterson, Supervisor, Road Safety (Verbal)

8.4 Quiet Streets Project Update, Colin Patterson, Supervisor, Road Safety (Verbal)

8.5 First Pedestrian Master Plan - Call out for Community Feedback, Jacqueline Hunter, TDM Coordinator

- 8.6 Review of Dedicated Bike lanes During the COVID-19 Pandemic (Verbal)
- 8.7 CAA National Cannabis Edibles Campaign, Michael Stewart, Community Relations Specialist, CAA
- 8.8 Motion regarding Stop Bar Lines at Intersections (Verbal)

9. INFORMATION ITEMS

- 9.1 Peel Police Slow Down Pledge Campaign
- 9.2 Opening of New OPP Detachment, Sergeant Sean Cole, OPP (Verbal)
- 9.3 Citizen Member Updates (Verbal)
- 9.4 New Outreach Opportunities (Verbal)

10. OTHER BUSINESS

- 10.1 Committee Emails and Communication (Verbal)

11. DATE OF NEXT MEETING

October 27, 2020

12. ADJOURNMENT

Road Safety Committee

Date: February 25, 2020
Time: 9:30 AM
Location: Civic Centre, 2nd Floor
Committee Room A
300 City Centre Drive, Mississauga, Ontario, L5B 3C1

Members	Councillor Stephen Dasko	Ward 1
	Councillor Karen Ras	Ward 2
	Councillor Pat Saito	Ward 9 (Chair)
	Tony Power	Citizen Member (Vice-Chair)
	Anne Marie Hayes	Citizen Member
	John Walmart	Citizen Member
	Sunil Sharma	Citizen Member
	Trevor Howard	Citizen Member
	Sushil Kumra	(Traffic Safety Council Representative)
	Suzanne Doyle	(Mississauga Cycling Advisory Committee Representative)
Members Absent	Anna Ramlakhan	Citizen Member
	James Fan	Citizen Member
	Thomas Barakat	Citizen Member

Staff/Agency Representatives Present

Colin Patterson, Supervisor, Road Safety, Traffic Management
Will Wright, Road Safety Technologist, Traffic Management
Kimberly Hicks, Senior Communications Advisor
Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel
Acting Inspector Greg Amoroso, Peel Regional Police
Constable Donna Maurice, Peel Regional Police
Sergeant Sean Cole, Operational Support, Highway Safety Division, OPP (Port Credit)
Matthew Aymar, Analyst, Research and Policy Region of Peel Public Health
Melissa Brabant, Regional Marketing Planner, Ministry of Transportation
Michael Stewart, Government Relations Specialist, CAA
Angela Partynski, Technical Analyst, Environmental Education
Don Clipperton, Mississauga Insurance Brokers Association
Thomas Barakat, Ontario Good Roads Association
Allyson D'Ovidio, Legislative Coordinator, Legislative Services

Road Safety Committee

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1. CALL TO ORDER

9:35 AM

2. APPROVAL OF AGENDAApproved (T. Power)3. DECLARATION OF CONFLICT OF INTEREST

Nil

4. MINUTES OF PREVIOUS MEETING4.1 Road Safety Committee Minutes - January 28, 2020Approved as amended

(S. Sharma)

5. PRESENTATIONS - Nil6. DEPUTATIONS - Nil7. PUBLIC QUESTION PERIOD

Nil

8. MATTERS CONSIDERED8.1 Distracted Driving Campaign Creative Concepts, Communications (1 Hour)

Councillor Saito advised the Campaign launch at Sheridan College is scheduled to take place immediately following the March 31st meeting.

Kimberly Hicks, Senior Communication Advisor, presented the asks, goals, objectives, key messages and communication tactics for the Distracted Driving Campaign. Some of the tactics include: social media messages, media advisory, news release, kickoff event at Sheridan College, digital overpass signs, Mississauga Celebration Square and Library signs as well as mobile signs.

In response to Sushil Kumra, Traffic Safety Council Representative, Greg Amoroso, Acting Inspector, Peel Region Police spoke to the distracted driving criteria and noted examples; use of stereo, docked versus held phone etc.

Ms. Hicks and Inspector Amoroso spoke to the targeted group and the focus of the campaign. Ms. Hicks noted there will be guest speakers and a distracted driving virtual reality experience at the campaign launch.

Ms. Hicks provided sample messaging and noted they will avoid using the term "accident" in the messages.

Members of the Committee discussed the distracted driving fines and using the messaging in the organic component of the campaign.

Don Clipperton, Mississauga Insurance Brokers Association spoke to the drivers insurance penalties due to minor convictions. In response, Melissa Brabant, Marketing Planner, Ministry of Transportation spoke to the levels of licensing.

Members of the Committee engaged in a discussion with respect to the use of mobile signs and addressed concerns about them being a distraction. Ms. Brabant spoke to a study that found it is best to reach drivers while committing the offence for example; electronic messages on highway overpass signs. Councillor Saito suggested using the Councillor's sign locations for advertisement space. In response to Anne Marie Hayes, Citizen Member, Ms. Hicks noted the organic messages are not intended specifically for sign use.

Wanda Day, Supervisor, Marketing spoke to the Creative Marketing piece of the campaign, and to the proposed paid marketing strategy. Ms. Day explained how the tactics will be used on instagram and facebook with a specific target audience of males aged 17 to 35 as identified through research. The adds will only run to those inside the target audience group. Ms. Day spoke to the results of a focus group at Sheridan College where they tested the response to the proposed concepts and noted the strongest results from concept "A".

Tina Mackenzie, Manager, Creative Services and Eder Saos, Graphic Designer spoke to and provided visual examples of still screen and animated views of the campaign messages and images.

Members of the Committee engaged in a discussion regarding the proposed advertisements. Matthew Aymar, Analyst, Peel Public Health, suggested adding 3 periods after the statement "be there soo" to indicate the sentence is incomplete. Tony Power, Citizen Member and Vice-Chair spoke in support and requested that the Vision Zero and or Road Safety Committee logos be added to the Mississauga logo. Ms. Mackenzie spoke to the rationale behind not including the additional logos in an effort to make the messages quick to read with a clean appearance but noted they could be added on the organic messages.

Ms. Day spoke to the corporate brand noting using it as the primary logo is the best practice. Mr. Kumra spoke to the lack of shock value in the proposed campaign. In response to Sunil Sharma, Citizen Member, Ms. Hicks advised there were no comments from the focus group regarding the use of abbreviations for the words "are" and "you".

In response to Trevor Howard, Citizen Member, Ms. Mackenzie spoke to the preferred colouring and illustrative technique used to resonate with the target audience.

Members of the Committee engaged in a discussion regarding the use of logos on the final products of the campaign; length of messages on VHO signs. The Committee agreed to amend the campaign to add the Vision Zero logo to all items and to add the Road Safety Committee logo to only the static images. Mr. Aymar spoke to the Region

Road Safety Committee

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using the Vision Zero logo regularly and that it is consistent messaging which demonstrates alignment with the City.

RECOMMENDATION RSC-0009-2020

Moved By A. Hayes

That the Distracted Driving Campaign Strategy as presented by Communications staff on February 25, 2020 be approved as amended to include both the City of Mississauga logo and the Vision Zero logo on all creative tactics.

YES (10): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Hayes, J. Walmart, S. Sharma, T. Howard , S. Doyle, and S. Kumra

ABSTAIN (1): T. Barakat

ABSENT (2): A. Ramlakhan, and J. Fan

Carried (10 to 0)

9. INFORMATION ITEMS

9.1 Road Safety Committee Member Updates

Sunil Sharma, Citizen Member spoke to his plans for an upcoming community outreach booth at Rivergrove Community Centre and invited fellow Committee Members to attend if available.

9.2 Update on Citizen Member Outreach

Nil

9.3 Email from Jojo Chua, resident dated December 19, 2019 titled "A letter to the mayor" regarding Pedestrian Education

Councillor Saito spoke to the email noting many of the suggestions are already being considered as part of the Road Safety Committee's mandate and Vision Zero plan. Councillor Saito will respond directly to the resident as Chair of the Committee.

RECOMMENDATION RSC-0010-2020

Moved By J. Walmart

1. That the email from Jojo Chua, resident dated December 19, 2019 titled "A letter to the mayor" regarding Pedestrian Education be received; and
2. That Councillor Saito, Chair of the Road Safety Committee respond via a formal letter regarding the work of the Committee as it relates to the request.

Road Safety Committee

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YES (9): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Hayes, J. Walmart, S. Sharma, T. Howard , and S. Kumra; S. Doyle.

ABSENT (2): A. Ramlakhan, and J. Fan

Carried (9 to 0)

9.4 Vision Zero Task Force Update, Region of Peel (Verbal)

Matthew Aymar, Analyst, Peel Public Health provided a synopsis of the recent Vision Zero Task Force meeting noting a consultant was hired to facilitate a workshop with the group. The task force discussed what the committee should do for 2020 and what worked well. Mr. Aymar noted staff will be reviewing the results from the workshop provided by the consultant to determine what can be prioritized in 2020. Mr. Aymar to circulate a follow up to the Road Safety Committee.

In response to Tony Power, Citizen Member and Vice-Chair, Angela Partynski, Technical Analyst, Region of Peel spoke to the status of the Pedestrian Safety brochure and noted it is in the final stages of completion.

Greg Amoroso, Inspector, Peel Regional Police spoke to strategic enforcement and targeting spots that are known to be dangerous for pedestrians and noted a reduction of fatalities which is attributed to this approach.

In response to Mr. Power, Colin Patterson, Road Safety Supervisor, spoke to the ongoing processing of the speed sign installation; photo radar update; and noted the speed limit change program has a significant impact on how an automated speed limit program would operate. Mr. Patterson spoke to a robust report coming forward in the coming months to seek funding for the Automated Speed Enforcement Program, phases one and two. In response to John Walmark, Citizen Member, Mr. Patterson confirmed the cameras used in Mississauga are the same cameras used in the City of Toronto as part of the provincial wide style of automated enforcement.

Members of the Committee engaged in a discussion with respect to the increase in fines; impacts on the court system; challenges with camera location; school zone and neighbourhood speed limits; timing of speed zones; and communication of the changes. In response, Mr. Patterson noted the public desire to have more enforcement rather than education to reduce the occurrence of incidents. Mr. Patterson was directed to provide an update to Council regarding the Automated Speed Enforcement Program.

10. OTHER BUSINESS

10.1 Ministry of Transportation Road Safety Achievement Awards

Melissa Brabant, Regional Marketing Planner, Ministry of Transportation spoke to the Road Safety Achievement awards, the nomination deadline, criteria and qualifications and noted the award ceremony is scheduled for June 18th.

Ms. Brabant, spoke in support of the Road Safety Committee submitting an application that includes campaigns, events and other initiatives and based on the partnership with the Region of Peel. Sunil Sharma, Citizen Member, suggested that the Committee keep a record of relevant information specifically to be prepared for the application in 2020. Councillor Saito and Tony Power, Citizen Member and Vice-Chair were appointed to work on the application once provided with a list of events and initiatives by Allyson D'Ovidio, Legislative Coordinator.

RECOMMENDATION RSC-0011-2020

Moved By T. Power

That Councillor Saito, Chair, Road Safety Committee and Tony Power, Vice-Chair, Citizen Member, Road Safety Committee be directed to prepare an application for submission to the Ministry of Transportation to nominate the Road Safety Committee for the Road Safety Achievement Awards.

YES (9): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Hayes, J. Walmart, S. Sharma, T. Howard , and S. Kumra, S. Doyle.

ABSENT (2): A. Ramlakhan, and J. Fan

Carried (9 to 0)

10.2 Peel Region Police Road Watch Program update (Verbal)

Inspector Greg Amoroso, Peel Region Police spoke in support of the campaign, criteria of distracted driving.

Inspector Amoroso spoke to the status of the Road Watch program in Peel and noted many frivolous calls are received which results in officers being dispatched inappropriately, limiting resources in more needed calls. Constable Donna Maurice, Peel Regional Police spoke to issues with conflicting calls and the excessive volume of frivolous road watch reports.

Inspector Amoroso spoke to the future of the road watch program noting the Peel Regional Police are collecting relevant data to determine how to utilise the information to enhance enforcement where it is needed. In response to Councillor Saito, Inspector Amoroso noted the program is no longer enforced by Caledon; critical calls are sent to the appropriate division for investigation; road rage calls are now being investigated. Councillor Saito suggested the Committee could provide recommendations if the opportunity exists.

John Walmark, Citizen Member spoke to promoting neighbourhood speed watch; recording license plates of drivers in excess of 55 km/hr in residential areas. Councillor Saito spoke to the matter noting residents don't want to participate. In response Inspector Amoroso spoke to the use of the crime stoppers hotline.

In response to Councillor Saito, the Committee engaged in a discussion with respect to the design of the "Please Slow Down" lawn signs including graphics, colour, considering different images, changing the design regularly to keep them fresh. Members of the Committee agreed to continue to maintain the design approved in 2019 and have the Road Safety Promotional Subcommittee review the design for change in 2021. Colin Patterson, Supervisor, Road Safety will investigate steel signs.

RECOMMENDATION RSC-0012-2020

Moved By Councillor S. Dasko

That Transportation and Works staff be directed to order additional "Please Slow Down" lawn signs as approved in 2019 and that the Road Safety Promotional Subcommittee review the design of the signs for approval in 2021.

YES (9): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Hayes, J. Walmart, S. Sharma, T. Howard , and S. Kumra, S. Doyle.

ABSENT (2): A. Ramlakhan, and J. Fan

Approved

11. DATE OF NEXT MEETING

March 31, 2020.

12. ADJOURNMENT

11:42 AM (A. M. Hayes)

Gearing up for the season: Hockey Gear & Car Seats

The long-awaited hockey season is just around the corner. With last year's season cut short, coaches, kids and parents are looking forward to returning to the rink.

Hockey parents can all agree, rushing to the rink on time, navigating the chaos of the change room and getting their player suited up, is hectic on a good day. With social distancing regulations in place it's tempting to suit up your player before arriving at the rink- while hockey gear is designed to keep kids safe on the ice, it can potentially put them at risk in the vehicle. Shoulder and chest pads, padded pants and other hockey gear will impact the harness or seatbelt fit, significantly reducing its effectiveness.

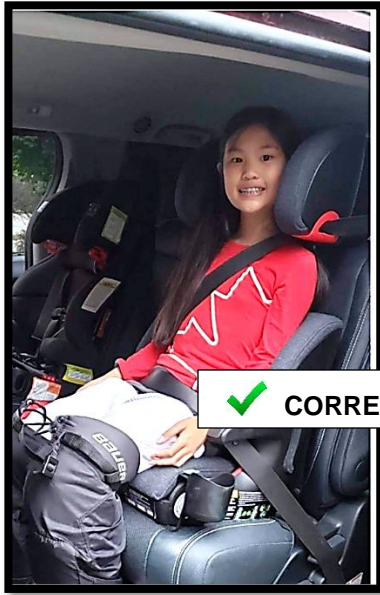


As seen above, wearing padding in a vehicle, will significantly affect seatbelt fit. Shoulder strap is incorrectly sitting too low on the child's arm, and the belt is fitted to hockey gear rather than the child's body.

Did you know motor vehicle collisions are one of the leading causes of death in children?¹ In Ontario, children must use a car seat or booster seat until 145 cm (4'9") tall OR 36 kg (80 lbs) OR 8 years old. The proper use of seatbelts and car seats significantly reduces the chances of injury.

The lap belt should cross low over the hips -not the stomach or thighs. Harness straps should be at or slightly above the shoulder for forward facing car seats.

¹ [Statistics Canada](#)



Wearing base layers and waiting to put upper body gear on at the rink, will insure a properly fitting seatbelt.

Bulky clothing, including winter coats and sporting gear, should not be worn underneath the harness or seatbelt.

In a collision, harnesses and seatbelts can only tighten to the hockey equipment or fluffy jacket, leaving extra space under the harness/seatbelt.

Failing to ensure proper fit, may result in the child being ejected in the case of a collision. Under Ontario's Highway Traffic Act, failing to ensure that children are properly secured will result in significant penalties.

Although you are likely facing new protocols such as limits on the number of players allowed in a changeroom, remember that safety trumps convenience.

Allow for more time to gear up at the rink. Dress your player in base layers for the commute to the rink and ensure they are properly secured in the appropriate car seat for their age, weight and height.

As their #1 fan, keep them safe both on and off the ice. Go Team!

By: *Melissa Brabant*
Regional Marketing Planner, Ministry of Transportation of Ontario

To learn more about car seat safety visit [Ontario.ca/Carseats](https://ontario.ca/carseats).
Questions or concerns? [Email me](#)

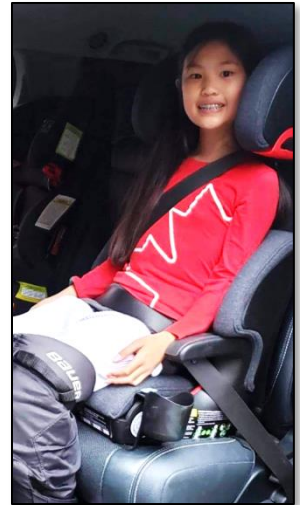
Gearing up for the season: Hockey Gear & Car Seats



INCORRECT

Hockey gear is designed to keep kids safe on the ice, not in a vehicle. Shoulder and chest pads, padded pants and other hockey gear, will significantly impact the harness or seat belt fit, reducing its effectiveness.

Dress your player in base layers for the commute to the rink and ensure they are properly secured in the appropriate car seat for their age, height and weight.



CORRECT

Allyson D'Ovidio

Subject: RE: NEWS RELEASE - City Looking for Community Feedback for its First Pedestrian Master Plan

Subject: NEWS RELEASE - City Looking for Community Feedback for its First Pedestrian Master Plan

The following [news release](#) was distributed to media this morning.

City Looking for Community Feedback for its First Pedestrian Master Plan

September 18, 2020

The City of Mississauga is creating its first [Pedestrian Master Plan](#) to help identify gaps in its pedestrian network. The City will seek community feedback through an [online survey](#) and a virtual public information session in the fall.

“We are working to build a livable, walkable City that is safe, pedestrian-friendly and encourages active lifestyles. We have heard that road safety is a concern for pedestrians and cyclists and is also a barrier that prevents them from using their preferred mode of travelling,” said Mayor Bonnie Crombie. “The Pedestrian Master Plan will help us move closer to Vision Zero and Transportation Master Plan goal of safety for all. It will also help us address other challenges on our roads including congestion, declining air quality and the impacts of car travel on climate change.”

The Pedestrian Master Plan will shape pedestrian connections across neighbourhoods, helping to enhance and create safe places for people to travel on foot, mobility-device and other methods of active transportation in Mississauga. The plan will also guide pedestrian infrastructure projects until 2041, supporting the City's commitment to a Vision Zero approach. Vision Zero sets a goal of zero fatal and injury-causing collisions each year.

“In our previous Mississauga Moves study, 23 per cent of trips fewer than two kilometres were taken by people using active transportation such as walking or cycling. Many residents expressed that they didn't feel comfortable walking or cycling in many parts of the City,” said Geoff Wright, Commissioner, Transportation & Works. “The Pedestrian Master Plan will support a more walkable city by developing pedestrian networks that are safe, connected and convenient for all ages and abilities.”

The Pedestrian Master Plan will:

- review the City's existing pedestrian network (sidewalks, crosswalks, walkways, multi-use trails), and identify opportunities for future infrastructure projects
- identify key destinations for pedestrians (e.g. transit stops, schools, local amenities etc.)
- analyze how growth will impact existing and future pedestrian infrastructure
- set short, medium and long-term service delivery and project priorities
- review best practices for pedestrian infrastructure and network design

The creation of the Pedestrian Master Plan comes from the City's [Transportation Master Plan](#), which identifies the need for a pedestrian network plan.

Complete the [online survey](#) by October 23 and learn more about the [Pedestrian Master Plan](#).

Photo:



[\[Download hi-res photo\]](#)

-30-

Tweet: [.@citymississauga](#) looking for community feedback for its first Pedestrian Master Plan to help shape how pedestrian connections are designed & implemented. Learn more & take the survey by Oct. 23: <http://ow.ly/BS0V50Bu1EL> #SaugaWalks

Media Contact:

Catherine Nguyen-Pham
 Communications Co-ordinator
 City of Mississauga
 905-615-3200 ext. 5334
catherine.nguyen-pham@mississauga.ca
 TTY: 905-896-5151

eCity: <https://www.mississauga.ca/city-of-mississauga-news/news/city-looking-for-community-feedback-for-its-first-pedestrian-master-plan/>

Allyson D'Ovidio

Subject: RE: Do Anything But Drive_Cannabis Edibles Campaign_CAA National

From: Michael Stewart <ms28@caasco.ca>

Sent: Thursday, September 17, 2020 8:07 AM

To: Allyson D'Ovidio <allyson.dovidio@mississauga.ca>

Subject: Do Anything But Drive_Cannabis Edibles Campaign_CAA National

Letting you know that today CAA is launching a new national campaign *Do Anything But Drive*, with a simple message for Gen Z: if you're going to do edibles, do anything but drive.

The campaign is running on SnapChat, YouTube, Twitch and Instagram throughout September and early October. While the campaign is led by our national office, we will be leveraging assets created and promoting them via our own member-facing communication channels, social media and targeted paid media throughout October.

If you have any questions about the campaign, please reach out.

If you see the videos on social, please support and share them if you can with the hashtag #DoAnythingButDrive.

To view videos developed, go to <https://www.caa.ca/cannabisimpaireddriving/> or at www.caasco.com/cannabis



Background:

- Road safety is a key pillar for CAA public affairs
- Awarded Health Canada grant to run cannabis edibles campaign targeting young Canadians 18 to 24 years old
- Originally scheduled for Spring 2020, but moved to Fall 2020 due to COVID-19
- [Research](#) shows that scare tactics don't work with this generation. There are no judgements here, cannabis is legal, and some people use it. CAA just wants to make sure people don't get behind the wheel. CAA encourages people to plan ahead by making arrangements for a safe way home, be it a designated driver, a taxi or rideshare, or staying over.

Campaign Audience:

- Gen Z is a very socially conscious generation that understands the dangers of driving drunk, but CAA research shows a significant number of this generation don't associate the same risk with smoking cannabis or doing edibles.

- The campaign takes a light-hearted approach but asks Gen Z, if they're going to do edibles, to plan ahead and make arrangements to stay safe, just like they already do after drinking.
- CAA believes Gen Z has the potential to be a leader on this issue and set an example for others.
- Edibles can pose an even bigger problem than smoking cannabis since the high can take longer to manifest, and last longer.

Other info:

- One-fifth of younger Canadians (20 per cent), aged 18-24, say they have driven high or been in a vehicle with a high driver. That is two percentage points higher than the general public.
- A third of young Canadians believe it is safe to drive within 5 hours of consuming edibles. And we know that is risky behaviour. Research shows that the effects of edibles can last longer, some studies indicate [up to 12 hours](#).
- Ingesting cannabis can delay your reaction time making you a worse driver.
 - Eating an edible can affect you longer than inhaling cannabis. And while research varies, edibles may remain in your system for [up to 12 hours](#).
 - If consuming edibles, the initial effects can be delayed, depending on the amount of edibles you have ingested and their level of THC. Ingesting edibles on a [full or empty stomach](#) can also determine the amount of time it takes to feel the effects.

Thank you and have a good day.

Michael Stewart | Community Relations Specialist | Government & Community Relations

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e: ms28@caasco.ca | **w:** www.caasco.com

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August 2020



Will You Take The Pledge?



How To Take The Pledge

The purpose of our campaign is to help reduce the speed on our roads.

Lets Take The Pledge Together

Platoon Chief Gordon Fowler of the City of Brampton Fire Department takes the pledge.



We Challenge You To Take The Pledge

Paramedic Amanda takes the pledge.

Do Your Part And Take The Pledge

Erin is a lead Ambassador and Community activist for Road Safety.

Charities & Community
Partnerships

Engaging Youth

Road Safety

Keeping Our Community
Safe

