



IMPAIRED DRIVING COALITION OF CANADA

The **Traffic Injury Research Foundation (TIRF)** partnered with **Diageo North America** to establish the **Impaired Driving Coalition of Canada (IDCC)**. The IDCC combines the knowledge and expertise of 20 member organizations, along with innovative educational resources to guide the development of a national action plan aimed at preventing impaired driving. It is a priority for the IDCC to increase public awareness and help drivers recognize the risks associated with driving after drinking.

The first virtual meeting took place on June 30th and was followed by a hybrid in-person and virtual meeting hosted at Diageo Toronto headquarters on July 21st to outline the National Action Plan. The Action Plan focuses on education, data & technologies with key topics within each category identified as priorities.

Partners joining forces with TIRF and Diageo on the IDCC include **Desjardins, Safer Roads Alliance, Saskatchewan Government Insurance, Toronto Police Service, Ottawa Police Service, Ontario Provincial Police, North Bay Police Service, Victoria Police Department, Manitoba Public Insurance, Canadian Automobile Association, Windsor Regional Hospital, Ford Canada, Private Motor Truck Council, Canadian Telecommunications Association, Spirits Canada, Canada Safety Council, Beer Canada, arrive alive DRIVE SOBER, Alcohol Countermeasures Systems, CARSP Young Professionals' Committee**, and the Ontario Injury Prevention Practitioners Network as well as TIRF's Lead Youth Advisor.

National Action Plan | Focus Areas:

The four key areas of focus for the National Action Plan identified by members during the first two meetings include prevention, education, data, and technology. Important priorities related to each of these topics were explored and discussed by members, and the final selection of activities included in the Action Plan are the result of a priority-setting exercise which engaged all of the IDCC members. The focus areas and action items included in the National Action Plan are described below and will be the foundation for 2023 initiatives.



Prevention

These activities are designed to empower communities to utilize local data sources to increase understanding of the characteristics of the local impaired driver problem which can provide clear direction with respect to prevention opportunities.



DIAGEO



IMPAIRED DRIVING COALITION OF CANADA

1. **Create templates to guide communities through the process of establishing a local Fatal Collision Review Committee (FCRC) and data-sharing protocols.** The purpose of the FCRC is to examine the circumstances and characteristics of impaired driving fatal collisions as well as identify appropriate and effective prevention strategies. During the past five years, the City of Ottawa has gained much experience leading an FCRC and collaborating with key partners in health, enforcement, engineering and the Coroner's Office. This knowledge can assist other communities in forming an FCRC and establishing data-sharing protocols to improve understanding of the root causes of fatal crashes with a particular focus on impaired driving problems. Based on the Ottawa model developed in the City of Ottawa, TIRF will create templates to assist other communities in adopting similar practices to gain a more current and local picture of the impaired driving problem.
2. **Create a fact sheet demonstrating how communities can utilize data gathered by an FCRC to develop an impaired driving prevention strategy.** This fact sheet will be based on best practices for annual reporting and provide an example for communities to help them create linkages between characteristics of the problem and prevention strategies to build public support for initiatives.

Education

These activities are focused on developing more customized alcohol and drug educational messaging in response to the characteristics of different audiences (e.g., youth, adults, rural communities) and reaching them through different mediums.

3. **Develop examples of educational messaging addressing risks related to alcohol compared to cannabis to increase awareness among targeted audiences.** While research has shown alcohol and cannabis increase crash risk, misperceptions about the effects of these substances persist and drivers are unable to assess their impairment. Work is needed to share this information in a way that is relatable and personally relevant.
4. **Explore the usability and reach of new social media tools and other technologies to increase awareness about impaired driving to strengthen impaired driving education initiatives.** A variety of new tools to reach audiences are emerging and a better understanding of their potential role and applicability to different audiences can be beneficial.





IMPAIRED DRIVING COALITION OF CANADA

Data

A major barrier to motivating action to reduce impaired driving is the lack of current or comprehensive data sources to demonstrate the magnitude of the problem. These activities by the IDCC are aimed at identifying and compiling current, local sources of impaired driving data to inspire action.

- 5. Partner with select hospitals, trauma centres and police services from across Canada to gather relevant and timely impaired driving data to inform action.** Fatality and serious injury data sources often lag a few years behind due to data access, cleaning and privacy protocols as well as limited resources. However, data collected by hospitals and trauma centres as well as police incident data are more contemporary and can help develop a current picture of the impaired driving problem. TIRF and IDCC partners will consult with a variety of jurisdictions across Canada to determine what data are available to help create a timely snapshot of the impaired driving problem to help inform prevention initiatives. Some potential data variables to consider include enforcement resources, demographic characteristics of drivers, types of impairment (drugs/alcohol), offence history, injury severity, and crash characteristics. The goal of accessing the data is to make available recent information about impaired driving crashes. These data can shape targeted awareness and education campaigns across the country as well as strengthen prevention strategies.

Technology

Identifying more efficient ways to sustain impaired driving enforcement is essential to maintain the deterrent effects of laws and penalties. Deterrence theory posits there are two important elements which deter individuals from engaging in prohibited behaviours. The first is the real likelihood offenders will be caught whereas the second is a strong perception that violators will be detected. In an era of dwindling police resources, the elimination of traffic units, and competing priorities, police services need tools to sustain the consistency and efficiency of impaired driving enforcement.

- 6. Assess potential impaired driving enforcement technologies and initiatives for their feasibility of implementation and deterrent effects.** The IDCC will consult with law enforcement agencies across Canada to gauge capacity for impaired driving enforcement as well as identify technological solutions, such as GIS mapping and vehicle technologies that can augment these strategies.