

MAY 17 - 23, 2022

Canada Road Safety Week is an enforcement-driven initiative led by the Canadian Association of Chiefs of Police (CACCP), and more specifically by the [CACCP's Traffic Safety Committee](#). It is designed to increase public compliance with safe driving measures in order to save lives and reduce injuries on our roads.

This road safety awareness campaign is part of the broader [Canada's Road Safety Strategy 2025](#), which aims to make Canada's roads the safest in the world. To this end, the campaign is focused on behaviours that put drivers, passengers, pedestrians and other vulnerable road users most at risk:

- drug-impaired driving
- alcohol-impaired driving
- fatigue-impaired driving
- distracted driving
- aggressive driving
- driving without a seatbelt

All enforcement agencies across the country are invited to actively participate in this campaign and to encourage citizens in their respective community to adopt safe driving practices.

Canada Road Safety Week Toolkit

- **Poster:** Promoting the theme and focus for Canada Road Safety Week
- **National Facts and Stats:** A list of facts and stats pertaining to each of the various road safety issues being addressed during Canada Road Safety Week. These can be useful to support media relations or social media initiatives.
- **News release template:** An overview of the campaign and insight into the initiative(s) undertaken by an individual police service.
- **Social media content:** A list of proposed images and messages to be used on Twitter and/or Facebook during the week of the campaign.