



Canadian Association of Chiefs of Police

Safety and security for all Canadians through innovative police leadership

FOR IMMEDIATE RELEASE

October 11, 2019

Operation Impact 2019: Your Actions Have Impact!

OTTAWA, ONTARIO – Today marks the beginning of *Operation Impact 2019*, a national public awareness campaign aimed at making Canada's roads the safest in the world. By promoting safe driving behaviours, we hope to help prevent collisions, save lives, and reduce injuries on our roads.

The focus will be on behaviours that put drivers, passengers and other road users at risk: impaired driving due to alcohol, drugs or fatigue, as well as aggressive driving, distracted driving and driving without a seat belt.

"Your actions have impact". This is the theme for this year's campaign. It emphasizes the role each of us has to play to support traffic safety on the streets and highways in our community. Don't let the impact of your choices be a collision on our roads.

Motor vehicle collisions kill about 2,000 Canadians, seriously injure another 10,000 people and injure about 165,000 citizens in this country each year.

"Bad driving behaviours affect the well-being of the driver, their passengers, and all those with whom they share the road. We owe it to each other to drive according to the rules," said Chief Superintendent Chuck Cox, chair of the CACP's Traffic Safety Committee.

During this year's campaign, we want drivers to be aware on their own behaviours. We want them to acknowledge and eliminate any bad habits they may have, because their actions truly have impact!

It is not a coincidence that the timing of this campaign to achieve safer streets and highways takes place during this long weekend. More people are travelling, and collisions are therefore more frequent.

-30-

For further information or to arrange a media interview, please contact:

Natalie Wright

Canadian Association of Chiefs of Police

Communications Advisor

communications@cacp.ca

613.838.8807

Operation Impact is organized by the Canadian Association of Chiefs of Police, under the leadership of the CACP Traffic Safety Committee, in support of [Canada's Road Safety Strategy 2025](#).