



# Canadian Association of Chiefs of Police

Supporting police professionals through innovative and inclusive police leadership to advance the safety and security of all Canadians.

## FOR IMMEDIATE RELEASE

### Canada Road Safety Week: Are unsafe driving behaviours worth the risk?

**Ottawa, ON, May 18, 2021** – Today marks the beginning of Canada Road Safety Week, a 7-day national campaign aimed at making Canada's roads the safest in the world. This annual awareness campaign is designed to increase public compliance with safe driving measures in order to save lives and reduce injuries on Canada's roads. The focus of this campaign continues to be on behaviours that put drivers, passengers, pedestrians and other vulnerable road users at risk: impaired driving, distracted driving, aggressive driving, and not wearing a seatbelt.

Canadians have a number of reasons they use to justify adopting unsafe driving behaviours and this year's campaign challenges them to truly assess the risks of the decisions they make. Is it really worth speeding to get to your destination only a few minutes earlier? Is it really worth driving under the influence of alcohol or drugs because some of the alternatives may be more inconvenient for you? Is it really worth driving when you're nodding off at the wheel? Is the momentary thrill of road racing really worth taking the deadly risks associated with dangerous and careless driving?

Each unsafe driving behaviour behind the wheel involves the potential risk of fines, suspensions, impounds, injuries, or even death. You could lose your money, points, your license, your vehicle, your physical or mental capacities, your wages or your life. Worse yet ... you could be taking all these away from others you share the road with. Whatever the reason, there is no excuse that justifies an unsafe driving behaviour. It is simply **#NotWorthTheRisk**.

We want Canadians to remember that the decisions they make, and the consequences of their actions, don't just affect them. They impact their family and community too.

*"This campaign is about an honest assessment of risk versus reward when drivers make decisions behind the wheel. Many Canadians tend to underestimate the risks and the consequences related to the choices they make. In the moment, decisions are generally focused on personal needs and individual assessments of acceptable risk, with little regard or thought to what that could potentially mean for others. Canadians must be responsible citizens on Canada's shared roads."*, says Chief Robert Martin, Chair of the CACP Traffic Safety Committee.

This public safety initiative is part of a national effort to help advance [Canada's Road Safety Strategy 2025](#) to make Canada's roads the safest in the world. Together, we can make a difference.

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**For further information or to arrange a media interview with a CACP representative, please contact:**

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