



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

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Operation Impact 2021: Be a Hero. Aim for Zero.

Ottawa, Ontario – Tomorrow marks the beginning of *Operation Impact 2021*, 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.

From October 8th to 11th, 2021, police across the country will be focused 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.

Most collisions are not 'accidents', they are generally the direct result of a conscious decision an individual driver has made. If there were zero problematic driving behaviours at the wheel, we could expect zero collisions, zero injuries and zero deaths on our roads. So this year, we are inviting residents in our community to ***Be a hero. Aim for zero.***

"Not all superheroes wear capes. Decisions drivers make every day really can help save lives and prevent injuries," said Chief Robert Martin, co-chair of the CACP's Traffic Safety Committee.

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.

"Canadians know what they should be doing when they are behind the wheel. This campaign simply provides them with the reminders they need," added Chief Superintendent Rohan Thompson, co-chair of the CACP Traffic Safety Committee.

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.



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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](#).