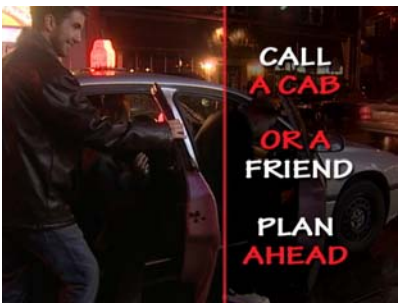




Ontario Community Council
on Impaired Driving
conseil communautaire ontarien
sur la sobriété au volant

2008 ANNUAL REPORT

Celebrating 20 years of arrive alive DRIVE SOBER®



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President's Message

"To every thing there is a season" and sadly for me, my season as your President has come to an end.

It has been a privilege and honour, and while those words are often overused, I do mean it. The past three years have flown and in that time, I have had some interesting and often fun experiences. I've been given the opportunity to walk onto the ball field at Rogers Center, shake hands with Mats Sundin and Vesa Toskala, attend the launch of Action Sudbury's Red Ribbon campaign on behalf of OCCID; attend OACP conferences and co-host the hospitality suite, watch the making of the radio PSA ads; meet three Ministers of Transportation; chair two Countermeasures conferences and three "arrive alive; Drive Sober" launches.

I am pleased that during the last three years, we saw legislation passed treating boating impairment the same as motor vehicle impairment, and we saw significant changes to the Highway Traffic Act for excessive speeds and increased penalties for .05 BAC levels. I am also pleased to see a name change for Ontario Community Council on Impaired Driving to **arrive alive DRIVE SOBER®**, a name that will positively state the mission of the OCCID, while making the organization more recognizable to the public and the media.

The most significant benefit has been meeting many of you and expanding my horizons. Working with you, seeing the many programmes developed and the dedication that each and every one of you devotes to eliminating impaired driving has encouraged me to believe that this goal is not impossible.

Finally, no report would be complete without a special mention of Anne Leonard. I often say that she is the heart of OCCID, and much of what this organization is, is due to her hard work, commitment to the cause and sheer determination. The list of accomplishments in this report is as extensive as it is because we are blessed to have an Executive Director as dedicated as Anne. I have really enjoyed popping into the office for any number of reasons, mooch something sweet (there's always something) and catch up on the news of the alcohol and impaired driving world, but mostly the growth of friendship.

Thank you everyone for this opportunity.

A handwritten signature in black ink that reads "Shelley A. Timms".

Shelley



Vision

Ontario Community Council on Impaired Driving (OCCID), in collaboration with key stakeholders and community partners, identifies implements and supports effective prevention initiatives to eradicate impaired driving in the Province of Ontario.

Mission

Ontario Community Council on Impaired Driving (OCCID) provides leadership and programs to eliminate impaired driving in Ontario and enables people and communities to share resources and information that will prevent injuries and save lives.

THE YEAR IN REVIEW . . .

2008 was a year of celebration and continued forward growth for OCCID. In our 20th year, we developed new messaging, made exciting new contacts, and showcased arrive alive DRIVE SOBER® at conferences and other events.

The Marketing Committee began the year with a focus on planning the launch event, and on celebrations for the 20th arrive alive DRIVE SOBER® campaign. A special Public Service Announcement was written and composed by the OCCID office; an arrangement was created and produced by Amy Nodwell and Creighton Doane of Doane Leblanc. The message was produced in both video and radio formats and received excellent pick up across the province all year long. Key sponsorship for the 20th arrive alive DRIVE SOBER® campaign was received from The Beer Store and the Ministry of Transportation allowing us to make our 20th campaign our most successful. We maintained our Choose Your Ride theme on bus-backs, t-shirts, posters, insurance folders and on the front of the Passport to Safety.

In June we attended a Press Conference for Bill C2 which includes the new legislation for addressing drug impaired drivers, specifically DRE and SFST testing processes. In August we attended a press event in South Porcupine where we were presented with the keys and ownership to a pick-up truck forfeited by a repeat drunk driver in the region. OCCID received two trucks through this process - Ontario's amended Civil Remedies for Illicit Activities (CRIA) Act.

In the fall we recorded a fresh Shut Out Impaired Driving message with the newly hired coach of the Toronto Maple Leafs – Ron Wilson and we hosted four awareness evenings for Shut Out – two with the help of Toronto Police Services; we also attend RIDE spotchecks in Toronto and Niagara Region. In all, our Shut Out Impaired Driving efforts included the distribution of 17,000 home hosting kits to 50 community groups, police, public health units, businesses, and schools. OCCID was the recipient of funds from the RIDE Checks booklet and also enjoyed festive season support from Mackenzie Financial.

We closed out the year hosting Countermeasures XVII in the late fall with 140 delegates, speakers, media, sponsors and guests in attendance. At the Sunday afternoon meeting members and stakeholders held an intense conversation around changing the operating name of OCCID to something else – and strongly considered “arrive alive DRIVE SOBER” with agreement to investigate what would be involved in changing a name ...

In 2008, The Beer Store customers donated almost \$73,000 to OCCID – an all time high for us - for the arrive alive DRIVE SOBER® campaign; 100% of the funds were spent on the campaign.

arrive alive DRIVE SOBER®

The launch of the 20th campaign was held at Toronto Police Headquarters on May 6th; the focus of the event was the video retrospective that had been created. The video PSA was produced in true arrive alive DRIVE SOBER fashion – in response to research and focus testing – reminding the public of the right thing to do – the right choice about how to get home.

We were very grateful for support from Creighton Doane of Doane Leblanc and from Amy Nodwell – a local talent from Guelph – together they “tweaked” lyrics and tune and created an arrangement for “Do the Right Thing” – which had great pickup from media all year long. The retrospective was also true to OCCID’s roots – the opening PSA with Charlie Major (recorded in 1993) had very similar messaging to what was produced in 2008 but with a very different tune and style.

Over the year, we were fortunate to have had help from several volunteers, a co-op student, and, on occasion from Student Life Education Company’s summer students, which all helped compensate for the decrease in the number of summer students funded to our office. We had our 5th awareness day with the Blue Jays, attended Wakestock again and surpassed our 2007 TTC day numbers... giving out 11,600 insurance folders with our Passports to Safety to TTC Riders in a matter of hours on July 31st. We also had a presence at many golf tournaments through the summer and spent a fair bit of time working on the sequel to *iDRIVE* – *iDRIVE: ROAD STORIES*. We participated in awareness days hosted by the Ontario Provincial Police on highway 400 and said good bye to Campbell [Cam] Woolley at the end of the summer.

Across Ontario we shared materials via all TBS outlets, and via Ministry of Transportation Driver and Vehicle Licence Issuing Offices, DriveTest Centres, and 375+ community groups.

Beginning in December, as the winter theme for arrive alive DRIVE SOBER, we hosted Shut Out Impaired Driving for the fourth time with support from the Toronto Maple Leafs, and the Ottawa Senators. We produced foam pucks with the Shut Out message and offered them to groups and individuals at cost. We released a radio PSA “refresher package” for the Christmas/Festive holiday season that also piloted a home hosting spot inviting revelers to donate their empties at The Beer Store in December. In all, we shared 17,000 home hosting kits via our events.

OCCID was the recipient of funds raised through the RIDE Checks booklet and were pleased to share the booklet as part of the home hosting kits – it contained information about new legislation coming in 2009 and it was legislation that needed to be shared with the public as broadly as possible so we were pleased for the chance to share it.

OCCID gratefully acknowledges sponsors and partners:

The Beer Store, Ministry of Transportation
Ontario Association of Chiefs of Police, Ontario Provincial Police, Toronto Police Services,
Toronto Maple Leafs, Toronto Blue Jays, Doane Leblanc, StreetSeen Media

iDRIVE

In 2008 we continued work on the production of a more current version of *iDRIVE: Road Stories* shooting in Thunder Bay, Ottawa, Toronto and Tillsonburg with a reality TV approach. Our partners for this version include Ministry of Transportation, Ontario Students Against Impaired Driving, and Student Life Education Company.

Operation Lookout®

We continued expanding Operation Lookout efforts with new communities getting involved especially in rural Ontario, definitely a higher risk area, and a great place to be getting the message out. Larger signs were produced and were shared with Belleville, Cornwall, Kingston, Middlesex/London, North Bay, Peterborough, Porcupine Health Unit (Cochrane, Hearst, Hornepayne, Iroquois Falls, Kapuskasing, Matheson, Smooth Rock Falls, and Timmins), Sudbury, and Toronto.

DRIVE STRAIGHT®

Our 14th charity golf tournament raised a net of \$50,100 to OCCID. Thanks to Committee Chair Jay Granatstein for his tremendous support and insight into making this our most successful tournament.

OCCID gratefully acknowledges the official sponsors including: Canadian Auto Workers Union, Canadian Wireless and Telecommunications Association, Diageo Canada, Labatt Breweries Ontario, Molson Canada, and Yamaha Motor Canada Ltd. We gratefully acknowledge the hard work of *all* committee members.

CONFERENCE PARTICIPATION

Ontario Students Against Impaired Driving (OSAID)

In May, OSAID hosted their annual provincial conference at Sheridan College in Oakville. More than 350 students and adult supervisors attended. OCCID provided a display, hosted a workshop, and supervised. We also provided karaoke on the Saturday night to complement the dance activity.

CARSP Conference - Whistler

Our Executive Director was invited to the conference and presented in a workshop on Operation Lookout – Intervening to Prevent Impaired Driving. We also had a display at the conference - held in June.

Ontario Association of Chiefs of Police

Mid June we had a display at the OACP annual meeting in Niagara Falls. Our summer students attended and showed our video retrospective to delegates.

Children's Hospital of Eastern Ontario

On September 24th we had a display at the 7th Annual Eastern Ontario Regional Trauma Conference.

Canadian Association of Chiefs of Police

In September we were invited to present our arrive alive DRIVE SOBER video retrospective along with a history of the campaign to 100+ delegates at the CACP fall Traffic Symposium in Ottawa. The meeting was coupled with a Vision 2020 update hosted by CCMTA. OCCID was in attendance and participated in the process. We also hosted a special fall OCCID general meeting in Ottawa at the offices of the Canada Safety Council.

Southwest Ontario Injury Prevention Conference

OCCID was pleased to attend this conference in London and enjoyed the time to catch up with many colleagues in the southwest region. We also hosted a special OCCID General Meeting at the Ministry of Transportation offices in conjunction with NBA conference.

Ontario Injury Prevention Conference

Our Executive Director attended and had a display at the OIPC, thanks to Smartrisk for facilitating this for us. We also co-presented in a breakout session and showed the arrive alive 20th anniversary video retrospective.

Countermeasures XVII

The XVII Countermeasures Conference was held on November 2nd and 3rd at the Toronto Airport Radisson. The theme was New Era - New Approaches and featured many speakers who addressed the most current legislative changes in Ontario and Canada. Almost 140 delegates, speakers, guests, sponsors and media participated over the two days; about 44 of those present were police officers, five lawyers attended. On Sunday, November 2nd OCCID, OTC and OPC co-hosted a workshop for OTC's Traffic Committee which attracted more officers to the event. OCCID hosted our regular general meeting with 30 members and stakeholders attending. Commissioner Fantino helped to open the conference. Minister Bradley attended all of the lunch and the awards presentations. Special thanks to an amazing Conference Committee who made the conference a huge success.

We rely heavily on partners, sponsors and supporters to carry out our mission ... below we attempt to give credit to at least some of those who supported us with their staff/resources/etc. through the year.

<u>In Kind 2008</u>		
DONATION		VALUE
<i>Donated Air Time for PSAs</i>		
	Radio	1,848,432.00
	Television	450,000.00
<i>PSA Production</i>		
	Air Canada Centre/MLSE	6,000.00
	Coach Ron Wilson, Toronto Maple Leafs	6,000.00
	Doane Leblanc	6,000.00
	Ontario Provincial Police	4,000.00
	Toronto Police Service	4,000.00
	Ministry of Transportation	3,000.00
	Studio Time	2,000.00
	Amy Nodwell	2,000.00
	Albion Hotel	2,000.00
<i>Printing</i>		
	The Beer Store	10,800.00
	Ride Checkbook	3,000.00
	OACP Drive Safe Booklet	3,000.00
<i>Shipping</i>		
	MTO	9,000.00
	The Beer Store	5,300.00
	Drive Test	3,000.00
	92 community groups	2,300.00
<i>Messages</i>		
	Street Seen Media	118,000.00
<i>Volunteer Hours</i>		
	Members and Committees (3700 hours)	
	Co-Op and Volunteer (221 hours)	
	Community Service Hours (200 hours)	
	<i>Total Hours = 4121 (x average \$17.50)</i>	
	Hours donated by consultants - 250 hours (includes web master)	6,250.00
<i>Artwork and Professional Fees</i>		
	The Beer Store	4,000.00
	Hatanaka Design	1,000.00
<i>Display Space</i>		
	Rogers, Air Canada Centre, TTC, Petro Canada, Wakestock, Abrams Towing, Toronto Police Headquarters, Canadian Injury Prevention Conference, Ontario Provincial Police, Toronto Blue Jays, CARSP/CMRSC.	25,000.00
TOTAL		2,595,299.50