

We celebrate our many friends, partners and sponsors. Our 2009 accomplishments would not have been possible without their dedication and contributions.

Alberta Motor Association

Alexa's Team members

Alzheimer Society of BC

BC Injury Research and Prevention Unit

BC's road maintenance contractors

BCAA employees

BCAA Traffic Safety Foundation
Board of Directors

BCAA Traffic Safety Foundation
volunteers

City of Nanaimo

The Community Against
Preventable Injuries

DriveAble

First Nations Tripartite Injury
Prevention Working Group

Head Start Program

Health Canada

Holy Family Hospital

Independent Transportation Network

Insurance Corporation of BC (ICBC)

Justice Institute of BC

MADD

The Middelaer family

Office of the Superintendent
of Motor Vehicles (OSMV)

Police forces throughout BC

Rotary Club of White Rock – Millennium

School Safety Patrol members

Sponsors and participants
at two fundraising golf tournaments

Teachers, principals and school districts

WorkSafeBC



2009 ANNUAL REPORT

(FOR THE YEAR ENDING MARCH 31, 2010)

Celebrating Collaboration

We all know the statistics. We each know someone whose life has been tragically altered as a result of a car crash. And we have all taken steps to ensure our own safety and the safety of our loved ones, co-workers, neighbours and friends as they use the roads. Without these efforts, the situation today would be much worse.

But something quite exceptional is happening in BC. Collaboration has reached entirely new levels over the past year; individuals, groups, agencies, corporations and communities are working together in new ways to reduce the tragedy that takes place on our roads.

This annual report highlights our partners, celebrating our achievements as we work together to eliminate injuries and deaths on BC roads.

Drive to Save Lives



Evolving to meet the changing needs of BC drivers

A message from the Chair and Executive Director

This past year was one of significant change for the BCAA Traffic Safety Foundation. From the way we deliver our programs and develop our partnerships, to the mix of our revenue sources and the scope of our mandate, the year marked our transition from a modest but growing Foundation to an organization recognized for having a strong and credible voice in the BC road safety community.

We continue to evolve to meet the changing needs of BC drivers. And, as always, we are passionate about our work, tackling the significant road safety issues we face as families, communities and organizations in British Columbia. We also remain focused on using our resources to address the most pressing road safety issues, where evidence shows us **we can make a difference.**

Creating two new partnerships

Two of these most critical areas are occupational road safety and dementia and driving. That is why we have developed partnerships with WorkSafeBC and DriveABLE.

Through our partnership with WorkSafeBC, we are combining our traffic safety knowledge and expertise with WorkSafeBC's occupational health and safety knowledge and expertise to jointly address work-related motor vehicle crashes in BC.

We are addressing the issue of dementia and driving through our partnership with DriveABLE by improving access to an assessment system that determines a person's cognitive ability to drive.

Expanding our core programs

We are expanding our core programs to better serve the changing needs of BC's drivers. By taking advantage of evolving technologies, we are making more of our valuable tools and resources available online so that all British Columbians, no matter where they live, have access to our information and expertise.

We are also refocusing our resources to better reach the road users who continue to be overrepresented in traffic injuries and deaths: young drivers, older drivers and newcomers to Canada.

Moving forward

Our relationship with BCAA continues to grow as does the enthusiasm of BCAA's employees for the road safety cause. Thousands of dollars were raised to support the Foundation's work through sales centre events and employee fundraising initiatives. We thank the many BCAA team members who have given their time, effort and expertise to make our roads safer for all British Columbians.

To our partners, we deeply appreciate your support. Our achievements would not have been possible without your dedication and contributions. To those who are new to the BCAA Traffic Safety Foundation, we invite you to share your passion for road safety by joining in the **Drive to Save Lives.**

We are passionate about our work, tackling the significant road safety issues we face as families, communities and organizations in British Columbia.



Tim Condon

Chair and President,
BCAA Traffic Safety Foundation



Allan Lamb

Executive Director,
BCAA Traffic Safety Foundation

Child Passenger Safety Program



**Keeping children safe
in the car**

An ICBC survey found that more than 90 per cent of children are protected by a child seat when they ride in a car. But what about the other 10 per cent? We are focusing our resources on those who are overrepresented in traffic injuries and deaths. We are also expanding online access to car and booster seat information and resources for all BC parents and caregivers.

Highlights include:

- signing a three-year agreement with program partner ICBC and redefining our target audiences
- joining the First Nations Tripartite Injury Prevention Working Group to enable us to more effectively address First Nations road safety concerns
- conducting hands-on workshops for program coordinators of the Head Start program, a community-based early intervention program for children living in First Nations communities
- implementing a workshop for new parents and information sessions for new Canadians and members of First Nations
- distributing more than 1,500 car and booster seats through our Child Car Seat Matching Fund (The Foundation matches gifts from donors, providing low-income families with child car seats, correctly installed and suitable for their child's age and size.)

School Safety Program

Our School Safety Patrol program is our longest running program. This year more than 60 schools were involved in 10 BC communities. Next year, we will offer more options than ever before to better meet the different needs of each school and school district.

Highlights include:

- changing the program's strategic approach by targeting school districts rather than individual schools
- bringing on board BC's largest school district – Surrey



**Being safe
on the way to school**

Young Drivers Program

We continue to deliver our *In the Driver's Seat* workshops to BC parents of new drivers and have expanded our delivery methods to include online as well as face-to-face sessions.

Highlights include receiving the many positive comments from parents of new drivers such as:

- *"I learned quite a few things that really surprised me. I thought I knew the answers."*
(Coquitlam parent)

- *"The material was extremely relevant and informative."*
(Surrey parent)

- *"I think parents really benefited from your presentation. It reminds them of their important role in driver education for their youth."* (Richmond parent)



Working with parents

Mature Drivers Program



Focusing on safe mobility

We continue to provide resources to older drivers to help them make wise decisions about their driving. In addition, we are taking a leadership role in addressing dementia and driving.

Highlights include:

- conducting 58 *Living Well, Driving Well* workshops in 25 BC communities, attended by almost 900 participants
- forming the Dementia and Driving Working Group to address the need for timely identification of drivers who are medically at risk to themselves and others
- partnering with DriveABLE to expand access to driver fitness assessment tools
- working with the University of Alberta and the Alberta Motor Association to make senior-friendly alternative transportation options a reality

Impaired Driving Program

We continue to work with Laurel and Michael Middelaer to increase awareness about the devastating impacts of drinking and driving. Their four-year-old daughter, Alexa, was killed by an alleged impaired driver.

Highlights include:

- recognizing 174 police officers as members of Alexa's Team. (To qualify, police officers must forward to Crown a minimum of 10 full impaired driving charges during the course of a year.)
- having members of Alexa's Team remove more than 9,000 impaired drivers from our roads
- raising over \$30,000 for the Alexa Middelaer Memorial Fund
- working with MADD, the RCMP, OSMV and the City of Nanaimo on the *Call 911* campaign which encourages people to report suspected impaired drivers



Getting unsafe drivers off the road

Occupational Road Safety Partnership

Each year, more than 30 people are killed in work-related crashes on BC's roads. Through our new partnership with WorkSafeBC, we are working to reduce the number and severity of these types of crashes.



Bringing road safety to the workplace

Highlights include:

- forming a partnership with WorkSafeBC in which the Foundation provides traffic safety expertise and project management while WorkSafeBC provides funding and program delivery mechanisms
- bringing together a project team of experts to tackle occupational road safety initiatives and programs
- collaborating with a number of agencies including the police, ICBC, government and road maintenance contractors on *Shift into Winter* – a four-month campaign that targeted workers in Kamloops with practical tips and advice on how to drive safely in winter
- initiating the development of a comprehensive fleet safety strategy for BC employers



Contact us

Find out more about the BCAA Traffic Safety Foundation's work to make our roads safer. Learn how you can support the *Drive to Save Lives*. Visit our website or contact Allan Lamb, Executive Director, to discuss how you or your organization can help make our roads safer for all road users.

Audited financial statements are available upon request. Registered Charitable Organization # 86742 1372 RR0001

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