

madd Campaign 911



About MADD Canada's Campaign 911

- Launched in 2007, *Campaign 911* is one of MADD Canada's most innovative awareness programs. This national campaign encourages and empowers Canadians to help make roads safer and reduce impaired driving deaths and injuries by alerting police to suspected impaired driving before potentially deadly crashes occur.
- *Campaign 911* changes perceptions by reinforcing that impaired driving is indeed an emergency situation and 911 is the appropriate number to call.
- The Canadian Association of Chiefs of Police, Canadian Police Association and Canadian Association of Police Boards are important national partners in *Campaign 911*.



Call 911 Programs Across Canada

- MADD Canada Chapters and Community Leaders across Canada team with local and regional police, government and community partners to promote the Call 911 program and messages.
- Often called Call 911 or Report Impaired Driver programs, the efforts focus primarily on road signage, but can also include billboards, public service announcements and other materials to provide the public with information on the possible signs of an impaired driver, tips on what to do and safety reminders.
- Call 911 programs have grown extensively since the launch of *Campaign 911* in 2007. Call 911 signs are now in communities in Newfoundland & Labrador, Prince Edward Island*, Ontario, Saskatchewan*, British Columbia, New Brunswick, Nova Scotia*, Manitoba*, Alberta* and Yukon.
* Represents province-wide programs.
- More and more people are calling 911 to report suspected impaired drivers.



Call 911 Program Results

- 911 calls to report suspected impaired drivers increase between 45% to 80% in the first year of program implementation.
- Impaired driving charges and roadside licence suspensions increase between 30% to 80%.
- Police interception rates of 911 calls range from 20% to 50%.

