

Fall 2002



MADD

Mothers Against Drunk Driving™ **MATTERS**

0.05% BAC makes good sense

Lowering the *Criminal Code* legal limit for blood alcohol concentration (BAC) to 0.05% is one of two essential measures for the Federal Government, if it is serious about making Canadian roads safer from impaired driving. Coupled with enhancing police enforcement, lowering the BAC will effectively fight this violent crime, and will significantly reduce the number of Canadians being killed and injured in alcohol-related crashes.

“There are many compelling arguments for why Canada must reduce the BAC to 0.05%,” states Louise Knox, National President. “We should take a lesson from the international experience and get serious about the crime of impaired driving. By lowering the BAC to a safer level and giving the police the tools they need to apprehend and charge impaired drivers, there will be less impaired drivers on our roads and lives will be saved. So, a 0.05% BAC makes good sense.”

MADD Canada and a number of other national stakeholders (Canadian Medical Association, Canadian Public Health Association and Canadian Centre for Addiction and Mental Health, to name a few) are expecting the House of Commons Justice Committee to begin a review of the benefits of a lower 0.05% BAC. When MADD Canada launched its policy document, *Taking Back Our Roads*, last Fall, then Justice Minister Anne McLellan saw merit in a full review of the BAC policy. Since, MADD Canada has urged the Government to consider a lower 0.05 % BAC.

The facts speak for themselves.

- The current *Criminal Code* blood-alcohol concentration (BAC) limit of 0.08% (80 mg. of alcohol per 100 ml. of blood) allows individuals to drink excessive amounts of alcohol in a relatively short period of time and then drive, largely immune to criminal sanction.
- Given the margin of error accepted by our courts, most police will not consider laying an impaired driving charge unless both of the driver’s evidentiary breathalyzer readings are 0.10% or higher.
- Based on this real-world threshold for criminal charges, an average 200 lb. man can drink over six bottles of regular beer (12 ounces at 5% alcohol by volume) or over a bottle of wine (26 ounces at 12% alcohol by volume) in a two-hour period and then drive, and will not likely be criminally charged or convicted.

- Similarly, a 130 lb. woman can drink over three bottles of regular beer (12 ounces at 5% alcohol by volume) in a two-hour period and then drive without exceeding the real-world threshold for criminal charges.
- Although the estimates vary, millions of Canadians continue to drive after drinking, many on a routine basis. Moreover, millions of Canadian drivers acknowledge driving after they thought they were over the legal limit.
- The current *Criminal Code* limit is failing to deter drinking and driving, and the consequences are tragically predictable. Even the most conservative estimates indicate that impaired driving is, by far, the single largest criminal cause of death and one of the largest criminal causes of injury in Canada.
- According to a 2001 Transport Canada report, Canada ranked highest among eight selected OECD countries in terms of the percentage of fatally-injured drivers who were impaired, even though most of these countries have far higher rates of per capita alcohol consumption. For example, while Germans consume 70% more alcohol than Canadians, only 11% of Germany’s fatally-injured drivers were impaired. In contrast, Transport Canada indicated that 32% of Canada’s fatally-injured drivers were impaired.
- As early as 1960, the British Medical Association stated that “a concentration of 50 mg% of alcohol in 100 ml of blood while driving a motor vehicle is the highest that can be accepted as entirely consistent with the safety of other road users.”
- Since then, studies in laboratories, on driving simulators and on closed access roadways have established that significant impairment of critical driving skills, including vision, psychomotor tasks, reaction time, vigilance, information processing,

Continued on page 2



2002 Project Red Ribbon
“TIE ONE ON FOR SAFETY”
 November 1 - January 6

MADD
Canada's
Mission:
To
Stop
Impaired
Driving
And
To
Support
Victims
Of
This
Violent
Crime.

Chair's message: From where we stand

MADD Canada's public policy positions are based on our organization's on-going dialogue with our grassroots, supporters and allies on issues relating to impaired driving.



Most recently, public debate has brought a magnifying-glass to national stakeholders' positions on alcohol and drug use policies. MADD Canada has some long-standing principles we adhere to and our policies on these issues are defined.

So that no person misunderstands or misrepresents MADD Canada policies in these important areas, allow me to succinctly relate them.

Our Alcohol Use Policy

Drinking is a private matter. Drinking and driving is a public matter. MADD Canada's statement of beliefs reads *'While an individual's decision to consume alcohol is a private matter, driving after consuming alcohol is a public matter.'*

Drinking and then driving endangers everyone on the roads, and it increases the risks of crashes, injuries and deaths. It is a serious, public matter. It is a crime and, unfortunately, impaired driving is the number one criminal cause of death in our country.

Let me state that MADD Canada is not a prohibition group. We are a group that hopes to change public attitude and behaviour when it comes to drinking and driving. MADD Canada seeks to stop impaired driving and the crashes and injuries and deaths resulting from drinking and driving.

Recently, MADD Canada published *'The Real Facts on Alcohol, Injuries and Death'* because we believe that the Canadian public has the right to know the statistics and facts behind alcohol use. The reality of alcohol use is much more than the happy, sexually-charged, stereo-typical party advertis-

ing of the alcohol industry. There is a darker side to alcohol use, other than how the industry portrays alcohol.

Our Drug Use Policy

MADD Canada's Statements of Beliefs reads, *'Drugs and the mixture of drugs and alcohol contribute to the death and injury caused by impaired driving crashes.'*

With the recent release of the Senate Committee report and the Minister of Justice statements, MADD Canada has been asked to make its position on the decriminalization of cannabis clear. Our organization does not have a specific position on this issue. However, we have specific concerns on this matter, which we have raised with the Senate Committee and the Federal Justice Minister.

MADD Canada is concerned about what this issue may mean for safety on the roads and, in particular, for safety of youths who are more susceptible to peer pressure and combining alcohol and drugs – and driving while impaired from one and/or both.

MADD Canada has serious concerns regarding the liberal use of cannabis and what this means for drug impairment and driving. Specifically, we ask the Government to act to ensure that:

- there is an equivalent of the *Criminal Code* 253 (b) *per se* offence for individuals who are impaired by drugs;
- where Health Canada issues an exemption for the use of cannabis for medical reasons, there be given clear instructions not to drive while under the influence of this drug;
- enforcement officers across the country be given proper training in the drug recognition evaluation program; and,
- direction be sent to provincial attorney generals on the intent of the Federal Government's actions and what it means regarding the Federal Government's stand on impaired driving.

In our opinion, the Government needs to look at and act on these issues before decriminalizing cannabis.

Katherine Macmillan, Chair of National Board

0.05% BAC

Continued from page 1)

- and divided attention tasks, begins at levels well below 0.08%.
- The authors of a comprehensive study published by the American National Highway Traffic Safety Administration in 2000 stated that the "major conclusion of this study is that a majority of the driving population is impaired in some important measures at BACs as low as 0.02%...."
- The international trend has been to reduce legal BAC limits. The following countries already have a BAC limit of 0.05% or lower: Australia, Austria, Belgium, Bulgaria, Croatia, the Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Japan, Macedonia,

Malaysia, the Netherlands, Norway, Portugal, Romania, Russia, Slovenia, Sweden, and Turkey.

- The international research is consistent and strong. Every jurisdiction that has lowered its BAC limit has experienced some traffic safety benefits, such as reductions in drinking and driving, and decreases in alcohol-related crashes, injuries and deaths.
- The research also indicates that lowering BAC limits deters drivers at all BAC levels, including high-BAC drinking drivers. Indeed, in Sweden and the Australian Capital Territory, those in the highest BAC levels had among the greatest decreases in impaired driving.
- A recent Canadian study, reviewing the international experience, reported that lowering the criminal BAC limit to 0.05% could result in reductions of

6% to 18% in total crash fatalities, or between 185 and 555 fatalities a year. While we might be more cautious about drawing exact estimates from the international experience, the evidence clearly indicates that lowering the *Criminal Code* BAC limit will contribute to significant traffic safety benefits.

For further information on the benefits of 0.05% BAC, visit the MADD Canada website – www.madd.ca – to access a library of documents on this policy and the other 18 policies in *Taking Back Our Roads*. Professor Robert Solomon, MADD Canada's Legal Director, and his colleagues and students at the Law Faculty, University of Western Ontario, have published the most recent Canadian and international research on BACs – and they can be found on the website.

National Award Winners

CAROLYN SWINSON is the recipient of the John G. Bates Award as MADD Canada's Volunteer of the Year. Her outstanding volunteer contribution in the fight against impaired driving and her actions on behalf of the victims of impaired driving, makes Carolyn one of our most committed volunteers.

Carolyn Swinson became involved in the MADD Toronto Chapter in 1994, a year after her son, Robert, was killed in an impaired driving crash. Carolyn had earlier lost her father in an alcohol-related crash. She has been very active in the fight against impaired driving in Toronto in the past eight years and served as the National President of MADD Canada in 1999-2001. This past year, Carolyn was also recognized by the Ontario Ministry of Transportation for a Road Safety Achievement Award, by the City of Toronto for Volunteer of the Year Award, and, most recently, by the Governor General with a Caring Canadian Award.

"Carolyn has taken the two greatest tragedies of her life and turned them into opportunities to educate, support and help others who have become the unfortunate victims of impaired driving," says John Bates, founder of MADD Canada. "Her courage is obvious. With the MADD Toronto Chapter, Carolyn has served as Chapter President, Victim Advocate and community speaker giving over 200 talks annually to young people all over the Greater Toronto area. She also served as a remarkable National President for our organization. Carolyn is recognized and revered within her community and has such a genuine humble nature as to not know how important she is to our community, our society and the future of this country."



SENIOR OPP CONSTABLE ERIC BOOTH was recognized for his exemplary service and commitment in the fight against impaired driving with MADD Canada's Terry Ryan Memorial Award, in honour of excellence in police service. Constable Booth has served with the Ottawa Detachment of the OPP since 1987 and, since 1999, has held the position of Community Services Officer, promoting traffic safety on all Provincial Highways within the City of Ottawa.

At the awards presentation, MADD Canada praised the Constable's efforts — initiating MEGA RIDE with the Ottawa 67's and the Ottawa Insurance Brokers Association and MADD Ottawa; initiating Win a Ride To Your Grad venture; providing leadership with MADD Canada's holiday Project Red Ribbon campaigns; participating in school presentations and with school groups concerned with impaired driving; and being an effective anti-impaired driving spokesperson at media and community events. Eric Booth was also recognized for his significant role within the local MADD Ottawa Chapter and his tireless efforts in delivering the Chapter's programs and services in the City.

"Senior Constable Booth has made a significant difference in the

fight against impaired driving in Ottawa," says National President Louise Knox. "Eric has a deep compassion for his work and is an excellent spokesman. He has seen the tragedies caused by impaired driving crashes and has gone above and beyond his call of duty to try to eliminate this needless crime. For this tremendous effort he is most deserving of our appreciation and admiration."



SARA WILLISCROFT was awarded the first-ever Youth of the Year Award for her commitment and tireless efforts in delivering MADD Canada's message to her peers and the Winnipeg public.

In presenting the award, Sara's efforts were lauded: "Sara came to us because she truly wanted to make a difference, her defining statement when she applied for the position was, quite simply, "I want to save lives." If everyone exhibited the same drive and ambition as Sara, we're sure that impaired driving would be ancient history. Over the year, Sara conducted more meetings than any other youth leader. She met with MP's, the provincial transportation minister, justice critics and a key member of the Justice committee. Sara wanted to meet with everyone that could have any influence at all...."

"Her commitment went beyond her role as a National Youth Leader. She distributed genuine care and concern for her local chapter and participated in many of the events they held including organizing their volunteer drive.... Sara has recently been accepted for a second term with the leadership program and we are glad to have her...."

2002 Matthew Paul Carvalho Poster Contest and National Writing Contest Winners

Matthew Paul Carvalho Poster Contest Winners for 10 and Under Category:

1. Flynn Ringrose, Waterford ON
2. Rachel Wright, Chilliwack, BC
3. Ruphen Shaw, Burnaby, BC

Winning posters in the 11-14 Category:

1. Alina Wong, Port Hardy, BC
2. Gary Gray, Dartmouth, NS
3. Heidi Zhang, Toronto, ON

National Writing Contest Winners for 10 and Under Category:

1. Caroline Charbonneau, Waterloo, ON
2. Flynn Ringrose, Waterford, ON
3. Sean Ross, Penhold, AB

Winning essays in the 11- 14 Category

1. Niki Rumbolt, Mary's Harbour, NL
2. Jesiqua Rapley, Grand Bend, ON
3. Molly Hayes, Hamilton, ON

MADD Canada volunteers get around!

We're On Water...

MADD Kingston sponsored a Marine RIDE this summer. The Eastern Region OPP Marine Unit reports 3,500 boats were checked, resulting in 217 charges, mainly involving alcohol. During July and August marine officers investigated three drownings and some serious boat collisions in the area. In many cases the police say carelessness or alcohol played a part.



We're On Ice...

This hockey season, MADD Greater Vancouver is partnering with the Vancouver Canucks N.H.L. organization. Every time the puck hits the ice, we will be getting our message out to hockey fans throughout B.C.



We're on the Road...

The National President Summer Tour included communities throughout southwestern and central Ontario, Toronto, Montreal, Edmonton, and through the Maritime Provinces. Louise Knox drove literally 1,000s of kilometres this summer meeting with MADD Canada members and supporters, police and community leaders, as well as elected officials.



We're On the Trains...

MADD Halton Region held their annual MADD Canada awareness week program recently. Early every morning, Chapter volunteers handed out buttons to the hoards of Toronto commuters at the Go Train stations throughout the area.



... and we're sending our message of hope as far as the Far East

MADD Japan's organization may very well have its genesis in Canada. MADD Canada was honoured to have a Japanese visitor, Kazuyo Iida, who is interested in beginning a MADD organization in her country. Besides being a guest at the National Leadership Conference, Mrs. Iida also toured Halton Region detention centres.



MADD Canada Calendar



- Nov. 1:** The National Project Red Ribbon Launch
- March 21-23:** Training for Chapter Presidents and Administrative Assistants, Toronto
- April 4-6:** Atlantic Regional Conference, Wolfville, NS
- April 25-27:** National Victims' Weekend and Vigil, Toronto

National Chapter Leadership Conference

MADD Canada's annual conference was tremendous, bringing volunteers from all corners of our country! Around 240 people attended the Awards dinner on Saturday night and at least one-third of those delegates were first-time attendees to the conference.

National Chairperson, Kathie Macmillan (right) is with former MADD Canada National Board member, and currently MADD US President Wendy Hamilton.



MADD Canada's enthusiastic National Youth Leaders. This year there are 16 Youth Leaders working in communities across Canada.



A highlight of the Awards dinner was to have Carol Ryan and family members as guests to present the Award for Excellence in Police Services, now being named after Carol's husband, Terry Ryan, a Durham Region (ON) officer killed recently by an impaired driver. In the photo: 2002 Police of the Year Eric Booth, Canadian Police Association Executive Officer David Griffin, Carol Ryan, and son Kevin Ryan.



Et, Bonjour!

Johanne Morin is welcomed to the National Staff as the new Quebec Manager. Everyone will recognize Johanne as one of the active volunteers with the MADD Montreal Chapter. Now Johanne's duties will include growing the MADD Canada organization throughout La Belle Province.

underpressure

Our 2002-2003 Production Is Coming to a School Near You!

This year, approximately 500,000 high school students across Canada will view a powerful, multi-media MADD Canada production warning them on the dangers of drinking and driving and encouraging them to make the right choices in life. MADD Canada will be bringing Motivational Media's production, *underpressure*, to a school near you!

The show relates significant, positive messages through the use of digital soundtracks, music, videos, video clips, and real life testimonials. This year's production includes Toronto Raptor, basketball star Vince Carter and Chief Astronaut of the Canadian Space Agency Julie Payette, who speak of the choices students need to make.

MADD Canada's work with youth is a critical part of our strategy to stop drinking and driving and the deaths and injuries that result from this action. Tragically, road crashes are the number one cause of death for youth age 15 to 19 in Canada, and alcohol is involved 40% of the time. So, MADD Canada believes it is essential to deliver the sober driving message to students when they are first learning to drive, and forming their habits on driving.

underpressure is a high-energy production designed for high school assemblies. The production is effective because it illustrates the negative side of impaired driving in terms students can relate to, and it encourages students to help their peers in making the right choices about drinking and driving.

It is an effective presentation. According to a Carleton University survey conducted last year, after seeing the MADD Canada production, 84% of students

said that they were less likely to drink and drive, and 79% said that they were less likely to ride with a drinking driver.

underpressure opened with a number of premieres across the country. In late August, MADD Canada and Manitoba Public Insurance (MPI) featured the show to a Manitoba Student Leadership Conference. MPI is the Provincial Sponsor of the show and is sponsoring 60 performances to approximately 30,000 students throughout the Province.

In September, hundreds of students from Toronto and surrounding area saw a premiere showing at Toronto's downtown Famous Players Paramount Theatre.

In mid-October, the French MoMedia production, *Sous Pression*, was launched in Montreal.

The French production also has astronaut Julie Payette, as well as victims' accounts from the Lavallee family and from Jean-Luc

Brassard. Guests at that launch included the family of the 6 year-old boy, Keven Lavallée, whose tragic story is featured in the video.

The sponsors who make this effective high school program possible include National Sponsors, Allstate Insurance Company of Canada, DaimlerChrysler Canada Inc., as well as; in Manitoba, Manitoba Public Insurance; in Ontario, the Porsche Club of America; and, in Toronto, the Raptors Foundation.

For more information about the production, or to book a showing of *underpressure* or *Sous Pression*, contact National Youth Services Manager Carla Powell at the National Office.



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underpressure

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Chairperson of Board of Directors Kathie Macmillan
 National President Louise Knox
 National Executive Director Andrew Murie

2002 PROJECT RED RIBBON

This year's holidays awareness drive starts with the National Launch on November 1st and carries through to January 6th. Fly your red ribbon year round!

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Allstate
You're in good hands.

Yes, you can count on my commitment to MADD Canada, particularly in its efforts to reach out to our young people and deliver our message about drinking and driving. To help all those efforts continue, I am enclosing my special contribution of:

\$15 \$25 \$35 \$50 Other \$ _____

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I prefer to make my donation by: Cheque Visa Mastercard

Name: _____

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Please make your cheque or money order payable to MADD Canada. You will receive a receipt for income tax purposes. Canadian Charitable Registration No. 13907 2060 RR0001

I have included a bequest for MADD Canada in my will.