



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 confirming 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 *Campaign 911*.
- 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. In the past year alone, new signs have been installed in Brandon, Regina, Saskatoon, Red Deer, Ottawa, Windsor, and other communities across the country. Prince Edward Island also recently launched a province-wide Call 911 program.
- More and more people are calling 911 to report suspected impaired drivers.



Call 911 Program Results

- Effective 911 programs have been found to increase arrest rates for impaired driving by an average of 30%.
- Results from individual programs:
 - Nanaimo, BC – Between June 2009 and August 2010, calls to 911 to report suspected impaired drivers increased by 110% and criminal charges resulting from 911 calls increased by 33%.
 - Calgary, AB – In the first year of the program (October 2009 to September 2010), calls to 911 to report suspected impaired drivers increased by 80% and criminal charges resulting from 911 calls increased by 28%.

