This spring, a small group of MADD Canada volunteers met with 27 Members of Parliament (MPs) to talk about the growing drug-impaired driving problem in Canada and emphasize the crucial need for new detection measures.

As our volunteers discussed with the MPs in individual meetings, the current system for detecting, charging and prosecuting drug-impaired drivers is not working effectively. With drug-impaired driving rates already on the rise and with the legalization of marijuana on the horizon, the need for better testing measures for drugged drivers is greater than ever.

The technology to conduct simple, inexpensive roadside tests for drugs – similar to the way the breathalyzer device detects alcohol – is already available. Such tests for drugs have been adopted in several Australian states and Western European countries, where they have proven to be effective and cost-efficient.

MADD Canada has been calling for the federal government to adopt new measures to fight drug-impaired driving, including roadside oral fluid testing for drivers and the establishment of driving levels for the most common illicit drugs.

To stop impaired driving and to support victims of this violent crime.
IN THE NEWS

New Materials Raise Awareness About Impaired Boating

In our ongoing effort to prevent impaired boating and strengthen the Call 911 message on the waterways, MADD Canada has produced new awareness materials to educate the public.

Three new television public service announcements are being released over the spring and summer. Keys and A Perfect Day illustrate that boating while impaired is as dangerous and as illegal as driving while impaired. Impaired Boating – Call 911, starring Canadian actress and supermodel Monika Schnarre, reminds viewers that they can call 911 or their local police marine unit to report boaters they suspect are impaired. Special thanks to Ms. Schnarre for her participation and to Bronte Outer Harbour Marina for allowing us to film the spot at their location. All three spots can be viewed on MADD Canada’s web site at madd.ca.

A new poster has also been created to raise awareness. Using the tagline ‘epic fail’, the poster gets people thinking about all the terrible things that can go wrong when someone operates a vessel while impaired.

The awareness materials complement an extensive, multi-year signage program which has seen MADD Canada work with police services, regions, municipalities and marine organizations to place 600 Report Impaired Boaters – Call 911 signs at harbours, marinas and boat launches across the country. An additional 200 signs will be placed in 2016.

The signage and awareness materials have all been made possible thanks to generous funding and support from Transport Canada.

Take our Survey!

MADD Canada is surveying boaters to better understand behaviours and attitudes toward impaired boating. Boating enthusiasts are welcome to take the survey at: https://www.surveymonkey.com/s/boatingsafetysurvey. All participants are eligible for a prize draw at the end of boating season.

New TV PSAs Focus on Drug-Impaired Driving

MADD Canada continues its efforts to raise awareness about the risks of drug-impaired driving with a new television public service announcement (PSA).

The 30-second spot discusses the laws and methods for detecting drug-impairment and reminds viewers that it isn’t only alcohol which represents a risk. It ends with the tagline “If you drive high, there will be consequences.”

The PSA was produced with generous support from the Ministry of Transportation of Ontario. The PSA is available for viewing on MADD Canada’s web site at madd.ca.
Youth Programming Makes a Real Difference

One of the highlights of my role as National President is being able to attend presentations of our School Assembly Program and see how students are so genuinely affected by the show.

If there is ever any doubt that these programs resonate deeply with students, it is erased entirely when one attends these presentations. Students enter the gym or auditorium as the jovial, boisterous group you would expect. But the room quiets quickly when our stories begin to unfold. Students are presented with realistic scenarios – scenarios they can see themselves and their friends in – and they see how quickly one bad decision can have deadly consequences.

When the story turns to the testimonials from real-life victims, I believe they can imagine themselves and their families in those situations too. They see how parents, siblings and friends are devastated when a loved one is killed. They see how injured victims go from making plans for their future to making plans for yet another surgery to help them recover from a crash.

The School Assembly Program is one of MADD Canada’s biggest and longest running programs. It began in 1994 and is still going strong. MADD Canada conducts regular surveys about the program, and the responses from students tell us the program has a real impact on young people’s perceptions about impaired driving, changes their behaviour and decision-making for the better and generates further discussion.

The final touches have been put on the 2016-2017 presentation, called In the Blink of an Eye. A special screening of the new show was held in June. You can learn more about the program on Page 7.

I want to thank all the sponsors who make our School Assembly Program possible. When I attend these presentations, I often have the opportunity to personally thank the sponsors and emphasize how much we appreciate their support. With their help, we are able to produce high quality and effective programming every year, and to deliver it to schools across the country. In 2016-2017, we will have seven School Outreach Field Representatives on the road, delivering the program to more than 2,000 schools. See Page 15 for a list of our School Assembly Program sponsors.

I also want to thank all the victims and survivors who share their stories. Telling one’s personal story is not an easy thing to do. It is emotionally heart-wrenching, and brings the grief right back to the surface. But they do it with the hope of reaching young people with the sober driving message. I have seen the resounding impact those personal stories have on students and I know they truly are making a difference.

Angeliki Souranis
National President
Making Strides to End Impaired Driving

Cloudy skies and the threat of rain did not dampen the enthusiasm of nearly 450 people who came out to support the fight against impaired driving at the MADD Canada PIA Law Strides for Change (GTA) event on June 5 at J.C. Saddlington Park in Mississauga.

Participants enjoyed a 1 or 5 km walk or a 5 km run along beautiful lakeshore paths through the park, with prizes awarded for the top finishers and top fundraisers. The event raised $75,000 for the awareness efforts and victim support services of MADD Canada, MADD Halton and MADD Toronto.

Following the walk/run, guests were treated to food and beverages and had a chance to win one of several prize and raffle draws. Live and silent auctions drew friendly competition as people tried to outbid one another on a range of fun items, including spa packages, travel vouchers, a BBQ and autographed memorabilia from the Toronto Maple Leafs, Toronto Blue Jays and Toronto Raptors. All participants also received a swag bag filled with great products and coupons.

In addition to their generous support of the event, our sponsors were well-represented on the course. Title Sponsor PIA Law, Presenting Sponsor Alcohol Countermeasure Systems, and Official Sponsor Allstate Insurance Company of Canada all put together their own participant teams which totalled well over 100 walkers and runners. This is more than just a corporate sponsorship for these generous companies. They truly believe in, support and want to be involved in our efforts to end impaired driving and support victims.

MADD Canada offers its heartfelt thanks to all participants who registered, raised pledges and braved the weather on event day. Thanks also to the amazing volunteer team who helped make the event so successful.

Thank you to our Sponsors and Supporters

MADD Canada would like to thank our sponsors for their generous support: PIA Law, Alcohol Countermeasure Systems, Allstate Insurance Company of Canada, our many Corporate Supporters and Community and Kilometre Marker Sponsors, and all the businesses who donated products, food and beverages, signage and services. For a full list of our sponsors, please see Page 15.

The PIA Law team gathers at the start line.
IN THE NEWS

Getting warmed up for the event.

Out on the course.

Jumping for joy that the rain held off.

Thumbs up for another great MADD Canada PIA Law Strides for Change (GTA) event.
Team Allstate Takes Strides for Change Again!

With the summer season upon us, Strides for Change events - MADD Canada’s signature 5KM Walk/Run to help raise funds for the work we do - are now in full swing!

Our long-time partner, Allstate Canada, was once again the Official Sponsor of the annual MADD Canada PIA Law Strides for Change (GTA) event that took place in Mississauga, Ontario on June 5, 2016. Not only did the company provide financial support as a sponsor of the event, they also rallied together a large team of Allstate Canada employees, friends and family members -- 52 runners and walkers to be exact -- to join “Team Allstate” this year.

“Employee support for this initiative grows every year,” says Karen Benner, Manager of Public Relations for Allstate Insurance Company of Canada. “In fact, many of our employees reached out to our team asking to be involved even before we started communicating about the event this year.”

In addition to supporting the GTA event at J.C. Saddlington Park, Allstate has also continued a program to provide support to community-based Allstate Insurance Agencies across the country that are interested in taking part in 2016 Strides for Change events in their local areas this summer.

The Allstate Agency in Saint John, New Brunswick took part in the Saint John event on June 4, 2016 with great success. It’s still early in the season and, as Strides for Change events roll out through the summer, we expect to see even more from Allstate. So keep an eye out. You just may see more groups of Allstaters donning their trademark blue and white “Team Allstate” T-shirts at other events! Or better yet- connect with your local Allstate Agency and find out if they’re participating in Strides for Change in your community.

Notice of MADD Canada’s Annual General Meeting

MADD Canada’s Annual General Meeting (AGM) will take place on September 23rd, 2016 in Toronto, Ontario.

The AGM is followed by MADD Canada’s National Leadership Conference, which runs from September 23 – 25. For more information, please contact avicioso@madd.ca.
IN THE NEWS

MADD Canada Debuts New School Assembly Program

Your whole world can change in the blink of an eye. That’s the message MADD Canada will drive home to more than 1 million students this year with its latest School Assembly Program.

Every year, MADD Canada produces a new film to educate young people about the dangers and consequences of driving after drinking or doing drugs. Featuring compelling fictional stories combined with powerful real-life accounts of impaired driving, the films are shown in school auditoriums and gymnasiums on giant screens.

The School Assembly Program aims to communicate directly with young people, on their level and in their language, and encourage them to take a closer look at their values and perceptions about driving drunk or high. The goal is to educate and empower young people to make safe and responsible decisions.

The 2016-2017 program, titled *In the Blink of an Eye*, tells the story of best friends Gabby and Sarah. One night, as the girls prepare to go to a party, they are joined by Sarah’s boyfriend Dylan, and his friend Asif. Sarah drinks and smokes pot with Dylan and Asif, while Gabby declines. Dylan, anxious to get to the party, decides to drive rather than wait for a cab. After all, he reasons, it’s not far away. His friends strongly object and refuse to get in the car. A very upset Sarah calls 911 to report Dylan, while Asif walks Gabby home. Even though Gabby, Asif and Sarah all do the right thing, a tragic twist of fate ends a friendship abruptly and ruins many lives. And it all happens in the blink of an eye.

Research shows that while the dramatization is effective at teaching youth about the consequences of impaired driving, it is the victim testimonials that have the most lasting impact on the students.

This year’s program tells the stories of:

- **Dean “DJ” Hancock**
  DJ Hancock was on his way home from a hockey tryout when his car was struck head-on by an impaired driver who crossed the centre line. DJ’s parents arrived on the scene minutes later. He was breathing when his parents got there, but died as he was lifted from the mangled car.

- **Jackie Dionne**
  Jackie and Kevin Clements were passengers in a car driven by a friend who was impaired by alcohol and drugs. The impaired driver lost control and crashed into a ditch. The driver and another passenger were treated for injuries and released. Jackie was killed instantly and Kevin died the next day. Jackie had a toddler son, Jayden.

- **Mackenzie Fragoso**
  Mackenzie was riding in a car with her dad, David Fragoso, and step-mother, Charlotte Patterson, when they were hit head-on by an impaired driver who crossed the centre line. David and Charlotte were killed. Seriously injured, 12-year-old Mackenzie was pulled from the burning vehicle seconds before it exploded.

MADD Canada thanks Mackenzie and the families of DJ and Jackie for bravely sharing their stories with students.
Fighting Impaired Driving With Vehicle Impoundments

Adding vehicle impoundments to the list of sanctions for impaired driving has contributed to a dramatic reduction in crash fatalities in British Columbia and Alberta.

In addition to the federal impaired driving laws in the Criminal Code of Canada, provinces and territories have constitutional authority over highways and licensing of drivers within their jurisdictions, giving them the ability to enact laws and sanctions.

In fact, in the absence of any substantive changes to the federal impaired driving laws over the past few years, these provincial sanctions have become crucially important in the battle to stop impaired driving.

One such policy – vehicle impoundments for drivers with BACs over .05% – has proven highly effective in reducing impaired driving crash deaths.

Most provinces have strengthened their roadside licence suspension and associated sanctions for drivers in the warn range (.05% BAC to .08% BAC) in recent years. In 2010, British Columbia went a step further, becoming the first province to impound the vehicles of drivers with BACs over .05%. The result was that drivers with BACs over .05% not only lose their licence for three days, they can also lose their vehicle for the same period.

Since British Columbia implemented vehicle impoundments and other changes as part of its Immediate Roadside Prohibition program, the province has seen impaired driving crash deaths decrease by more than 50%. That represents 260 lives saved.

Alberta implemented similar roadside licence suspensions and vehicle impoundment provisions in 2012. The province has seen a nearly 20% decrease in the number of drinking drivers involved in fatal collisions.

“Vehicle impoundments are making a tremendous difference,” said MADD Canada Chief Executive Officer Andrew Murie. “People do not want their vehicles impounded. It’s inconvenient. It’s embarrassing to explain why your car is gone. It’s costly to get it back. This penalty is resonating with people and it’s changing drinking and driving behaviours.”

New Brunswick recently added vehicle impoundments and MADD Canada anticipates it will experience similar declines in the number of impaired driving crash deaths. Saskatchewan added vehicle impoundments in 2014 but they apply only on second and subsequent licence suspensions, therefore they will not be as effective.

MADD Canada commends those provinces which have shown leadership on this issue and thank them for their commitment to improving road safety. In our conversations with other provinces and territories, we are highlighting the effectiveness of vehicle impoundments as an impaired driving countermeasure.
In April, MADD Kimberley/Cranbrook unveiled several Report Impaired Drivers – Call 911 signs in Sparwood, Elkford and Fernie. Special thanks to Sparwood Mayor Cal McDougall, Elkford Mayor Dean McKerracher and Fernie Mayor Mary Giuliano for all their support. Thanks also go out to the local police detachments for their support and partnership in bringing this important program to these communities.

MADD Kamloops hosted an information booth at the annual Community Safety Fair at Aberdeen Mall on May 14th. This is a great family-oriented event that allows organizations to interact with people on a one-on-one basis. Thanks to everyone who helped organize the event, and to all those who stopped by the information booth.

MADD Chapters and Community Leaders in Metro Vancouver, Victoria, Kelowna and Prince George were honoured to participate in this year’s Alexa’s Team Awards. Alexa’s Team is a program that recognizes officers for their dedication and extraordinary contributions in removing impaired drivers from the roads. This year, 246 officers from around the province were honoured. Thank you to all officers for their exemplary work in making our roads safer.

MADD Terrace welcomed Alexa’s Bus – a mobile road safety unit used to help fight impaired driving – to the Skeena Mall parking lot on May 30th. The public was invited to tour the bus, participate in the go-cart obstacle course at the mall, test their ability to drive while ‘impaired’ using the Fatal Vision Goggles, and visit the MADD Canada booth.

To honour the memories of those killed by impaired drivers, MADD Manitoba Chapters and Community Leaders are establishing a Manitoba Memorial Monument which will be unveiled on August 28th at Glen Eden Funeral Home & Cemetery. If you have a loved one who was killed by an impaired driver in Manitoba and would like to have their name memorialized on the monument, please contact Gillian Phillips at gphillips@madd.ca.
On May 20th, MADD Brandon and Area partnered with Full Tilt Towing, Brandon Police Service, Brandon Fire Department and Emergency Medical Services, the Vincent Massey Teens Against Drunk Driving group, Vincent Massey students and Memories Chapel to host the 2nd Annual Mock Crash. The event was a success thanks to all the amazing volunteers and community groups. MADD Brandon and Area would like to extend a huge thank-you to all involved!

MADD Lacombe was proud to participate in Operation Safe Grad 2016. Thanks to Lacombe Police Service, Lacombe Emergency Medical Services, Fire Department, Popows Auto Wrecking and Towing, staff and students of École Lacombe Composite High School and Central Alberta Christian High School. The mock crash uses a visually impactful display to educate youth on the ramifications of impaired driving. Congratulations and thank you to everyone who helped organize this powerful event.

MADD Meadow Lake hosted a booth at the Paramedic Services Week 1st Annual Teddy Bear Picnic on May 23rd at Lions Park. Kids were invited to bring their sick teddy bears and have emergency medical staff take care of them. This fantastic community event offered something for the whole family to enjoy.

The MADD Brampton Community Leader group thanks Sandalwood Heights Secondary School in Brampton for hosting an amazing car show event on May 20th. Students, teachers and other car show participants raised $1,191. A special thank-you to the members of Mopars [Toronto] Car Club for their very generous group donation. Here, members of Mopars Toronto present Renata Cvitkovic, MADD Ontario Chapter Services Manager, and Christina Payne, MADD Brampton Community Leader, with their donation.
**MADD London Chapter** received proceeds from a fashion show called Crave on March 5th. The Purple Spur Society of the University of Western Ontario raised $20,042 in support of the Chapter. Here, Chapter President, Mary Rodrigues is all smiles accepting the giant donation and cheque on behalf of the Chapter.

**MADD Toronto Chapter** unveiled their first public bench at Toronto Police Service headquarters on May 16th. Back row, left to right: Adam Rizvi, Michael Curran and Jason Weichel. Front row, left to right: Everilda Ratnakumar, Marlene Stephens, Romi-Lee Sevel, Amy Kirk and Jasmin Halsband.

**MADD Ottawa** hosted a ceremony on May 30th to unveil and dedicate a new memorial marker situated at the Memorial Fountain at City Hall in Ottawa. The memorial marker is a symbol of hope, representing all the people and groups who are committed to stopping impaired driving. A special thank you to everyone who worked tirelessly to organize this memorial. Here, four MADD Ottawa Presidents – (left to right: Tom Wainwright [past], Kathy Gagnier [past], Colleen MacKenzie [founding/past] and Eric Booth [past] – pose for a group photo by the memorial marker.

The Newfoundland and Labrador Provincial Public Policy Committee – including members of **MADD Avalon**, **MADD Burin Peninsula**, and **MADD Exploits Valley** – met with the Liberal Caucus in St. John’s to share heart wrenching stories and express the need to add vehicle impoundment and drug-impaired driving provisions to the Highway Traffic Act. Later, the team met with members of the Royal Newfoundland Constabulary (RNC) and RCMP at the RNC Headquarters in St. John’s where MADD Canada Chief Executive Officer Andrew Murie presented information on drug-impaired driving statistics and testing technology.
As the youngest member with the **MADD West Prince**, Grade 6 student Jasmyn Coughlin is doing a fantastic job of raising awareness of the dangers of impaired driving. Jasmyn got permission from her principal to show the *Brain Power* DVD program to her class at O’Leary Elementary. Students then went to the parking lot where Cst. Thomas from the Alberton RCMP Detachment helped them participate in an obstacle course using the Fatal Vision goggles. Students and teachers ended the afternoon by signing the KIA Pledge Car.

On a beautiful spring evening in May, members from all four of **MADD Canada’s Prince Edward Island Chapters** gathered at Central Queens United Church in Hunter River for the Provincial Candlelight Ceremony of Hope and Remembrance. **MADD Central PE** President Crystal Gillis and a dedicated volunteer team hosted over 50 guests including National President Angeliki Souranis and members of the Honour Guard from the Summerside Police Service.

McHappy Day in Port Hawkesbury, Nova Scotia raised $4,500 in memory of James Poirier, a former McDonald’s Restaurant employee who was killed in an impaired driving crash on October 23, 2015. The proceeds are being donated to **MADD Inverness South**. Thanks to Wayne, Daryl, Roseina and all the staff of McDonald’s Restaurant, Deputy Mayor Bert Lewis, and the local RCMP and Fire Department for a great day of fundraising and honouring a very special employee. Here, James’ mother Debbie Long signs the KIA Pledge Car in memory of her son.

Members of the **MADD Greater Fredericton Area** joined military and city police at the local mall to kick off Police Week awareness events. Shoppers were invited to view the Memorial Wall and to try navigating the obstacle course while wearing the Fatal Vision Goggles.
On June 4, the Francophone Conference for Victims of Impaired Driving was held in Laval, Quebec. In its 4th edition, the Conference brought together families of victims and survivors from various regions of Quebec and French-speaking New Brunswick. It was a great day of learning and sharing that ended with our traditional Candlelight Vigil of Hope and Remembrance. Participants are already looking forward to next year’s Conference to be held on May 6, 2017.

Following a first and very successful meeting with the youth at Carrefour jeunesse-emploi d’Autray-Joliette, Sylvie Bélanger, MADD Lanaudière CL, was involved in the preparation and presentation of a special awareness day to discuss the various aspects of alcohol and/or drug-impaired driving. The guest speakers included a representative from the Réseau toxicomanie, an officer from Sûreté du Québec, a Crown Attorney from Joliette Courthouse, a first responder and MADD Lanaudière. The last presentation of the day was that of victim, Sylvie Roberge, who clearly touched all participants as she told the story of how she lost her daughter Sarah-Dominique in an impairment-related crash in 2008.

Yes, you can count on my commitment to MADD Canada.

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Summer is Here and It’s Time to be Seen with SeeU

Warm weather means more time outdoors. Have fun while making sure you’re visible to drivers with the latest in wearable technology.

SeeU’s armband with LED reflective lights ensures you and your loved ones stay visible at all times. It is a must-have for all outdoor enthusiasts. Plus, a portion of the sales of SeeU armbands will be donated to MADD Canada programs and services. Get yours today at the MADD Canada store at madd.ca/pages/store/

LED solutions from SeeU. It’s innovation worth wearing!

Expand Your Summer Refreshment Menu with MADD Virgin Drinks

Vacations, camping trips, barbecues, sitting out on the deck or the dock, weekends at the cottage, swimming at the lake, and so much more – there is no shortage of activities for summer-loving Canadians. Nor is there any shortage of fun and colourful summer drinks.

Designated drivers can enjoy some summer ‘drink’ favourites too, with the MADD Virgin Drinks line of non-alcoholic products.

Check out the product line from MADD Virgin Drinks, which includes ready-make alcohol-free beer, wine, mojitos, margaritas and more. MADD Virgin Drinks are available at participating supermarkets, drugstores and other retailers or online at www.maddvirgindrinks.com.
Thank you to all of the sponsors who give so generously to help us stop impaired driving and support victims of this violent crime.

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