



Coalition for Huron Injury Prevention Winter Newsletter 2018

CHIP Members

Ashfield-Colborne-Wawanosh, Bluewater, Goderich, Howick, Morris-Turnberry, North Huron, South Huron, County Public Works, Huron OPP, Huron County Health Unit, Ministry of Transportation Ontario, West Wawanosh Mutual Insurance, Wingham Police Service

2018's Road Map

Because they are learning a new skill and because our brains continue to develop until the age of 25, young people are at a high risk on our roads. This year CHIP partners are dedicated to **delivering in-class presentations** to help young people examine their driving beliefs and attitudes to support them to make safe decisions on our roads.

Our other focus will be on helping all road users adhere to injury preventing laws. In 2018 a **Huron County ATV map** will be released. This map shows the roads a licensed driver may legally drive their ATV on, summarizing 11 different road jurisdictions! New stationary **dynamic speed display signs** will raise awareness of speed in various locations across the County. We'll also be investigating the creation of **"Text Stops"** in Huron County for 2019, an innovative approach to the persistent issue of distracted driving.

We have a large roster of other programming that's available upon request. Learn more at www.huronhealthunit.ca/chip



Safe Driving for Seniors

In spring 2017 we partnered with Bayfield Home4Good, a group that advocates for senior's issues in Bayfield. They gave our safe driving session a new name, a poster redesign and a revised outline for the presentations. They also told us they wanted to play with our marijuana goggles and distract-a-match too! In the fall we hosted an event in partnership with the Goderich Legion. Our next event date is: April 4, 2018, 1:30 pm at the Howick Community Centre.

2017 partners for this project included: Bayfield Home4Good, Bayfield Garage, Bayfield Lions; Goderich Legion, West-Wawanosh Mutual Insurance, Harbour Hill Retirement Residence. Thank you so much!

Pedestrian Crossovers

Have you seen the light? The first of their kind in Huron County, four new pedestrian crossovers were installed in Clinton in the fall of 2017.

The new design, which uses rapid flashing beacons and special pavement markings, standardizes the look, markings and expected use of crossovers. It also standardizes the consequence for drivers who make a crossover-related offense – up to a \$500 fine and 3 demerit points. Drivers must stop at the yield line and wait until the pedestrian has finished crossing the road before proceeding.

This project was a partnership between Central Huron, County of Huron Public Works, and the Coalition for Huron Injury Prevention. This is an excellent example of the 3Es of injury prevention: engineering, enforcement and education. CHIP designed, printed and distributed (with the help of an awesome community volunteer) education materials, and organized a media event to launch the new crossovers. CHIP will continue to educate communities on proper use of the crossovers.



Safe Driving for Seniors



On March 23, 2017 we were honoured with the attendance of 53 people at our Huron Road Safety Forum held in Holmesville. Many local people were there, but we also had vendors and displays from London, St. Catharine's, Toronto and Ottawa!

The day started out by looking at our local context: the scope of the issue of road safety in Huron,

hearing from different Huron injury prevention groups about what they're doing. We had an emotional talk from Katherine Field, whose son Josh was killed in a collision involving a cell phone. We then heard about promising practices and initiatives that could be implemented in Huron to prevent such tragedies.

After a delicious lunch made by the White Carnation, we heard about important considerations when working in partnership, then broke out into small table discussion groups focusing on issues like: distracted driving, impaired driving, youth drivers, ATV safety, farm safety, workplace driving safety, active transportation and seniors driving.

Participants left the day with a better understanding of what's happening in Huron, the scope of the issue and possible solutions. CHIP left the day with a better understanding of the issues, community priorities and ideas for action.

In a follow-up meeting to the Forum, partners further discussed how we can all work together effectively and efficiently. After considering applying for a Safe Communities designation, the group decided the benefits would not outweigh the time and costs of application.

Speed Sign - Thank you to municipalities for partnering with CHIP again in 2017 to help control speeds on our roads by using the electronic speed sign trailer. In a new partnership, we worked with the Township of Lucan-Biddulph. Their rental fees will help CHIP cover the cost of the liability insurance for the speed sign in 2018.

Winter Driving – Huron, Bruce and Grey counties work together on a winter driving campaign. CHIP assisted by submitting an MTO Winter Driving Grant. This has collectively saved the three counties \$10,000 to be reinvested into other road safety essentials.

Share the Road - CHIP partnered with Huron County Cycling Strategy on a grant to purchase and distribute materials to help promote the new Share the Road Signage. Materials included these car magnets.



Cannabis and Driving

Every year CHIP members attend the Not By Accident Conference in London, ON to learn about how to respond to the latest road safety issues, be informed on emerging topics and hear new provincial responses to the issues on our roads.

This year's NBA partnered with arrivealive/DriveSober and focused on cannabis legalization and its implications for road safety. From Huron County, three municipal councillors, two public health staff and four local OSAID members attended.

Additionally, CHIP members will be attending a training on a new program for students called, "Weed Out the Risk: An interactive anti-crash course for youth". This program is endorsed by the Centre for Addiction and Mental Health (CAMH), MADD Canada, Cannabis Canada, teachers, and, most importantly, by thousands of students who have participated in the program.

For more information, questions or to get involved, email chip@huroncounty.ca