

Example of Road Safety Calendar

The Road Safety Calendar identifies monthly road safety themes based on the five emphasis areas of the Road Safety Plan (RSP). The goal is to regularly disseminate road safety information relevant to each monthly theme through a comprehensive communication strategy and police enforcement support. Targeted safety campaign materials will be developed in support of each monthly theme. Materials could include one or a combination of print media, promotional materials, social media messages, images, radio ads, etc.

Table 1 outlines the current themes throughout the year and includes various on-going public education and police enforcement campaigns.

Table 1: Example of Road Safety Calendar

January	February	March
WINTER DRIVING <ul style="list-style-type: none"> School Safety Patrol Program (Canadian Automobile Association) 	DISTRACTED PEDESTRIANS <ul style="list-style-type: none"> "Distracted Driving" Campaign – Feb 15-21, 2016 (Toronto Police Service) 	SCHOOL AGE PEDESTRIANS <ul style="list-style-type: none"> "March Break March Safe Pedestrian Safety" Campaign – Mar 14-20, 2016 (Toronto Police Service)
April	May	June
AGGRESSIVE DRIVING / WORK ZONES <ul style="list-style-type: none"> Aggressive Driving Campaign "Please Slow Down" (Transportation Service) 	MOTORCYCLE SAFETY <ul style="list-style-type: none"> Canada Road Safety Week – May 17-23, 2016 (Toronto Police Service) 	BICYCLE SAFETY & DISTRACTED CYCLISTS <ul style="list-style-type: none"> Bike Month Toronto "SPACE to Cycle" Campaign – Jun 13-19, 2016 (Toronto Police Service)
July	August	September
VULNERABLE ROAD USERS <ul style="list-style-type: none"> "Stay Alert – Stay Safe" campaign (Transportation Services) 	WATCH FOR OLDER ADULTS <ul style="list-style-type: none"> Bringing an Awareness of Senior Safety Issues to the Community (B.A.S.S.I.C.) 	BACK TO SCHOOL SAFETY <ul style="list-style-type: none"> "Back to School" Campaign – Sep 6-9, 2016 (Toronto Police Service) Cycling & Pedestrian Safety Curriculum Support (Toronto Public Health)
October	November	December
DISTRACTED DRIVING <ul style="list-style-type: none"> Operation Impact – TBA (Toronto Police Service) 	LOW-LIGHT VISIBILITY <ul style="list-style-type: none"> "Step Up Be Safe" Campaign – Nov 7-13, 2016 (Toronto Police Services) 	AGGRESSIVE & IMPAIRED DRIVING <ul style="list-style-type: none"> R.I.D.E program – year-round (Toronto Police Service)