



ENFORCEMENT EXPERIENCE

Legislation and Enforcement: What have we learned?

Chris Whaley, Ontario Provincial Police
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**Driven to
Distraction**
Conference



Conférence
**La grande
Distraction**



The Ontario Provincial Police

- Provides front-line policing services to 322 municipalities from 166 detachments
- 6152 uniformed members and 1862 civilian members
- Responsible for user safety on provincial highways, trails and in-land waterways



Leaders in Road Safety

- Continue to reduce our fatal collisions
- Efforts extend to trails and waterways
- Provincial Traffic Safety Program





Provincial Traffic Safety Program

- Intelligence-led
- The “Big Four”
- Traffic is a job worth doing well





Why the “Big 4”?

- 16.5% impaired (47) based on 284 victims
- 21.4% speed (61)
- 24.6% seat belts (70)
- Study results vary from 20% to 50%
- NHTSA report the various forms of distraction contribute to 8 out 10 collisions

(Treat et al. 2009, NHTSA April 2006, NHTSA 1997)



What we did about it

- Implemented a 12 month strategy
- Capitalized on the NHTSA study
- It began with support and buy-in from all levels of command





What we did about it

- Campaigns conducted in May July
September and February
- One week of saturated media followed
by a week of robust enforcement
- Each campaign included messaging
from executive command



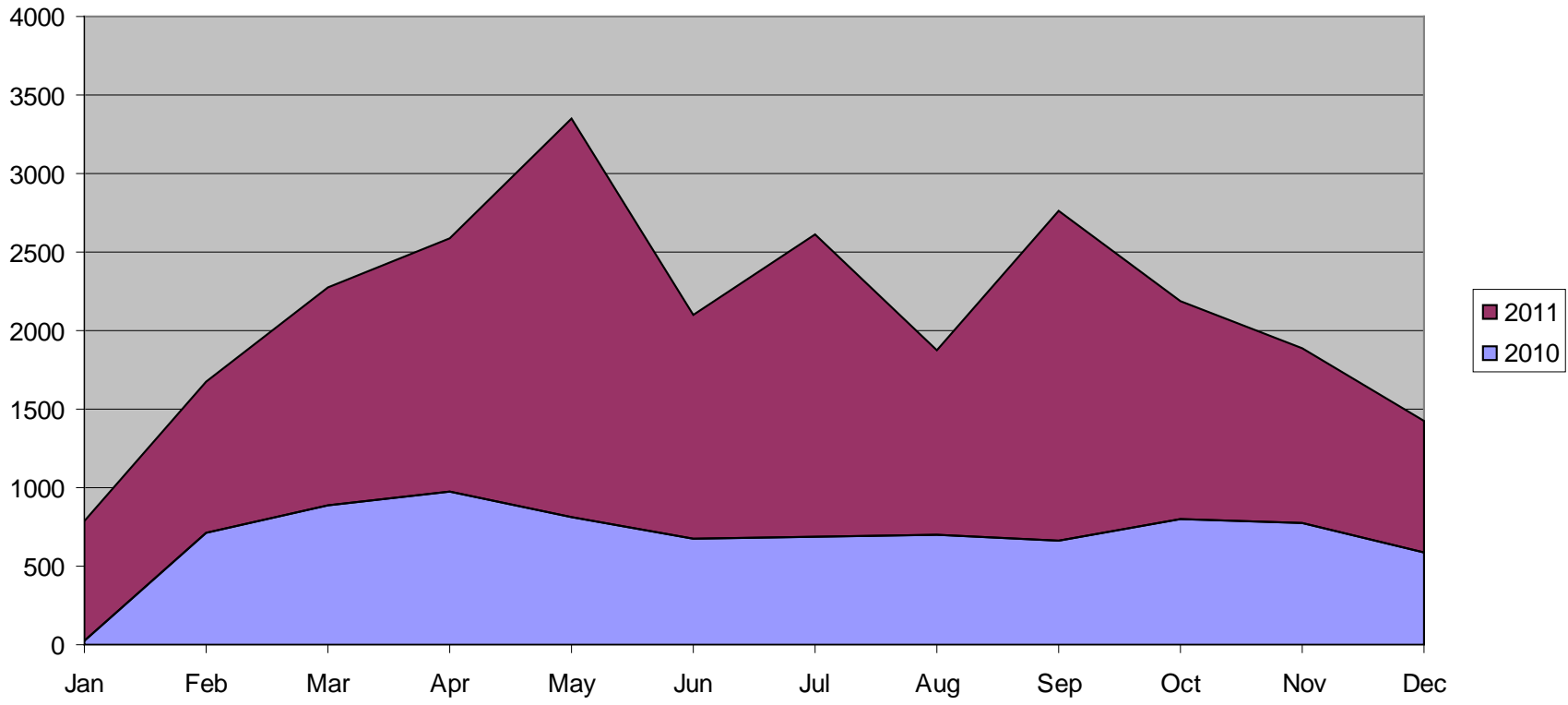
The Results

- Distraction-related offences increased 110% compared to the year previous
- Fatal collisions caused by an inattentive driver decreased by 25%



The Results

2010 & 2011 Distraction charges





Our Challenges

- Quality of data
- Initiative fatigue
- Engaging the media
- External factors we don't control
- Are we changing behaviour?



TEXT MESSAGING

lol no im nt bsy im only drving

Thank you

Chris Whaley, Staff Sergeant
Manager, Specialized Patrol
Ontario Provincial Police

