



2022 ICBC Road Safety Campaign Calendar

	MARCH		APRIL	MAY		JULY	SEPTEMBER			OCTOBER		DECEMBER
Enhanced Enforcement Period BCACP	Distracted Drivers Campaign	Occupant Restraint Campaign		High Risk Driving Campaign		Summer Impaired Driving Campaign (Alcohol/Drug)	Distracted Driving Campaign		Occupant Restraint Campaign	Drive Relative to Conditions Campaign (Speed/Pedestrian)		Winter Impaired Driving Campaign (Alcohol/Drug)
Road Safety Issue ICBC	Distractions	Occupant Restraint	Auto Crime	High Risk Driving	Motorcycles	Summer Impaired (alcohol/drug)	Distractions	Back to School*		Drive Relative to Conditions (Speed/Peds)	Shift into Winter (Pedestrian Safety)	Winter Impaired (alcohol/drug)
Campaign Messages	<p>Distracted driving now causes more fatal crashes in BC than impaired driving.</p> <p>Even short glances away from the road increases your risk of crashing. Leave your phone alone while driving.</p>	<p>Wearing your seatbelt is one of the best ways to protect yourself from being injured or even killed in a crash. It's also the law.</p> <p>A ticket will cost you \$167 – so remember to buckle up.</p>	<p>Any unsecured vehicle is a target for auto crime, with older vehicles having the highest risk. Use an immobilizer or steering wheel lock, and make sure you lock your doors to reduce your risk</p>	<p>Speed is the number one contributing factor for car crash fatalities, ahead of distracted or impaired driving.</p> <p>When you slow down you see more of the road. Reducing your speed gives you more time to react.</p> <p>Bike to Work Week: Whether you're a driver or a cyclist, we all have a role to play in sharing the road safely.</p>	<p>As a driver, you can only see motorcycles when you really look for them. Especially at intersections, and when changing lanes, stay alert and yield right-of-way appropriately.</p> <p>Motorcycle riders and their passengers should wear "all the gear, all the time".</p>	<p>When you drink and drive, you not only risk your life but those of others on the road.</p> <p>If your summer activities involve alcohol, you need to plan ahead to get home safely. If you've been drinking, don't drive. Use a designated driver, call a taxi or rideshare, or take transit.</p>	<p>Distracted driving causes more fatal crashes in B.C. than impaired driving.</p> <p>Even short glances away from the road increases your risk of crashing. Leave your phone alone while driving.</p>	<p>We're encouraging parents to review the rules of the road with their children and go over their daily route to and from school.</p> <p>Drivers should be completely focused on the road and watching for children, especially in or around school zones.</p>	<p>Wearing your seatbelt is one of the best ways to protect yourself from being injured or even killed in a crash. It's also the law.</p> <p>A ticket will cost you \$167 – so remember to buckle up.</p>	<p>More police will be enforcing safe driving for everyone, specifically targeting speeders.</p> <p>When you slow down you see more of the road. Reducing your speed gives you more time to react.</p> <p>You see pedestrians when you really look for them.</p>	<p>Adjust your driving for the road conditions you encounter. In bad weather, slow down, increase your following distance and allow extra travel time.</p> <p>Nearly half of all crashes with pedestrians happen between October and January, as visibility and weather conditions get worse.</p>	<p>When you drink and drive, you not only risk your life but those of others on the road.</p> <p>If your holiday festivities involve alcohol, plan ahead for a safe ride home: arrange a designated driver, call a taxi or rideshare, take transit, or use Operation Red Nose if services are available in your community.</p>
Target Audience	BC drivers	BC drivers	Auto Thieves	BC drivers, Motorcyclists, Pedestrians, cyclists	BC drivers	BC drivers 19-45 years of age	BC drivers		All car occupants	BC drivers	BC drivers	BC drivers 19-45 years of age