Coalition for Huron Injury Prevention
Winter Newsletter 2017

CHIP Members
Ashfield-Colborne-Wawanosh, Bluewater, County Highways, Goderich, Huron OPP, Howick, Huron County Health Unit, Ministry of Transportation Ontario, Morris-Turnberry, North Huron, South Huron, Wingham Police Service

We’ve been everywhere!

Over the course of 3 years, CHIP has reached every elementary school child in Huron County with messages on pedestrian safety around Halloween and has developed enough funds to provide each of them a retroreflective armband. In October 2016, we visited Seaforth Public School, St. James School, St. Columban School, Exeter Elementary School, Precious Blood School, Our Lady of Mount Carmel School, Stephen Central Public School, Goderich Public School, St. Mary’s School, Brookside Public School.

Please be a role model for others in your community and wear retroreflective materials when you’re out and about in the evening.

CHIP will be hosting a Road Safety Forum to bring together the many people and organizations in Huron County that care about ending preventable crashes, injuries and loss of life in Huron.

This will be a time for us to come together, learn from each other and start building relationships and figuring out how we can work together to prevent disabilities and fatalities on our roadways.

Road Safety Forum

When: Thursday, March 23rd, 2017
Where: Holmesville Community Centre

Bike Rodeo Support – A “How-To” Guide

Based on community demand, CHIP, in partnership with Healthy Kids Community Challenge, produced a “How-To” Guide for communities wanting to host a bike rodeo (available in print or online).

The activities in this guide are based on CAN-Bike curriculum: a nationally recognized cycling education program. If you know of a community group thinking about hosting a bike rodeo in 2017, please help us connect with them.

Additional supports available are take home packages for participants (including a retroreflective armband and take-home information packages) and a basic rodeo starter-kit for loan (small pylons and obstacles).
**Drinking & Drugged Driving**

Leading into the May long weekend, Huron OPP, CHIP, Huron-Perth ABATE, were hosted by all Huron secondary schools to give school-wide assemblies to share safe driving messages with youth including drink and drugged driving, texting and speeding.

Presentation materials were broken up by the use of CHIP’s interactive learning activities including the Marijuana Goggle Experience and the Distract-A-Match.

Our marijuana goggles have also been used by FE Madill OSAID and during the Parent Drug Forum held in Goderich by the Youth Justice Committee.

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**Senior’s program getting a makeover!**

This year, CHIP hosted Safe Driving for Seniors in Fordwich and Exeter, reaching about 100 seniors.

A session is already in the works for 2017 in Bayfield, hosted by the Home4Good group. The group has lots of ideas to make the presentation more relevant to the local community and more hands on.

We’re excited to try out a new way of doing things!

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**Vision Zero**

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 new provincial responses to the issues on our roads.

This year’s focus was on safe systems approaches to road safety; one iteration of this approach is called “Vision Zero”, first adopted in Sweden in 1997. They now have the safest roads in the world. A Vision Zero approach recognizes that humans make mistakes and our systems (road design, car design, policies) need to be designed so those mistakes are not fatal.

Municipalities around the globe and throughout Canada are adopting a Vision Zero approach to reduce preventable fatalities on their roadways. Safe systems approaches can also be achieved through multi-disciplinary Municipal Road Safety Strategies in which engineering, enforcement, education and community engagement collaborate in planning, implementation and evaluation of aligned initiatives.

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**CHIP Members**

Back, Left to Right: Tim Poole (Wingham Police Service), Sean Wraight (MTO), Paul Bollinger (ACW), Mike Alcock (Huron Highways), Jamie Stanley (OPP)

Front, Left to Right: Linda Henhoeffer (Howick), Brock Vodden (North Huron), Sharen Zinn (Morris-Turnberry), Laura Armstrong (Huron County Health Unit)

Missing from picture: Dave Frayne (South Huron), Marnie Hill (Bluewater), Michele Hansen (Goderich)

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**#PutDownThePhone** - CHIP partnered with MTO’s provincial “See the road” campaign launched this summer and brought it to Huron Industry Connects Career Fair in Clinton which saw 700 high school students.

**Speed Sign** - Thank you to municipalities for partnering with CHIP again in 2016 to help control speeds on our roads by using the electronic speed sign. This year 63,777 vehicles passed by the sign.