

Walk, Bike, Drive Safe

Road Safety Campaign

Ron Barnett, April 2025

Walk, Bike, Drive Safe

2024 — 4th year of campaign

- 4,000 arm bands distributed
- 3-panel brochures touting safety tips for all road users
- Radio interview:
88.7 The River
- News media:
CollingwoodToday.ca,
OwenSoundSunTimes.com,
Owen Sound Hubbub
SouthGrey.ca



Walk, Bike, Drive Safe 2024 — 4th year of campaign.

Online Survey

- 63% social media awareness
- 62.5% felt safer at night
- 61% found it valuable
- 56% would recommend
- Expand distribution
- Start earlier



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2024 — 4th year of campaign.

“The bands have been a hit at *Cobble Beach Concours* and *The Blue Mountains Open Fields* events...

this was an excellent way to talk to people about walking, hiking, strollers, cycling and more.”

— **Heather Aljoe,**
County of Grey Tourism



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“The armbands were a great success, well received by everyone.”

— Mike Givens,
Chatsworth Fire Chief

“We love it!”
— Keith Barkhouse,
Barkhouse PET



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“ We shared tips with parents on how to add this band to a child's backpack, bike, or scooter... teenagers also took bands to add to their purses and backpacks... many seniors asked if they could have one as well.”

— **Cristin O'Sullivan,**
Life Directions



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2025 campaign begins in June, culminating in November with additional emphasis on **National Road Safety Week (November 19-25)**

- Widen distribution to include Town of Blue Mountains
- 5,000 LED arm bands
- 5,000 rear-view mirror/door hanger cards



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Partnering with **The Hanley Institute** and **West Grey Youth Centres**. Endorsed by the **OPP**, **West Grey Police**, **Chatsworth Fire & Rescue** and the **Canadian Association of Road Safety Professionals (CARSP)**.

Supported by Bruce-Grey-Owen Sound **provincial and federal** members of parliament.



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Request funding of **\$500** from the **Town of Blue Mountains**.

Provide **Town of Blue Mountains** with up to 500 LED arm bands and hanger cards for distribution at municipal office, outreach and events.



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Thank you.

Ron Barnett, volunteer - The Hanley Institute

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