

Conference Program



SHARING THE ROAD
SHARING RESPONSIBILITY



CAPSC
Safety
Services
NOVA SCOTIA

4th Annual Road Safety Conference

March 19, 2013

THE WESTIN NOVA SCOTIAN HOTEL
HALIFAX, NOVA SCOTIA

Proud Partner



TUESDAY MARCH 19, 2013

7:30AM-8:30AM DELEGATE REGISTRATION/REFRESHMENTS

8:00AM-8:30AM EXHIBITS OPEN

8:30AM-10AM

1A WELCOME AND MESSAGING

Safety Services Nova Scotia and NS Transportation and Infrastructure Renewal

OPENING KEYNOTES

Youth Engagement In Road Safety—Morris Green, Coordinator, Youth Health and Wellness, NS Health

Road Safety Survey Results—NS Transportation and Infrastructure Renewal

10:00AM-10:30AM REFRESHMENT BREAK—EXHIBITS OPEN

10:30AM-11:30AM CONCURRENT SESSIONS

2A Community Transit—Keeping Our Roads Safe

Jessica Farrell, Strait Area Transit

Statistics indicate that in Canada automobile drivers and passengers have a ten times higher traffic fatality rate than transit passengers. Furthermore statistics also show that regional per capita traffic fatalities decline as transit ridership increases. In this session you will learn how Strait Area Transit operates, its environmental and passenger safety procedures, as well as the importance of the service to the residents of rural communities.

2B Linking Workplace Safety with Road Safety

Jennifer Clarke, Relationship Manager, Wholesale Utility Resource and Infrastructure, Sarosh Rustom, Relationship Manager, Government and Self Insured and Paul Angelopoulos, Relationship Manager, Health and Social Services

This session will be a review of WCB mission and mandate for workplace safety including injury trending and links to sectors that specifically work on the road. The speakers will review the linkages between the roadway being a workplace and safety initiatives in multiple sectors. Nova Scotia's Road Safety Advisory Committee top issues are also some of the top issues for workers' safety. I.e.: cell phone usage, driver distraction, speeding and impaired driving.

2C Vehicle Crash Avoidance Systems

Matthew Moore, Vice President, Insurance Institute for Highway Safety, Highway Loss Data Institute, Arlington, Virginia, USA

This presentation will examine currently available technologies, their real world effectiveness and the impact these features may have on future crash rates.

11:30AM-12:30PM LUNCH/EXHIBITS OPEN

12:30PM-1:30PM CONCURRENT SESSIONS

3A The Female Impaired Driver

Robyn Robertson, Traffic Injury Research Foundation, Ottawa, Ontario

This session will describe the results of TIRF's 2012 follow-up study on female impaired drivers. Research goals included building on the available state of knowledge about female impaired drivers, closing important knowledge gaps regarding the magnitude of the problem, the characteristics of female impaired drivers, and the availability of programs to manage this population.

3B Highlights of Recent DALTrac Research

Dr. Ahsan Habib, Principal Investigator, DALTrac Research Group, Dalhousie University, Halifax, NS

Dr. Habib will review the groundbreaking transportation research that is taking place at Dalhousie University.

3C The Importance of Road Worthiness of Vehicles as a Factor in Overall Road Safety in Canada

Marc Brazeau, Automotive Industries Association

As Canada's light vehicle fleet ages, regular maintenance and repairs are becoming increasingly important. AIA's 2012 Outlook Study, completed in conjunction with DesRosiers Automotive Consultants Inc., found that 54% of all light vehicles in Canada are over the age of eight years and that the average age of passenger vehicles in Canada is 8.5 years. This can be attributed to the high number of vehicle sales from 1997 to 2008, the improved reliability of today's vehicles, the increase in used vehicle sales and the fact that Canadians are choosing to drive their vehicles longer. Despite the fact that the quality and reliability of vehicles is increasing,

older vehicles require more care as parts and systems need to be checked, repaired and eventually replaced to keep the vehicle in top working order and prevent breakdowns. Although incidence of repair has increased in the last couple of years, the rates are still well below the pre-recession rates when fewer vehicles were in their prime maintenance years. Thus, there are far too many vehicles in sub-par condition out on Canada's roads.

3D Sharing the Road with Commercial Trucks

Elaine Sode, Chair, Trucking Safety Council, Atlantic Provinces Trucking Association, Moncton, New Brunswick

1:30PM-2:30PM CONCURRENT SESSIONS

4A Corporate Driver Risk Reduction

Spencer MacDonald, President, Thinking Driver

Annual estimates of costs associated with crashes and casualties are as high as \$25 billion across Canada, and are a significant problem in many organizations. In this session you will learn to analyse your fleet and driver performance to identify reasons for non-compliance with rules and policy resulting in high risk driver behaviour, as well as effective remedial actions to reduce risk and incident frequency. The attitudinal aspect of driver performance will be specifically examined.

4B What Medical Examiners Can Tell Us About Motor Vehicle Fatality Trends

Dr. Matthew Bowes, Chief Medical Examiner, NS Justice, Halifax, NS

As Nova Scotia's population ages, how often are heart attacks, strokes, or other medical emergencies an initiating factor in crashes? Is seatbelt misuse or non use on the rise? Dr. Bowes will describe the types of information collected by the medical examiner's office, what is done with the information, and how it can increase our understanding of contributing factors to crashes.

4C Youth Hot Topics In Road Safety

Brittany Brown, Health Promotion Intern, NS Transportation and Infrastructure Renewal, and Morris Green, Coordinator, Youth Health and Wellness, NS Health

This session will include a presentation by Ms. Brown regarding the marijuana impaired driving in youth project. *How do culture and social norms affect attitudes around marijuana impaired driving in youth?* Marijuana impaired driving among Nova Scotian youth is of a particular concern, as the rates of driving while high are now on par or above the rates of alcohol impaired driving in this age group. Why is this phenomenon on the rise in our province? The attitudes of our youth are problematic: many view marijuana as harmless, and some actually believe their driving skills improve after smoking marijuana. Much of the focus so far has been on enforcement and education to prevent this form of impaired driving, with less focus placed on the social environment as a possible contributor. The purpose of this project is to examine why the phenomenon of marijuana impaired driving is on the rise in Nova Scotian youth, and to look at the influence of culture, such as media, pop culture and social perceptions and norms. This will be done by the review of relevant literature, as well as key informant interviews. Does culture impact perception of risk? If so, what can be done to shift these attitudes among our youth? This project is aimed at understanding the issue from a social and cultural lens, and suggests possible recommendations for action based on the findings.

4D Pedestrian Safety Countermeasures—TBA

Paul Boase, Transport Canada

2:30PM-3:00PM REFRESHMENT BREAK – FINAL CHANCE TO SEE EXHIBITS

5A 3:00PM-4:00PM ASK THE EXPERT

This popular session gives delegates a chance to speak informally in small groups with some of today's presenters and other road safety experts.

6A 4:00-4:30PM CLOSING

SCHEDULE OF EVENTS

7:30AM-8:30AM	- DELEGATE REGISTRATION/REFRESHMENTS
8:00AM-8:30AM	- EXHIBITS OPEN
8:30AM-10:00AM	- OPENING PLENARY
10:00-10:30AM	- REFRESHMENTS\EXHIBITS OPEN
10:30-11:30AM	- CONCURRENT SESSIONS
11:30-12:30AM	- LUNCH/EXHIBITS OPEN
12:30-1:30PM	- CONCURRENT SESSIONS
1:30-2:30PM	- CONCURRENT SESSIONS
2:30-3:00PM	- REFRESHMENTS/FINAL CHANCE TO SEE EXHIBITS
3:00-4:00PM	- ASK THE EXPERT
4:00-4:30PM	- CLOSING

Pricing	Early	Regular	Late
	Before Dec 31, 2012	Up To Feb 19, 2013	After Feb 19, 2013
Member	\$125.00	\$150.00	\$175.00
Non-Member	\$175.00	\$200.00	\$225.00

Meals and snacks are included in conference price!

Accommodations

Guest room rate of **\$119 until February 23, 2013**. To make a reservation, call the Westin at 496-8585 or 1-877-993-7846. Identify yourself as attending Safety Services Nova Scotia's conference to ensure your reduced rate. Book Early as rooms fill fast!

To register go-to <http://www.safetyservicesns.ca/index.php/hse-conference> or call the numbers listed below.

Thank You to Our Sponsors

Nova Scotia's Road Safety Advisory Committee

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3M

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