

**CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, July 11, 2023**

Members: Neil Arason, Island Health
Corey Burger, Capital Bike
Ron Cronk, Vancouver Island Safety Council
Dr. Frederick Grouzet, Centre for Youth and Society, UVic
Natalia Heilke, RoadSafetyBC
Todd Litman, Walk On, Victoria
Steve Martin, Community Member (Vice-Chair)
Dean Murdock, CRD Board (Chair)
Ryan Pinches, Ministry of Transportation and Infrastructure
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic
Colleen Woodger, ICBC Road Safety and Community Involvement

Associates: John Hicks, CRD
Sgt. Manny Montero, Oak Bay Police

Guest: Amelia Smit, Injury and Violence Prevention Consultant, Island Health

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Dr. Murray Fyfe, Island Health
Sgt. Andy Harward, CRD Integrated Road Safety Unit
Myke Labelle, Commercial Vehicle Safety and Enforcement

Recording Secretary: Arlene Bowker

The meeting was called to order at 1:15 pm.

1. Territorial Acknowledgement

Chair Murdock provided a territorial acknowledgement.

2. Approval of Agenda

MOVED by Fred Grouzet, **SECONDED** by Ron Cronk, that the agenda be approved as distributed. **CARRIED**

3. Approval of Minutes – June 13, 2023

MOVED by Fred Grouzet, **SECONDED** by Ron Cronk, that the minutes of the meeting held on June 13, 2023 be approved. **CARRIED**

4. Chair's Remarks

Chair Murdock thanked members for their attendance at today's meeting.

5. Presentation – Amelia Smit, Injury and Violence Prevention Consultant, Island Health

Amelia Smit gave a presentation on the P.A.R.T.Y. Program (Prevent Alcohol and Risk-Related Trauma in Youth). Coordinating this program is a big part of her role as Injury and Violence Prevention Consultant at Island Health. The program's mission statement is to promote injury prevention through reality-based education, enabling youth to recognize risk and make informed choices about their activities and behaviour. The information shared with students has changed over the years, but the backbone of the program really hasn't.

There are five key messages that they try to reinforce:

1. Drive sober, including not driving with distractions or when tired
2. Buckle up
3. Use safety gear as required for various activities
4. Get trained for driving and other activities
5. Look first – looking before going into any sort of situation; being aware of surroundings

The P.A.R.T.Y. Program was started in 1986 by the Sunnybrook Health Sciences Centre in Toronto. They own the program and other organizations can apply to have a license to run the program. Currently there are over 150 P.A.R.T.Y. Programs running around the world and it is estimated that over one million youth have experienced this program.

Island Health received their license to run the program in 2003. They run about 25-30 programs in the CRD every school year and that reaches an average of 1500-2000 students. The program's emphasis is on reality-based education for preventable injuries. So many injuries that are seen with trauma patients are preventable and Island Health wanted to try and find a way to prevent that burden of injury on the health care system and the community as a whole.

They are striving to empower students to go forward in life and make smart, informed choices. Also, to try to get students to see the bigger picture that choices they are making now can have lifelong impacts. All education materials align with the BC career life education curriculum for grade 10 students.

Island Health is guided by their CARE values – courage, aspire, respect and empathy and that is built into the P.A.R.T.Y. Program messaging as well. A key part is helping students understand the hospital is a safe and compassionate place where they can receive care if needed.

Amelia expressed gratitude for their program partners, such as ICBC, police and fire departments, and other community organizations.

In 2011, Sunnybrook Health Sciences Centre did a 10-year analysis to see if their hospital-based program was effective. The study showed three things: a decrease in the number of traumatic events that the youth experienced; a decrease in the severity of those injuries; and a longer time without a traumatic event. So overall it did show an effectiveness to the program.

Prior to the pandemic, the program was offered in the hospital. Students would spend four hours at Victoria General Hospital, interact with health care professionals, community partners, rotate through stations, etc. When the pandemic arrived, they transitioned to a virtual version of the program and that is the program that is still running today. It is about an hour long and is structured around the school bell schedules. Amelia facilitates the session, usually over Zoom. There are some video clips of medical professionals throughout, students are engaged in discussion around the injury prevention topics and the session wraps up with a keynote presentation from an injury survivor.

All injury prevention messages are presented with a trauma informed lens. Research shows that is the best way to educate students and that the fear-based approach is not effective. Themes of empowerment, coping, resiliency and hope are incorporated.

In discussion after the presentation, the following topics were raised:

- Approach is more harm reduction based, rather than abstinence.
- Resources are shared with teachers. Feedback from teachers/parents is that it is a great conversation starter. Some teachers will have assignments for students based on the topics.
- Need to evaluate the effectiveness of the virtual program. Due to the health care situation, it is not currently possible to go back to the in-person program.
- Numbers for Island Health communities show that the rates have gone down since the implementation of the program.
- Need to have evidence base for the Commission to support the program. There is value in being in front of the students. Students want reality. Hope the program can continue to have the impact it has had in the past.
- This is a good item for an evaluation. Need to know if this program is working. As the world has changed so much, look at it again to see how it can be adjusted or changed to work better.
- Prior to the pandemic, youth participating in the program did a pre and post survey. Not currently doing that but are looking at having that kind of evaluation.
- There is approximately a 50% focus on driving, but there also are a lot of other topics. The program includes a lot of talk around mixing drugs and alcohol with any higher risk activity, not just driving. Reducing driving as a traffic safety strategy is not part of the current conversation with students.

- The program is offered to all schools, including the home-schooling organization. 17 of the 27 high schools in the region participated in the program this year.

Paweena Sukhawathanakul, Murray Fyfe, Fred Grouzet, and Neil Arason are in the planning stage of seeing what an evaluation of the P.A.R.T.Y. program would look like. This will be a pilot study as nobody has formally evaluated a virtual adaptation of this program before. The evaluation won't be comprehensive and in terms of the outcomes, it will be limited by the outcomes that can be assessed. It is planned to have a proposal ready for the September meeting.

Action: Evaluation proposal to be presented at the September meeting

6. Business Arising from Previous Minutes

➤ Update on Transportation Working Group

This group comprised mostly of engineers and some planning directors from across the region meets on a regular basis to talk about areas where consensus and alignment can be reached in some of the work being done. The next meeting will be held on September 11.

All the planning directors and engineering directors from across the region, and staff from across the region who are responsible for climate change initiatives and actions have been invited to that meeting. The results of the origin destination household travel survey will be released to that group at a municipal level so they can see the findings in terms of mode share, uptake of different things, usage of different types of vehicles, etc. There will also be a presentation from the Ministry of Transportation and Infrastructure's Integrated Planning Branch which has been set up to integrate transportation and housing more closely. Staff in this Branch have been working on some guidelines and will be presenting to the group in terms of how these guidelines may work and seeking some input. The third presentation will be on the climate change inventory which is being done across the region and some of the results and methodology behind that will be discussed.

➤ Update from RoadSafety BC

- Status of interval speed cameras on the Malahat
- Status of intersection cameras activated for speed

Deferred to the September meeting.

7. Priority Business

➤ Annual Report to the Board

Vice-Chair Martin will be presenting the annual report from the Commission to the Transportation Committee on September 13. The main focus is to engage the Committee in terms of what our strategic priorities are. The Committee covers a broad spectrum of interests and Vice-Chair Martin wants to deliver and communicate in a way that will resonate with the majority of them. It is a good opportunity to gain their support so we can move forward with confidence that they are behind us.

Action: Summary of Commission presentation to be provided at the September meeting

➤ Budget Update

The budget is healthy and will allow for the opportunity to support our local partners with initiatives they may bring forward.

➤ BCACP Calendar

- March – Distracted Drivers Campaign/Occupant Restraint Campaign
- May – High Risk Driving Campaign
- July – Summer Impaired Driving Campaign (Alcohol/Drug)
- September – Distracted Drivers Campaign/Occupant Restraint Campaign
- October – Drive Relative to Conditions Campaign
- December – Winter Impaired Driving Campaign

The purpose of putting the BCACP calendar initiatives on our agenda is to act as a reminder for the Commission re the focus of our partners and to try and frame our advertising to support them.

We could do the advertising ourselves or support any of our partners with additional funding to expand their campaigns.

8. Other Business

Data Collection

Corey Burger distributed a proposal for data collection in the region. As the region becomes more multi modal, it is important that our transportation data collection matches this. From a transportation safety perspective, he believes that are a huge number of missed crashes we are not seeing. He is suggesting that the Commission Data and Evidence Sub-committee review the proposal with a view to narrowing the scope and producing recommendations for additional data collection.

In the discussion that followed, members commented that while there are data issues and have been for a long time, we had agreed when the Data and Evidence Sub-committee was formed to work with what data is available. A project such as the one suggested would be very time-consuming and take away from our established strategic priorities for the year. Some members remarked that we did a lot of work with data that informed our priorities, and we should be working within the scope we have agreed on and focus on delivering on those priorities. The Commission does have the education and information capacity within this group to do an education campaign to help get information out to the public about safety issues of concern.

As a point of process, it was noted that sub-committees take direction from the Commission after discussion has been held at the table, and a decision made.

There was also mention of other issues of concern that had been raised during the planning discussions earlier this year, specifically, the need for an inventory of sidewalks. However, it was noted that was not included in the final strategic priorities for the year.

Corey Burger brought forward the following motion:

MOVED by Corey Burger, **SECONDED** by Todd Litman, that the Traffic Safety Commission ask the Data and Evidence Sub-committee to review the list of data points in the proposal and come back to the Traffic Safety Commission with a recommendation about what data should be collected and the potential collection agency or group.

Chair Murdock commented that if the Data and Evidence Sub-committee wants to come back to us with a response on their available capacity to dedicate time and energy to this and how they might approach the problem, he would be supportive of asking them to report back on that. As it is, this seems like an extraordinary amount of work in addition to what we have set out in our strategic priorities. He would not support the motion as currently written but would appreciate an understanding from the Sub-committee of what they think might be a way to respond.

An amended motion was brought forward.

MOVED by Paweena Sukhawathanakul that the conversation be continued and narrowed to a more targeted question that could be brought back to the Commission to evaluate the capacity and fit within the strategic priorities.

Motion not seconded

Chair Murdock commented that significantly changes the intent of the original motion, and it was suggested that consideration of the motion be postponed.

MOVED by Corey Burger, **SECONDED** by Paweena Sukhawathanakul, that consideration of the original motion be postponed. **CARRIED**

Opposed:

Neil Arason
Steve Martin

Chair Murdock said that postponement means that we have set the motion aside and whether we choose to bring it back after further discussion will be up to the Commission. Otherwise, it could be considered an indefinite postponement.

John Hicks commented that if individual members want to bring a motion forward, it should be put on the agenda ahead of time and distributed so members have time to consider it prior to the meeting.

Cst. Sarah Beckett Memorial Scholarship

Only one application was received for this scholarship. There was brief discussion about extending the application deadline, however, as the application received met all the criteria, it was decided to award the scholarship to the applicant.

MOVED by Colleen Woodger, **SECONDED** by Steve Martin, that the Cst. Sarah Beckett Memorial Scholarship in the amount of \$2000 be awarded to the successful applicant. **CARRIED**

9. **Member Updates**

Deferred to the September meeting.

- **RoadSafetyBC - Natalia Heilke**
- **ICBC – Colleen Woodger**
- **Youth and Children – Hailey Bergstrom-Parker**
- **Institute on Aging and Lifelong Health – Dr. Paweena Sukhawathanakul**
- **CRD – John Hicks**
- **Integrated Road Safety Unit – Sgt. Andy Harward**
- **Commercial Vehicle Safety Enforcement – Myke Labelle**
- **Vancouver Island Safety Council – Ron Cronk**
- **Capital Bike – Corey Burger**
- **Walk On, Victoria – Todd Litman**
- **Municipal Police Forces/RCMP**
- **BC Transit – Dallas Perry**
- **Ministry of Transportation and Infrastructure - Owen Page**
- **Island Health – Neil Arason**
- **Working Group for UVic Centre on Youth and Society Joint Project – Dr. Frederick Grouzet**

10. **Next Meeting**

The next meeting will be held on September 12, 2023 at 1:00 pm. On motion, the meeting adjourned at 2:34 pm.