

<p>Minutes</p> <p>Provincial Steering Committee</p>	<p><i>Alberta Occupant Restraint Program</i></p> <p><i>A.O.R.P.</i></p> <p style="text-align: right;"><i>May 24, 2005</i> 9:00 – 12:00 RCMP HQ Officers Mess</p>
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Decisions & Actions Resulting from the Meeting

A **MOTION** by B. Lafortune, seconded by B.Podlubny to accept the minutes of April 26.
CARRIED

ACTION 001 May 24, 2005: L. Kohle will forward to J. McBean-Salvador a list of CEO for each of the regions.

ACTION 002 May 24, 2005: J. McBean-Salvador to forward request to RHA contacts for dates for presentations to CEO's by next meeting.

ACTION 003 May 24, 2005: J. McBean-Salvador to draft letter and send to Red Deer paper in support of seat belt STEP campaigns.

ACTION 004 May 24, 2005: C. Beringer-Brown to forward article in Calgary Herald to J. McBean-Salvador.

ACTION 005 May 24, 2005: L. Kohle, D. Mitchell, J. McBean-Salvador to discuss protocol on developing business relationship with RCMP Video unit.

ACTION 006 May 24, 2005: J. McBean-Salvador and A. Dorey to make arrangements to view videos on TeleHealth for the June meeting and forward details to committee members.

A **MOTION** by M. O'Connor, seconded by J. Pawluk to pursue discussions with Precision Drilling to determine if the "Drive to Survive" video can be used as a provincial resource for AORP. **CARRIED**

A **MOTION** by K. Belton seconded by C. Beringer-Brown to pursue discussions with Enjoy Productions and Canadian distribution agent for use of video in conjunction with the AORP education sessions for Option Four. **CARRIED**

Alberta Occupant Restraint Program

Communication Sub-Committee Meeting Minutes

May 24, 2005

9:00 – 12:00

Attendees:

L. Kohle (Alberta Health & Wellness), D. Mitchell (RCMP), K. Belton (ACICR), C. Beringer-Brown (RHA Calgary), B. Lafortune (St. John Ambulance), J. Pawluk, (Alberta Infrastructure), A. Dorey (KIDSAFE Connection), B. Podlubny (Alberta Infrastructure), M. O'Connor (Calgary Police), L. Hayes (First Nations Health), D. McCoy (RHA Aspen), E. Webster (RHA Chinook)

Regrets: L. Bremness (Insurance Bureau of Canada), W. Nay (Edmonton Police), K. Kaesmodel (Edmonton Police), T. Semeniuk (Transport Canada)

Agenda Item #1

Welcome and additions/deletions to Agenda

L. Kohle welcomed and introduced L.Hayes to committee members. There were no additions to the agenda.

Agenda Item #2

Ratification of Minutes of April 26, 2005

A **MOTION** by B. Lafortune, seconded by B.Podlubny to accept the minutes of April 26.

CARRIED

Agenda Item #3

Review action items from April 26.

Action item 001 – completed

Action item 002 – D. Mitchell to confirm signing authority

Action item 003 – on-going: J. McBean-Salvador to ensure final letter to minister is circulated to committee members.

Action item 004 – on-going: J. McBean-Salvador following up on phone discussions with Camrose police contacts.

Action item 005 – on-going: J. McBean-Salvador to ensure meeting of ad hoc enforcement committee at December planning session.

Action item 006- 10 completed.

Agenda Item #4

Committee Reports:

Co-Chair Reports: L. Kohle and D. Mitchell

The final regional roundtable is scheduled for May 27 in Medicine Hat. P. Stark will be attending for K. Belton. L. Kohle, D. Mitchell, J. McBean-Salvador, P. Stark and S/Sgt. F. Deheer will be attending.

J. McBean-Salvador responded to the request from Camrose police and discussed the concern with Cst. R.Hopwood. It was suggested that as Chief Chalmers is the President of the AACP

that a discussion may be more appropriate than a formal letter at this time. J. McBean-Salvador is expecting a return call this week.

D. Mitchell informed the committee that during this STEP campaign as we have reached the 85 factor, more things such as warrants, suspended drivers are being found. Canada road safety week ended this week. The unfortunate fatal bus crash drew off a significant number of resources and may impact statistics.

D. Mitchell also indicated that the RCMP will be presenting the CEO's of each RHA a thank-you plaque, and is requesting dates from RHA contacts for presentations.

ACTION 001 May 24, 2005: L. Kohle will forward to J. McBean-Salvador a list of CEO for each of the regions.

ACTION 002 May 24, 2005: J. McBean-Salvador to forward request to RHA contacts for dates for presentations to CEO's by next meeting.

Communication Sub-Committee Report

L. Bremness, J. McBean-Salvador

J. McBean-Salvador indicated that the STEP campaign was under way and had only see one negative response in the Red Deer paper. An appropriate response supporting the STEP campaign and success will be drafted. C. Beringer-Brown indicated there was a positive letter in the Calgary Herald for the STEP campaign and will forward.

ACTION 003 May 24, 2005: J. McBean-Salvador to draft letter and send to Red Deer paper in support of seat belt STEP campaigns.

ACTION 004 May 24, 2005: C. Beringer-Brown to forward article in Calgary Herald to J. McBean-Salvador.

There has been no reported negative response to the Treena ad, it has been heard by several committee members. The RCMP video unit has approached AORP Communication sub-committee expressing an interest in doing a seat belt commercial at no cost. AORP currently does not have funds to air any commercials except as a PSA. It has been suggested that before proceeding with developing a commercial with the video unit that a discussion with D. Mitchell on client relationship between AORP and Video unit should occur.

ACTION 005 May 24, 2005: L. Kohle, D. Mitchell, J. McBean-Salvador to discuss protocol on developing business relationship with RCMP Video unit.

J. McBean-Salvador informed the committee on follow-up with two professional commercials "Damage Campaign from Ireland and Heaven Can Wait from Belgium. As they are developed for European markets they are extremely difficult to use on television in Alberta. Discussions are on-going.

Education Sub-Committee:

B. Podlubny

B. Podlubny informed the committee of current developments with the educational session materials. At this time, the committee has reviewed a video from the U.S which is extremely good and meets all requirements and is possibly more effective than using a power point presentation. The video is segmented and deals with seats from infant to booster to child. J. McBean-Salvador has discussed with the Canadian distributor that the video can be edited to remove American references. Price will depend on quantities ordered. Video will be supplemented with a power point presentation.

B.Podlubny also informed the committee that for the adult component the recommendation is to use the Precision Drilling video "Drive to Survive" with a request to Precision to edit the opening segment to include representatives from several police services and updated stats. It was suggested that the steering committee review the videos.

ACTION 006 May 24, 2005: J. McBean-Salvador and A. Dorey to make arrangements to view videos on TeleHealth for the June meeting and forward details to committee members.

B. Podlubny also informed the committee of the development of the draft enforcement power point session as a quick training tool for child restraints. It was used in St. Paul and revisions will be made. It will be brought back to the sub-committee to review.

C. Beringer-Brown informed the committee that the information sheets have been revised to an appropriate grade level and will be posted on the website soon.

On-going discussions with the two companies will be required to ensure that appropriate credit is provided.

A **MOTION** by M. O'Connor, seconded by J. Pawluk to pursue discussions with Precision Drilling to determine if the "Drive to Survive" video can be used as a provincial resource for AORP. **CARRIED**

A **MOTION** by K. Belton seconded by C. Beringer-Brown to pursue discussions with Enjoy Productions and Canadian distribution agent for use of video in conjunction with the AORP education sessions for Option Four. **CARRIED**

Research Sub-Committee – A. Dorey

Regular meeting was re-scheduled to coincide with the teleconference for high risk drivers in RHA 9. Progress is being made on the study for high risk drivers in RHA 9. K. Belton informed the committee that Dr. B. Hagel was leaving ACICR and that if approved the child restraint study will continue from Calgary base. K. Borden is also leaving to work permanently with the ME office.

Aboriginal Traffic Coalition

There have been no meetings with the Coalition as the position is vacant at this time. D. Mitchell indicated that on June 23 presentations will be made, including AORP, to the Aboriginal Police and Elders. The committee discussed that as Aboriginal communities request

to participate in AORP they will be brought on in the same manner as AORP developed, starting with the child restraint program. L. Hayes indicated that it would be important to raise awareness on reserves.

The co-chairs gave a brief update on the Provincial Traffic Safety Plan and will report as things progress. C. Beringer-Brown informed the committee of Calgary data on parents' attitudes on booster seats and will forward

Adjournment and next meeting.

June 28, 2005

Location: RCMP HQ: CO's Boardroom

9:00 – 12:00