

The Transporter



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DEPARTMENT OF TRANSPORTATION NEWSLETTER



Drive Alive!

DRIVE ALIVE!

On November 30, 2007, a new public information program was announced by the Honourable Norman Yakeleya, Minister of Transportation, to help residents of the Northwest Territories make safe travel choices on NWT roads, trails, and waterways.



Called *Drive Alive!*, the partnership-based program consolidates GNWT transportation safety programs to help reduce the risk of injuries and fatalities among drivers, passengers, and pedestrians.

Drive Alive! will focus on a number of themes, including:

- **Drive according to conditions**, at a speed appropriate for the road or trail;
- **Wear or use appropriate safety equipment** such as helmets, life jackets, seat belts, and properly installed car seats;
- **Share the road responsibly**, and respect other road users;
- **Prepare for the unexpected**, and be ready to respond to changing weather, road conditions, or wildlife on the road;
- **Driving requires your full attention**. Do not drive while impaired, and don't ride with an impaired driver.

ROAD SAFETY VISION 2010

The Department of Transportation is committed to Road Safety Vision 2010, a national program aimed at making Canada's roads the safest in the world. The program's targets include a 30% decrease in serious injuries and deaths, a 40% decrease in the number of deaths or serious injuries caused by drinking drivers, and 95% seat belt and child restraint usage.

The Department is doing its part to achieve these goals. DoT's road safety activities are coordinated by the Highways and the Road Licensing and Safety (RL&S) divisions. Highways uses engineering, road reconstruction, and signage to help ensure safer roadways. RL&S enforces rules and recommends changes to the law to help travellers make safer choices.



Drive Alive! is the public information component of DoT's road safety activities, assisting both divisions to achieve their objectives.

NATIONAL SAFE DRIVING WEEK

Each year, the first week of December marks National Safe Driving Week, which is set aside to recognize the need to make safe driving choices. The focus of this year's National Safe Driving Week was being prepared before setting out on the road or trail.

Transportation Minister Norman Yakeleya recognized the importance of this week by announcing the launch of the new consolidated transportation safety campaign, *Drive Alive!* He encouraged MLAs and the public to use this special week as an opportunity to learn more about safe winter driving.



Winter road near Wrigley. Is your vehicle ready?

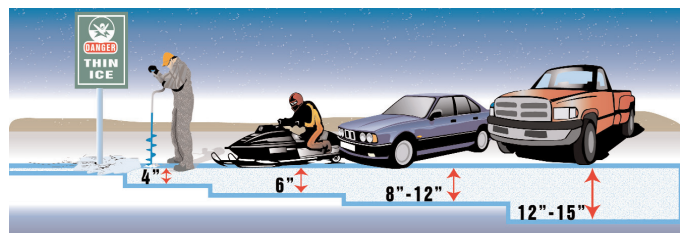
For great safety tips, check out the DoT website at www.dot.gov.nt.ca. It provides a wealth of information on the new *Drive Alive!* program, ice safety, snowmobile safety, and much more.

ICE SAFETY

How to help yourself if you fall through the ice, even if you're alone:

- **Do not panic.** Vigorously kick your feet to help keep your body horizontal.
- **Reach forward** onto the intact ice closest to the shore, but don't push down. Instead, try to "swim" your way back onto the ice (like a seal!).
- An ice pick or other sharp object can provide extra traction to **pull yourself up onto the ice**. Even if the ice breaks, keep trying until you are out of the water.
- Once you are lying on the ice, **DON'T STAND UP!** Roll away from the hole until you are sure you have returned to where the ice will support your weight. Even then, crawl, don't walk, until you are back on a well-walked path.
- If you have a cell phone, see whether it works so that you can call for help. In any case, **keep moving** until you are safe.

For more ice safety tips, please check out the "Safety" section on our website at www.dot.gov.nt.ca.



SAFETY TIP Snowmobile Safety

10 Hot Tips to have a Cool Time...

- o Have a plan for breakdowns or bad weather;
- o Dress for the cold, and always wear a helmet;
- o Be alert for other riders and trail users;
- o Approach hikers, skiers, dog sleds, and wildlife with caution;
- o Cross roadways with care, and only after stopping;

- o Make sure you're highly visible by day and at night;
- o Ride according to conditions at a safe speed;
- o Reduce speed on unfamiliar trails and at night;
- o Watch for thin ice and areas of moving water;
- o Ride sober, and only with sober buddies.

Do you have any new and exciting stories?

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