Report Impaired Drivers - Call 911

RID 911
What is a 911 Program to Report Suspected Impaired Drivers?

• Call 911 programs encourage the public to call 911 to report suspected impaired drivers to police

• Results to date have shown that a 911 program to report suspected impaired drivers is a low-cost community program which is effective at taking impaired drivers off the roads

• Calling 911 to report suspected impaired drivers is not a new idea; in fact, people have been calling 911 to report suspected impaired driving since the implementation of the 911 emergency number system

• Surveys have shown that 50% of Canadians felt that calling 911 to report a suspected impaired driver was not an appropriate use for 911
Benefits of a Call 911 Program to Report Suspected Impaired Drivers

- Increases the perception for drinking drivers that they will be caught
- Involves the public and community media partners
- Increases the number of 911 calls to report suspected impaired drivers
- Increases the number of impaired driving charges
- Prevents impairment-related crashes, deaths and injuries
- Assists police dealing with distracted drivers, medically impaired drivers and suspended drivers
Key Components of an Effective 911 Programs

• Community partnership with police, emergency call centres, traffic safety organizations, public health, insurance companies, municipalities and media

• Large, highly-visible signs

• Educate the public on how to recognize a suspected impaired driver

• Educate the public on safety protocols when calling 911 to report a suspected impaired driver

• Educate the public to combat the misperception that reporting a suspected impaired driver is not an appropriate reason to call 911
Educating the Public

Safety:

• Passenger, rather than driver, should make call

• Drivers who are alone should pull over to make call (i.e. may be necessary to stop, when safe to do so, to place call)

• Public should be encouraged to make calls from locations other than a vehicle (i.e. home, school, drinking establishment)

• Public should be informed about impaired driving behaviours to ensure calls are only placed when appropriate and necessary

• Calls should be brief – only the information that is absolutely required should be requested
Summary of Data for 911 Programs

1. 911 calls to report suspected impaired drivers increase from 45% to 80% in the first year of implementation

2. Impaired driving charges and roadside licence suspensions increase from 30% to 80%

3. Police interception rates of 911 calls range from 20% to 50%

4. Between 35% and 45% of vehicles intercepted by police are charged with an impaired driving offence
Impact on Resources

• Costs:
  • MADD Canada will pay for the costs of producing and installing the signs.
  • For consistency, MADD will work with city sign company.

• 911 Operators
  • To-date we have not heard any negative impacts the 911 signs have caused 911 operators.
Unveiling Event

• Sign installation
  • once signs are installed, we would like to arrange an official unveiling of the signs in partnership with RCMP and the City
  • recommend event to take place at a sign location where media are invited to take pictures and ask questions
  • Mayor and councilors, Chief and Policing Department will be invited to attend unveiling along with MADD representatives.
Road Sign: British Columbia

Report Impaired Drivers

Call 911

PULL OVER

Safer City

Chilliwack Safe City
Making road safer is everyone's business.
Thank you