

January 07, 2010



CAPITAL REGION INTERSECTION SAFETY PARTNERSHIP

## 'CRISP' focus on safe left turns

The Capital Region Intersection Safety Partnership (CRISP) launched the latest message in its **Real Consequences** campaign with this month's focus on making safe left turns at intersections. The campaign sends the message that driving is not a game, but a responsibility that needs to be taken seriously. This idea is supported with images on billboards and in transit shelters, as well as radio commercials that will air throughout Edmonton and surrounding area.

CRISP's mission is to reduce the frequency and severity of intersection collisions. "We are focusing on unsafe left turns this month because they are the second most identified cause of intersection collisions," says Gerry Shimko, CRISP Chair and Executive Director of Edmonton's Office of Traffic Safety. "By raising awareness of this issue, we hope to reduce the number of injuries and fatalities at Capital Region intersections and show the real consequences of what can happen."

The campaign targets two groups. Adult drivers between 26 to 65, who make up 75 per cent of the driving population, and young male drivers between the ages of 16 to 25, who have the highest percentage of collisions by age group. **Real Consequences** aims to educate motorists and have them assess their own driving habits, while realizing that the majority of collisions result from driver error.

The most recent statistics indicate that from January to October 2009, there were 1394 collisions in Edmonton caused by unsafe left hand turns. Of those, 358 were injury collisions and 1036 involved property damage. "A good rule of thumb to follow is, if you can't see, don't go," says Don Szarko of the Alberta Motor Association. "Motorists need to consider road conditions and be aware of what's going on around them. If you're not sure whether it's safe to go, it's better to wait a few minutes than risk your life or someone else's."

CRISP shares resources and expertise to implement on-going, collaborative, and integrated intersection safety initiatives to reduce the frequency and severity of intersection collisions in the Capital Region. Initiatives involve integration of education, engineering, and enforcement strategies, and target four priorities: red light violations, pedestrian safety, speed and high crash locations. For more information, visit their website at [www.realconsequences.ca](http://www.realconsequences.ca).

*The Capital Region Intersection Safety Partnership is comprised of the following traffic safety and injury prevention stakeholders: Alberta Motor Association, Alberta Health Services, City of Edmonton, City of St. Albert, Strathcona County, Edmonton Police Service, St. Albert RCMP Detachment and Strathcona County RCMP Detachment.*

*The Alberta Motor Association (AMA) is the largest membership organization in Alberta, representing more than 882,000 members. As a leading advocate for traffic safety, travel and consumer protection, crime prevention, and the environment, AMA represents the interests of its members and the motoring public to industry and all levels of government.*

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