

CONTEXT

As it is recognized that road safety is multifactorial and the responsibility of all, this strategy relies on collaboration between the SAAQ, its many partners and and the various road safety stakeholders.

The SAAQ wishes to encourage more harmonious travel on the road and increase the safety of road users to improve the road safety record.

ROAD SAFETY RECORD

Québec's road safety record has been improving over the past ten years with regard to both the number of deaths and the total number of accident victims. This trend is even more notable considering the increase in population, the number of vehicles in operation and the number of driver's licence holders. Over the last five years, however, we have noted a relative degree of stability.

ROAD SAFETY PERSPECTIVES

The SAAQ emphasizes different planning approaches to achieving its goals to improve the road safety record.

- Information and raising awareness
- Driver training
- Collaboration with partners
- Working groups and consultations
- Amendments to legislative and regulatory frameworks
- Research and development

POLICIES

Distraction

Raise awareness that all drivers can get distracted



- Inform citizens that distracted driving is a significant risk to road safety that can affect all road users.
- Raise awareness among citizens that inattention is also a source of distraction and that its effects should be reduced.

Speed

Challenge the common perception that minor speeding is not dangerous



- Encourage social norms that discourage the pursuit of speed.
- Amplify the idea among Québec road users that an increasing number of road users disapprove of driving over the speed limit.

Impaired driving

Challenge the perception that people can safely drive after consuming moderate amounts of drugs or alcohol



- Reinforce the idea that there is no safe or risk-free level of alcohol or drugs that can be consumed before driving.
- Reinforce the idea that impaired driving is not exclusive to one type of driver or to repeat offenders.

Fatigue

Encourage responsibility among drivers regarding fatigue and its associated risks



- Raise awareness among road users that fatigue is a significant cause of traffic accidents resulting in bodily injury.
- Encourage citizens to adopt behaviours to manage fatigue at the wheel and promote such behaviours.

Road sharing

Challenge stereotypes and reduce antagonism between different groups of road users



- Encourage harmonious road sharing between all road users.
- Raise awareness about the presence of vulnerable road users at intersections.

Unsafe behaviours

Address this issue from the perspective of respecting the *Highway Safety Code*



- Enhance compliance with the *Highway Safety Code* to reduce unsafe behaviours on the road.

PRIORITY AREAS

Québec, similar to other jurisdictions with good road safety performance, bases its interventions on the Safe System approach. This systemic approach considers the general environment in which road users travel.

This approach relies on **four** key principles:

- People make mistakes.
- The human body has a limited physical ability to tolerate crash forces.
- Road safety is a shared responsibility.
- All parts of the system must be strengthened.