

Fall 2001

MADD

MATTERS

**MADD
Canada's
Mission:
To
Stop
Impaired
Driving
And
To
Support
Victims
Of
This
Violent
Crime.**

Launch of New Federal Legislative Package

Measures that will make roads safer and save lives

Despite what you will hear, your federal politicians have not even begun to deal with the crime of impaired driving. Most of the changes to the *Criminal Code* that the Federal Government introduced in the last two years addressed punitive issues, but in no way addressed serious apprehension issues for police, nor the many important streamlining measures needed within the judicial system.

When the M.P.s studying impaired driving reported their findings to the House of Commons in 1999, they completely ignored key initiatives of their review that would have significantly reduced the incidence of impaired driving and the deaths, injuries and costs that it generates. National Executive Director Andrew Murie explained that with its subsequent Bills, the Federal Government chose to ignore a litany of initiatives, which would enhance police powers and streamline the judicial process.

"The Federal Government dealt with the easy stuff that would give them political mileage – the punitive measures. However," Mr. Murie says, "impaired driving needs a comprehensive approach that does more than look at sentences and stiffer fines. Our laws need to give police greater authority to apprehend and charge impaired drivers and we need to streamline the judicial process so that it is fairer in obtaining convictions and treating the victims of crime."

In the Fall of 2001, MADD Canada will be taking its message back to Parliament Hill to introduce a policy package that will go a long way toward eliminating impaired driving. For the past two years, MADD Canada's legal resources, under the direction of National Director of Legal Policy Professor Robert Solomon, reviewed the policy

measures taken as well as those passed over by the last Federal review of the impaired driving laws. MADD Canada has created a comprehensive response in a form of a legislative package. Like the organization's *Rating the Provinces* initiative, MADD Canada will now be looking to work with government officials to make this policy a reality in our Canadian law.



Professor Robert Solomon: "The measures we will be introducing are achievable. More importantly, they will be effective."

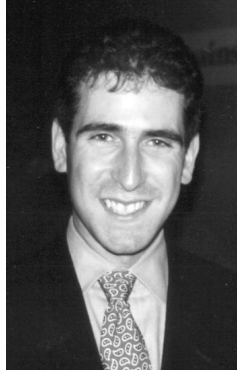
Professor Solomon and his legal assistants have just completed the research and documentation of the legislative package. "The measures we will be presenting are achievable. More importantly, they will be effective. What we need now is for the Federal Government to demonstrate it has the will to make them happen."

"While the Liberal government has attempted to portray itself as taking a hard line on impaired driving, the majority of its reforms will have little practical effect on enforcement, prosecution and sentencing practices," says Professor Solomon. "The new federal laws passed last year will do nothing to address the current under-enforcement and under-prosecution of impaired driving offences in Canada."

Professor Solomon adds, "The truth of the issue is that the Liberal reforms ignored many initiatives both Canadian and international research have proven will reduce impaired driving. Moreover, the Federal Government has lagged far behind the provinces in introducing progressive and effective measures that have been proven to save lives."

Chris George, National Director of Communications and Public Policy, says this year's policy initiative will begin a tough campaign to get the Federal Government to introduce new impaired driving laws. "We must ensure our collective voices are heard and the policies we have for preventing the loss of lives and injuries

Providing a Voice of Reason



This will be my last column as National Chairperson of this wonderful organization, and I would like to share with you some thoughts on the importance of our policy work, and of MADD Canada's leadership and our ever-emerging position in the country's impaired driving debate.

There should be no doubt that legislative reform is a key to fulfilling our Mission. MADD Canada has been at the forefront, and must continue to play a vocal and active part in developing Canadian public policy and changing our laws to make them more effective. Over the last two years, MADD Canada has called the Provinces to action through our "Rating the Provinces" policy initiative. This has been a tremendous success, and as a direct result, most Provinces have opened their doors to our representatives for a meaningful dialogue on the issue. They have turned their minds towards implementing new laws, and have renewed their focus on stopping the impaired driving crime.

As *Rating the Provinces* was the tool to prompt provincial politicians to take action, so too will our federal policy initiative be successful in prompting the Federal Government to action. Like the *Rating the Provinces* document, our Federal policy document will be a focal point for legislators to consider the initiatives most effective and possible within the Federal jurisdiction.

The organization's leadership

When I compare the MADD Canada I see today, with the organization I began volunteering with over six years ago, I marvel at the progression. I see an organization that has become much stronger, principally on the account of the dedication and commitment of our National Office and our incredible volunteers. First, from an organizational perspective, we are very fortunate to have a very effective National Office. A lot of the credit goes to Executive Director Andrew Murie for bringing his form of discipline to the organization. Secondly, MADD Canada's volunteer base is as committed and focused as ever in

achieving an end to impaired driving. The wonderful staff and volunteers, combined, are making great headway in achieving our goals.

The MADD Canada Board has had quite exceptional chemistry over the last two years and I have to give credit to the past chairperson for his vision. Tony Carvalho recognized people with varying backgrounds, victims and non-victims, should be at the table bringing their expertise and insight into the direction of MADD Canada. I was really the beneficiary of Tony's vision for putting us on course. The strategic planning process he put into place and Tony's leadership set the tone for my term. The degree of professionalism, commitment and dedication the Board continues to demonstrate is a reflection of Tony's thoughtfulness.

In the last two years, we have been fortunate to attract additional, very talented people, each bringing a unique skill set to the Board. Today, there is a tremendous amount of commitment and passion around the Board table. Each person is there because they truly believe we are and will continue to make progress to our goal of stopping impaired driving. It is a dynamic Board that is firmly and aptly dealing with the issues surrounding drinking and driving as well as the stewardship of our national volunteer organization.

Finally...

The pain and suffering caused by impaired driving must end. These deaths and injuries are all preventable, and the solution is attainable through public policy, education and enforcement. By implementing best practices from around the globe, Canada can, and must, strive to be the world leader in the fight against impaired driving - it is unconscionable to do otherwise - one victim's suffering is too much.

The volunteers in the MADD Canada family are making a difference every day. I have seen such incredible strides by our organization, and the level of commitment by our volunteers gives me hope. I have a great amount of respect and admiration for the courage, strength, commitment and dedication of every MADD Canada volunteer. With the level of energy each volunteer brings to their work, I am confident that we will continue to make great progress as an organization. We have a great deal to be proud of. Keep up the great work and we will continue to do amazing things!

A handwritten signature in black ink, appearing to read "Tony Carvalho".

New Federal Legislation

(Continued from page 1)

are understood by our elected representatives. It will be an up-hill climb because of the attitudes of many in Ottawa, yet our members and supporters will be asked to work with Chapters and the National Office to get in touch with M.P.s and Senators.

"MADD Canada will be making full use of our website and ensuring the media is kept up to date on the progress of the policy debate." Mr. George explains, "We will be contributing facts and the latest figures to the debate as well as debunking a lot of the myths that are out there about drinking and driving."

"We hope to raise awareness to the important issues that have been ignored - and, in doing so, raise the level of public debate on the crime of impaired driving," says Mr. George.

Watch the Hot Issues section of MADD Canada's website (www.madd.ca) for the latest on the federal legislative initiative.

Reflections on two years as National President

Every second year, MADD Canada changes its National President. Since 1999, Carolyn Swinson has been the voice for MADD Canada victims and volunteers across the country. At the end of September she is stepping down from her hectic and rewarding duties as the organization's leader. In this feature interview, she reflects on her two years as National President (the full interview can be found in the Website Library at www.madd.ca).

What are your thoughts on MADD Canada's Chapters and the remarkable growth?

In the last few years, the growth of the organization has been phenomenal. It is tremendous that in 1995 we had a total of 21 Chapters and today we have nearly 50 Chapters from one end of the country to the other. I have had some truly amazing experiences, particularly going out and visiting the Chapters and attending Chapter meetings and openings. Unfortunately, I was not able to visit every single one.

Begetekong and Area was very special and significant as our first Aboriginal Chapter. It was memorable to be able to participate in the ceremonies and I learned a lot from them. Of all the Chapter openings I attended, Sarnia/Lambton stands out as having a full program and tremendous community involvement by speakers and politicians – and the white doves that were released in memory of all those lost to us; that was memorable and touching. Cathy Unsworth and her group of volunteers did an amazing job.

MADD Canada has become the foremost voice in the fight against impaired driving. Everywhere I go, I am encouraged by people who tell me how much they support MADD Canada, and I constantly get the message that, 'You're doing a great job.'

Was there a highlight of your term as President?

That is really a difficult question to answer – there were so many highlights, that I don't think I can choose a single



specific one! However, if I had to choose one moment as my highlight it was presenting at a Senate Committee for Bill C-18, which raised the penalty to life imprisonment for impaired driving causing death. Chris George and myself were there and it was the next to last day before Parliament sat before breaking for their summer recess. It was a very emotional time for me. Our presentation, on behalf of MADD Canada, was emotional. After the presentation we were informed the Senators didn't believe they could pass the legislation in the single sitting, but they would try. The Senators came back from their tea break and surprised us by saying they were going to do the clause-by-clause right then. The Senators were able to send the legislation to the Governor General that day to be proclaimed law. That was very special – something that was out of reach one moment, and then accomplished the next – and I just cried. I don't believe we would have had this new law if it wasn't for the efforts of our MADD Canada Chapters, the endless stream of e-mails to M.P.s and Senators urging passage, the help of Senator Marjory LeBreton, and the fact that we were at the Senate Committee's table that afternoon in late June 2000.

Now all we need is for judges to start handing out sentences that reflect the severity of the crime...

Is there anything you regret not having the time to accomplish?

The one disappointment for me is one close to my heart. I would have loved mandatory breath and blood testing in the event of a crash where there is a fatality. This would have made all the difference with our situation, where we saw the woman who killed Rob acquitted on a technicality. I had really hoped that we would have been able to get this significant measure through Parliament and as a law of the land. It means so much for those who have lost loved ones and then were hit twice by watching the accused walk on a technicality...

How has the experience changed you?

When I took the President's position on two years ago, I was definitely not the same person. The president's position was somewhat intimidating because of the tremendous example set by my predecessor, Susan MacAskill. I wasn't sure whether I would be able to cope with it, never having done any public speaking before. But, in the last two years MADD Canada has provided me with a tremendous opportunity. I find that I have a lot of skills I didn't have before. I am a better public speaker, better writer, more organized... I learned how to deal with the media – I now know there is only a thirty-second time frame to make a point. Through the many wonderful experiences with MADD Canada, I have gained a whole lot of information, insight into people, into the law, into the way things work and the way things don't work in an organization. Oh, there have been so many experiences... and I got to see parts of Canada that I never would have otherwise seen.

I must say that I absolutely loved the times when the MADD Canada membership got together. I love meeting the people and learning what they are doing. MADD Canada members have become an extended family and I am very close to a lot of people I have met. It was an amazing thing for me to find out that I had strength I didn't know I had before. Really, it has been a privilege to be president of such a remarkable organization like MADD Canada.

In-coming National President Louise Knox

With the Fall Leadership Conference, MADD Canada will be welcoming Louise Knox as its new National President. Louise is from St. Paul, Alberta and describes herself as ‘persistent (to the point of annoying)’, and as someone who places a high value on ‘accountability and reliability’. She believes ‘family and friends are most important’ and, being from the province of AAA Quality meats, she loves beef.

As those who have met her will tell you, perhaps her greatest asset is that she is down to earth and a very caring individual.



Louise Knox on Louise Knox: “The reason I got involved with MADD Canada was the death of my 16-year old son, Mike, on October 2, 1999. I saw a MADD Canada advertisement and contacted the organization to find that the nearest Chapter was 300 miles away. Right then I decided to get involved and established a local Chapter.

“I wanted to give people around here the same support that I had got from MADD Canada’s National Office. I wanted to be there for other families and help them get through a devastating time. My greatest hope, though, was to ensure there are no other families who have to go through what we had to go through.

“At the start-up, our Chapter served most of northeastern Alberta – communities like St. Paul, Vermilion, Fort McMurray, Llyodminster, Vegreville, and Smokey Lake. We serviced a largely agricultural area of 50,000 people. I am pleased to say that parts of this large geographical area of our Province are now served by two new Chapters, one in Cold Lake and the other in the City of Edmonton.

“In my new duties as National President, I know I have huge shoes to fill in order to live up to my predecessors of Carolyn Swinson and Susan MacAskill. I look forward to my challenges and to meeting all of our volunteers across the country. I am eager to start working with our membership, visiting our Chapters and hearing about the work they accomplish to meet our mission.”

Louise, 33, is married to Ed (MADD Lakeland Area Chapter President), and they have three children — Eric 12, Kirsten 9, and Mike who would be 18 years old this year.

Carolyn Swinson deservedly honoured

Carolyn Swinson was recently honoured with the *Shining Star Award* by the Prudential Real Estate Affiliates. She is one of thirty salespersons in North America to be given this distinction for her exemplary volunteer activities and services. Each recipient is given a cheque for \$1,000 U.S. dollars, which goes to a charity of their choice – and Carolyn’s donation is being sent to MADD Canada.

This is the third time in the last few months Carolyn has been recognized for her contributions and for her tireless volunteer work. She received the *Individual Achievement Award* by the Ministry of Transportation for her leadership and dedication in the field of road user safety. Also, from the City Council of Toronto, she received the City’s *Volunteer of the Year Award*.

In each case, Carolyn repeated that she was accepting these awards on behalf of all MADD Canada volunteers and her loved ones: “*MADD Canada is a very special family, brought together by very unfortunate, personal tragedies and a concern for a safe community. Our volunteers are extremely committed to saving lives and I would like to thank all of them for their efforts. Together, we are making a difference.*”

“*I would also like to accept this award for my son Rob, for my Father, and my family, all of whom I wish to thank for giving me a strength I did not know I had.*”

MADD Canada enlisting Youth Advocates

MADD Canada has made a commitment to young people by creating a new and exciting National Youth Strategy. The strategy consists of programs that are based on the leadership and empowerment of young people in the fight against impaired driving. These programs are: National Youth Advocates, Youth of Action, Power Camps and Youth Victim Support.



Carla Powell, Youth Services Manager, reports on the most recent activities involving youth programs. “Most recently, we held our first training for 14 Youth of Action Coordinators in Toronto. These coordinators were from coast to coast and came to learn how to curb underage accessibility to alcohol within their communities.”

Ms. Powell explained that part of the training consisted of Alcohol Purchase Surveys that monitor the ID practices of liquor selling and serving establishments. The team spoke at Toronto Metro Police shift change meetings before and after the surveys. The police were extremely impressed with the program, noted the information that was gathered and took the coordinators’ advice in planning their activities for the night.

“It is our hope that the teams will fill a much needed advisory role with the police and work to stop impaired driving among young people,” stated Ms. Powell.

For more information on Youth of Action or any of MADD Canada’s youth programs and services, contact Carla Powell at the National Office.

Rating the Provinces – One Year Review

On the first anniversary of *Rating the Provinces*, MADD Canada’s comprehensive study and report card on the country’s impaired driving legislation, the organization released a progress report on the efforts of the provinces and territories over the year.

In issuing the report, National President Carolyn Swinson stated she was pleased that MADD Canada met with and made inroads into every jurisdiction. “The good news is that Provincial and Territorial Governments have taken notice of what can be done and they are working with us to implement new measures and introduce new laws.”

“In each jurisdiction, we have forged strong working relationships with elected representatives and their officials – and this points to further progress in the development of effective impaired driving laws at the Provincial level across Canada,” said Mrs. Swinson.

Ontario, Manitoba, Saskatchewan and Yukon are jurisdictions that, in the last year, have introduced significant legislation. Ontario passed into law a mandatory ignition interlock program that will be applied upon a first offence. Manitoba introduced a new graduated driver licensing program, longer impoundment periods and licence suspensions, and a new Victims’ Bill of Rights. Saskatchewan introduced a new interlock program, a 90-day administrative licence suspension, zero BAC for new drivers, as well as the first-ever passive alcohol sensor pilot program. Yukon introduced a new graduated licensing program and is about to approve a new interlock program and longer impoundment periods.

Andrew Murie, MADD Canada’s National Executive Director, states there are many provincial governments that are focused on new impaired driving measures. “MADD Canada is working with the governments to introduce legislation and we know there are a great many initiatives that are on the horizon. For instance, we urge governments like Quebec, Alberta and the Northwest Territories to pass and implement their new impaired driving measures.”

“There is a great deal that can be done to make our roads safer from impaired driving tragedies,” says Mr. Murie, “and, with the level of detail in the *Rating the Provinces* study, jurisdictions can compare their respective measures and bring forward progressive responses to this crime.”

For MADD Canada’s 2001 Progress Report, the Provinces and Territories were given one of three ratings. Jurisdictions receiving the rating of ‘Setting Good Example’ included: Saskatchewan, Manitoba, Yukon, and Ontario. Jurisdictions receiving the rating of ‘Promising’ included: Alberta, Northwest Territories, Quebec, and Newfoundland. Jurisdictions that received ‘Needs Improvement’ were: British Columbia, New Brunswick, Nova Scotia, and Prince Edward Island.

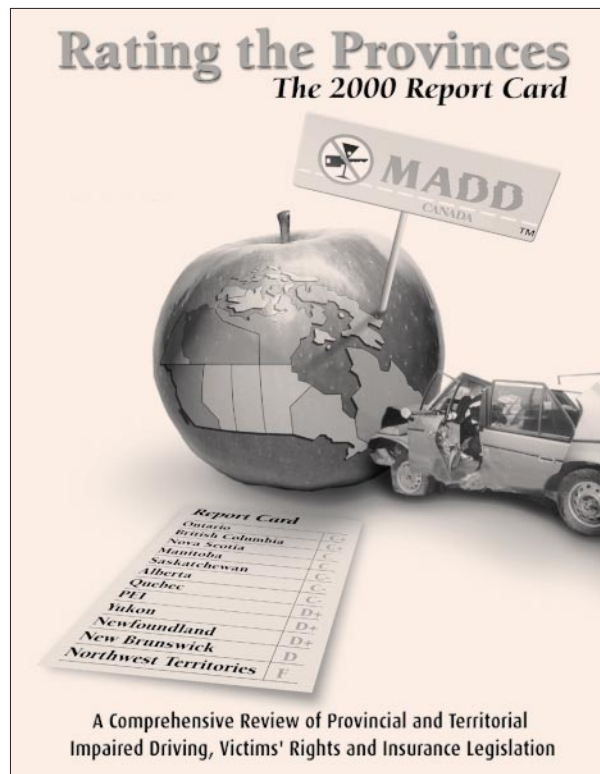
Mr. Murie expressed hope that the politicians and officials in the various jurisdictions begin to learn from each other. “We would like to see all jurisdictions implement the measures that are proving effective in stopping impaired driving. There is a lot of good impaired driving legislation in Canada and we hope that one day there will be a consistent set of impaired driving laws evenly applied and enforced across the country.”

Mr. Murie added, “With our on-going work relating to the *Rating the Provinces* study, MADD Canada wants to ensure all governments are aware of the effective legislation and new measures that are being introduced.”

Released in late June 2000, *Rating the Provinces*

reviewed the highway traffic, victims’ rights and insurance legislation relating to impaired driving for each province and territory. Every three years, MADD Canada is committed to grading the jurisdictions on the completeness and effectiveness of their impaired driving legislation. The next comprehensive review and report card will be in 2003.

The public can view the progress report and other materials relating to the *Rating the Provinces* study on the MADD Canada website – www.madd.ca.



OUR SPONSORS!

OFFICIAL SPONSORS:

Allstate Insurance
Bank of Montreal
Dominion Automobile Association (DAA)
Guardian Interlock Systems
Suzuki Canada Inc.

CORPORATE SPONSORS:

Saatchi & Saatchi Advertising

SUPPORTERS:

Creative Direct Response International
Edgebaston Group, Ltd.
MBNA/MADD Canada Mastercard
Motivational Media Assemblies
The Corporate Image
TNI The Network Inc.
The Responsive Marketing Group, Inc.

Project Red Ribbon Campaign Sponsors

TITLE SPONSOR:

Allstate Insurance

OFFICIAL SPONSORS:

Bank of Montreal
Canadian Hickory Farms Ltd.
Lafarge Canada Inc.
Pizza Pizza
SMK Speedy International Inc.
Suzuki Canada

CORPORATE SPONSORS:

Shoppers Drug Mart
Toronto Automobile Dealers Association

CORPORATE SUPPORTERS:

Bridgestone/Firestone Canada Inc.
Discount Car and Truck Rentals
Dollar Rent A Car
DuPont Canada Inc.
Hallmark Cards
PPG Canada Inc.
Quickie Convenience Stores
Rent-A-Wreck
7-Eleven Canada
The Brick
The Ernst & Young Charitable Trust

CORPORATE COIN BOX SUPPORTERS:

British Columbia Liquor Distribution Branch
Liquor Control Board of Ontario
Manitoba Liquor Control Commission
Newfoundland Liquor Corporation
Nova Scotia Liquor Commission
Northwest Territories Liquor Commission
Prince Edward Island Liquor Commission
Saskatchewan Liquor and Gaming Authority
The Beer Store
Yukon Liquor Corporation

National Board of Directors

Chairperson Ken Tanenbaum
Vice Chairperson Kathie Macmillan
Past Chairperson A.J. (Tony) Carvalho
President Carolyn Swinson
Past President Susan MacAskill
Incoming President Louise Knox

Directors at Large Brad Dixon
..... Senator Marjory LeBreton
..... Wayne Jeffery
..... Dr. I. (Barry) Pless

Regional Directors

British Columbia Scott Lowther
Western Dave Hall
Ontario Sandra Henderson
Quebec James Lawler
Atlantic Richard Murphy
MADD US Wendy Hamilton
Founder John G. Bates
National Executive Director Andrew Murie
Director of Legal Policy Professor Robert Solomon
Director of Communications and Public Policy ... Chris George

The Allstate Insurance Company of Canada
is proud to be an official sponsor of MADD Canada



Allstate[®]
You're in good hands.

CONTACT US

Phone: 905-813-MADD (6233); 1-800-665-MADD

Fax: 905-813-8920

Internet: <http://www.madd.ca> Email: info@madd.ca

Mail: 6507C Mississauga Road, Mississauga, Ontario L5N 1A6

Yes, you can count on my commitment to MADD Canada, particularly in its efforts to reach out to our young people and deliver our message about drinking and driving. To help all those efforts continue, I am enclosing my special contribution of:

\$15 \$25 \$35 \$50 Other \$ _____

I would like to join the MADD Canada Monthly Donor Program (please send me information)

I prefer to make my donation by: Cheque Visa Mastercard

Name: _____

Address: _____

Card No. _____ Expiration Date: _____

Signature: _____

Please make your cheque or money order payable to MADD Canada. You will receive a receipt for income tax purposes.
Canadian Charitable Registration No. 13907 2060 RR0001