With school back in full swing, so are MADD Canada’s Multi-Media Assembly programs. These programs deliver important drug and alcohol awareness and risk prevention messages to elementary and secondary school students.

MADD Canada’s 2007-2008 programs, MADD Scientist & the Quest for Power and Friday Night, were presented to over 750,000 students across the country and the shows themselves were presented nearly 900 times at schools. Plans are well underway to reach even more students with these life saving productions in the 2008-2009 school year!

Dead On Arrival (DOA) is MADD Canada’s newest high school production and has opened to rave reviews! DOA is a bold and intensely emotional story of the lasting effects one wrong move can make. This dramatization features teens whose lives are catapulted into unforeseen and shocking circumstances in the aftermath of an impaired driving crash. The story follows Alex and his teenage friends drinking and smoking marijuana at home as they begin their preparations for a party. Tragically, typical teenage party plans turn deadly for this group. On the way to the party, and only blocks from home, Alex drives through a stop sign, and crashes into another vehicle. Two deaths result, serious long term injuries are sustained and we learn the results of this horrific crash through the eyes of the ER team, parents of the victim and the school community.

The second part of the production is hosted by Robb Nash, lead singer of Live on Arrival, and features several impaired driving victim stories.

Jimmy, a young and vibrant 17-year-old boy, was at a party with friends. He knew never to drink and drive and did the right thing. He decided to walk home. He was crossing the street at a marked, well-lit crosswalk just steps away from his Sherwood Park, AB, home when a 22-year-old impaired driver struck and killed him, then fled the scene. His mother, girlfriend and other friends share the trauma they have endured and what it is like to live their lives without their loved one.

More on page 2
Trista was a vivacious 23-year-old young woman from Kitchener, ON, looking forward to beginning her career as a child and youth worker. She had found the man of her dreams and was going to put an offer in on her first house. In a flash all those dreams were shattered when an unlicensed, impaired 16-year-old boy got behind the wheel of a vehicle filled with teenagers. He was recklessly speeding through country roads. Driving at least 40km over the speed limit, he ran a stop sign and crashed into Trista’s vehicle, killing her on impact. She didn’t have a chance. Her boyfriend and younger sister share a glimpse of the pain they will live with for the rest of their lives as a result of the reckless actions of a 16-year-old impaired driver.

Jordan, a popular 21-year-old young man, was leaving a party with friends. Usually he called a taxi but on this night, he climbed into a car with some friends and someone who assured them he was “okay to drive.” Just over a kilometre from Jordan’s Brampton, ON, home the driver lost control at high speed and hit a light pole. The car was virtually sliced in half and Jordan died at the scene. The investigation into the crash revealed that alcohol was a factor and the driver was subsequently convicted of impaired driving causing death. Jordan’s family retells the story from the time they hear the police officers knock on their door.

General Motors of Canada serves again as the Presenting Sponsor of the high school program for the 4th straight year. MADD Canada appreciates and values the leadership commitment that General Motors of Canada has made in supporting youth safety across Canada. Joining General Motors of Canada are many other sponsors whose support is greatly appreciated by MADD Canada.

The 2008-2009 show sponsors for Dead On Arrival include but are not limited to: Presenting Sponsor: General Motors of Canada, National Sponsor: Allstate Insurance Company of Canada, Official Sponsors: #TAXI, CN and RBC Foundation, Corporate Sponsors: Husky Energy, MJM Productions and Winners Merchants International and Vehicle Sponsor: Discount Car and Truck Rentals Ltd.

For elementary school students, the popular MADD Scientist & the Quest for Power returns for another school year. Elementary school children will relate to the characters in this show and the interactive nature of the presentation. The MADD Scientist introduces the concepts that the Brain, the Heart and Guts are what give you Power and if the students can find out how to get those things they will earn their Power Badges. As the MADD Scientist explains, “it’s all there inside you, but you need to figure it out”. The game takes us into different 2D environments where we meet a variety of people who impart knowledge through interview segments.

Role Models Stop By With Strong Message To Youth

- Craig Keilburger, founder of Free the Children, gives his interview with a message of empowerment on how youth really can make a difference.

- Adam Van Koeverden, Olympic kayak champion, shares a message of determination and ways anyone can achieve their dreams.

The 2008-2009 show sponsors for MADD Scientist & The Quest for Power include but are not limited to: National Sponsors: Allstate Insurance Company of Canada and CIBC, Vehicle Sponsor: Discount Car and Truck Rentals Ltd.

Both shows can be previewed at www.madd.ca. The schedule is filling up fast. If you would like to find out how you can bring alcohol, drugs, and driving awareness to youth in your community with MADD Canada’s 2008-2009 Multi-Media programs, please contact Sue Lawton, 1-800-665-6233, ext. 225, slawton@madd.ca for Ontario and Quebec or Chantel Parkes, ext. 232, cparkes@madd.ca for Western and Eastern Canada.
As I sit at my desk, at home in Nova Scotia, I have the photo of my son, Bruce, close at hand along with a binder with many faces and stories of all those we have loved, lost or who have been injured because of impaired driving. These personal tributes all are a constant reminder of the reason for our efforts. Unfortunately, the binder is growing thicker as more and more faces are added to the numbers. Sadly, the numbers are not changing. On average, four people die every day in Canada and another 196 are injured because of impaired driving.

For some of you these figures represent our failure in making progress in the battle against impaired driving. The numbers don’t tell the whole story however. We are making progress. Never before has the public and the government been more aware of our mission. They support our efforts in all that we do.

We asked the government to end conditional sentencing for those who would kill or injure while driving impaired. They delivered with Bill C-9 that does just as asked.

We asked the government to address the problem of drug impaired driving. We asked they close the legal loopholes that have allowed too many impaired drivers to walk out of the courtroom, unpunished. Our combined efforts, our thousands of letters demanding the passage of C-2 were heard. On July 2, I stood with Minister Rob Nicholson as he gave credit to the many efforts of you, the members and supporters of MADD Canada, as this new law came into effect.

Never have I been more proud of our organization. Never have I been so proud of my friends and the members and supporters of MADD Canada – of you and our combined efforts. Working together, our voices, and the voices of those lost in past years, have been heard. The direct result of our efforts will be a reduction in those killed and injured as a result of impaired driving. We are making a difference in saving lives…. Canadian lives, possibly the lives of our own children and loved ones.

Campaign 911 has been an amazing success, with police reporting the overwhelming response from the public helping police to apprehend and convict impaired drivers. The response we have had to this campaign tells me that the public has had enough of the senseless impaired driving deaths and carnage. Canadians are speaking out, and they are speaking our language. Impaired driving must be stopped.

The direction of MADD Canada is as clear as our Mission. We will stop impaired driving and support victims of this violent crime. We have strong members, strong chapters and community leaders, and a strong national board and staff. In working together, everything is possible.

My first year anniversary as National President of MADD Canada is almost upon me and I am so very happy and proud to be here. Thank you for giving me this opportunity to serve you.
The New Federal Law

Federal Justice Minister Rob Nicholson was joined by MADD Canada’s National President Margaret Miller and MADD Canada representatives on the Toronto waterfront at the end of June to usher in new federal impaired driving laws.

The centrepiece of the new laws is the provision that provides police with the legal framework to apprehend and charge drug-impaired drivers. Justice Minister Nicholson told the national media: “We’re zeroing in on those individuals who take drugs and who are impaired while they’re driving. It’s a big step forward. It’s something that Mothers Against Drunk Driving, law enforcement agencies, and people who have been victims of impaired driving have been calling for, for quite some time.”

MADD Canada called for these changes to the law as far back as 2000, with the release of its federal policy document, Taking Back our Roads. Through the years the organization partnered with national police associations to repeatedly urge Justice Ministers to introduce new drug-impaired driving laws. Individual members of Mothers Against Drunk Driving have persistently called on their MPs to introduce more effective federal impaired driving measures.

Margaret Miller commented, “We’ve been fighting for this legislation for more than seven years now, so today’s news is very good. We know the new law will help save lives. It gives police what they need to charge drug-impaired drivers and it provides new measures to ensure offenders aren’t escaping justice.”

The MADD Canada President explains that apart from the new drug-impaired driving measures, the new provisions to charge and convict impaired drivers are significant. “The new law provides needed authority for police to properly lay charges at crash scenes where there has been a fatality or serious injury. It also closes legal loopholes with respect to evidence to the contrary that are allowing impaired drivers to escape criminal convictions and walk away from their punishment.”

Mrs. Miller added, “With greater public awareness about the extent of these new federal laws, our hope is that we can all enjoy the summer without any needless death or injury as a result of impaired driving.”

Minister Nicholson saw the Toronto news conference as a celebration and a culmination of years of work between the Government and MADD Canada. He mentioned, “Nearly two years ago, Prime Minister Stephen Harper tied a MADD Canada ribbon to a vehicle to raise awareness for sober and safe driving and to announce legislation that would result in tougher penalties for impaired driving. Today, I am pleased to say that we have delivered on our commitment to Canadians by passing the Tackling Violent Crime Act. As of July 2nd, if you are caught driving impaired, you will be held fully accountable for your actions.”

On July 2, 2008, the new provisions on impaired driving came into force. Drivers caught under the influence of alcohol and/or drugs will now:

• Face a maximum life sentence if they cause death, and a maximum 10-year sentence if they cause bodily harm, when their blood alcohol concentration is over 80.
• Be charged with a criminal offence if they refuse or fail to comply with a demand to provide for physical sobriety tests or bodily fluid samples.
• Find it more difficult to get off on such stories as “I only had two beers.”
• Face tougher mandatory penalties such as:
  • $1000 for a first offence;
  • a sentence of 30 days in jail for a second offence;
  • a sentence of 120 days in jail for a third offence.
• Face a higher maximum penalty on summary conviction of 18 months compared to 6 months previously. The five-year maximum, where the prosecution proceeds by indictment, remains.

The public can find more information on the new law by visiting the Justice Canada website: http://www.justice.gc.ca/eng/news-nouv/nr-cp/2008/doc_32273.html

The weekend activities were kicked off with a dinner recognizing our sponsors. Delegates also attended keynotes and workshops on impaired driving sentences, MADD Canada’s Federal Template and Rating the Provinces 2008. Members also shared success stories at workshops for local community partnerships, resource development and capacity building. Saturday night’s award ceremonies recognized our members for outstanding service in the field of impaired driving prevention and victim services.

For a complete list of Award winners, see www.madd.ca.

More than 200 butterflies were released in the closing ceremonies as energized members returned to their communities to continue their valuable work volunteering and saving lives.

MADD Canada receives grant from the Ontario Trillium Foundation

MADD Canada has received a grant of $217,000 over two years to hire three Ontario community outreach facilitators. We will work with selected Ontario Chapters to rebuild public confidence, recruit leadership and resource development volunteers, and provide fund-development guidance. The Ontario Trillium Foundation is an agency of the Government of Ontario.
MADD Canada’s Death Notification Program

Justice Canada has funded MADD Canada’s acclaimed Death Notification Program for a second year. Last year, funding was for the Atlantic Region and this year, we can extend the programming to Quebec, British Columbia, Manitoba, Saskatchewan, Yukon and Nunavut (a minimum class size is required). Qualifying sessions must be completed by March 31, 2009.

This training is available to Police Officers, Victim Services Volunteers and Staff, Emergency Services Personnel and other community members who may be required to provide next of kin notification or provide follow-up support. Nationally, MADD Canada has more than 10,000 professionals/volunteers who can attest to the value of the program, both for the notifier and the next of kin.

MADD Canada thanks Justice Canada for its support for this training.

Call now to find out how to bring this invaluable training to your area while funding is still available, 1-800-665-6233, ext. 227, avicioso@madd.ca. For other provinces, the training is still available at a nominal cost.

National Day of Remembrance

Transport Canada in partnership with MADD Canada is observing a National Day of Remembrance for Road Traffic Victims on November 19, 2008. This year the focus for the Day of Remembrance is on impaired driving victims. A TV public service announcement will be aired and events promoting awareness will be taking place. Visit our website at www.madd.ca for upcoming information.
**In the West...**

This past May, delegates from Western Canada joined together for the **Annual Western Regional Conference** in Winnipeg, Manitoba. The host Chapter, **MADD Winnipeg**, did an amazing job as the volunteers put in countless hours making the weekend a huge success. With many hours of planning, the volunteers were treated to true Manitoba hospitality. Delegates explored workshops with local media personalities, local law enforcement and training in victim services. We were also very pleased to hold our Sponsor Recognition Dinner with representatives from Manitoba Public Insurance and local lead singer of *Live On Arrival*, Robb Nash.

**MADD Whitehorse** has been busy educating the communities in northern Yukon with SIDNE (Simulated Impaired Driving Experience). The awareness message that is delivered by SIDNE is clear. Participants experience with a sober brain how it feels when reaction time is slowed and they are unable to make a turn or stop, even when they have ample time and space. This demonstration helps the SIDNE driver to experience first-hand the potentially deadly consequences of delayed reaction on their driving skills.

MADD Canada welcomes Bob Rorison back to the **MADD Greater Vancouver** Chapter. Throughout the fall, Bob and the volunteers are representing the Chapter at numerous events in the area. On September 6th in Burnaby, the Chapter joined with **MADD Upper Fraser Valley** to host its annual *Strides for Change*. On October 11th the Chapter will be hosting a skate-a-thon at the Canlan Ice Rink in Burnaby with the entrance fee being a donation to the Chapter. Throughout October, *Project Red Ribbon* boxes will be available in many of the Thrifty Food locations. If you are interested in volunteering for any of these events, please email maddva@telus.net.

The **MADD Red Deer and District Chapter** kicked off the summer by placing first for their float in their local parade. Volunteers of all ages came together, walking over 3.2 km showing posters, banners and chanting MADD Canada slogans. A special thanks to Ace Towing for pulling the float.

In July, the **MADD Edmonton & Area Chapter** hosted their 7th Annual Golf Tournament at the Broadmoor Public Golf Course in Sherwood Park. The event was a huge success and the members are grateful for the support of their sponsors James H. Brown & Associates, Nordic Mechanical, Winalta Inc., and Wilcox High Velocity and their dedicated volunteers.

**In Ontario...**

**MADD Barrie/Simcoe Chapter** hosted their 3rd annual *Strides for Change* event in June. In July, the Chapter presented their 1st annual *Community Crystal Awards* to five very deserving members in their community during their AGM. Pictured below are the award recipients, Allan Greenwood (County of Simcoe), Peggy Hebden (A-Channel), Glenn Wilkins (Barrie Advance), David Butler (Outstanding Volunteer) and Staff Sergeant Steve Wilson (South Simcoe Police Service).
MADD Dufferin County Chapter hosted their tree planting memorial in June at Island Lake Conservation Area in Orangeville. MADD Canada’s 3rd place winner in the (11-14 year category) essay contest, Korina Elmes was on hand to read her poem. Everyone took turns placing a red ribbon on the tree in memory of all victims of impaired driving.

MADD Durham Chapter hosted their 8th annual Olde Tyme auction in June.

The Chapter partnered with the Art in the Park event staged by the Brooklin Downtown Business Association. Everyone had a great time and enjoyed local art, refreshments and great deals! Later that month, the Chapter held their 2nd annual Movie MADDness drive-in movie event. Community members were invited to enjoy movies at Durham College/UOIT on a giant 40 foot screen, all from the comfort of their own vehicles!

MADD Kingston & District Chapter partnered with local OPP, fire and ambulance service representatives during a Canada Day event in Napanee. The new memorial wall was on hand and attracted a lot of attention from all ages. Pictured to the right is Elaine Palmer, Chapter President. The Chapter also took the memorial wall to a Hay Day event in Tamworth in July.

MADD Quinte Chapter partnered with Belleville Police and OPP representatives from the Central Hastings and Quinte West detachments in July during the annual Belleville Waterfront Festival Parade. MADD Canada’s message was well received by everyone watching the parade. Volunteers distributed candy to the children. Pictured below are community members and MADD Quinte volunteers enjoying the festivities. In June, the Chapter recognized Sylvia Curry’s long term commitment and dedication to the Chapter during their AGM. Pictured below is Sylvia with Kerri Jianopoulos, President.

MADD Sarnia/Lambton Chapter held its local candlelight vigil in June, under the Bluewater Bridge by the Chapter’s memorial bench. Everyone that attended was asked to bring their own candle to light in memory of all victims of impaired driving.

MADD Thunder Bay Chapter hosted a June volunteer appreciation dinner at Ling Lees. Pictured here is Sandy Smith, local Allstate representative and Chapter VP/Treasurer presenting Lesley Read (President) with a $1,000 cheque from Allstate.
MADD Waterloo participated in the 2nd annual International Soccer Tournament, in memory of Trista Gliedt, August 2nd & 3rd. More than 2,000 players, ages 9 - 18 participated (150 teams registered). The Chapter hosted a silent auction and various contests and awareness activities to help raise awareness and funds for the Chapter.

MADD Windsor & Essex County Community Leader participated in a June music festival, hosted by the OPP Lakeshore Community Policing Committee. Everyone enjoyed good music and plenty of refreshments throughout the day. Adults and children learned about the dangers of impaired driving. Chaouki Hamka (Community Leader) and a team of volunteers were on hand to distribute red ribbons and various give-aways.

MADD Toronto Chapter partnered with Intercontinental Hotel in Yorkville over the summer months. The hotel created a package called Safe in the City for “non-cottage going Torontonians” to encourage guests not to drive impaired while visiting the city. A percentage of the proceeds from each booking were donated to the Chapter. On October 19th, the Chapter is partnering with the Toronto Marathon and will host their Strides for Change event. Lastly, the Chapter is participating in TTC Awareness Week, December 1st to 5th by recruiting students from Toronto high schools to join MADD Toronto volunteers and distribute red ribbons in exchange for donations at subway stations across Toronto. For more information, contact maddtoronto@bellnet.ca.

In Quebec…

Again this year, MADD West Island Chapter organized a commemorative walk and local vigil to honour the local victims of impaired driving. Following the fateful path of two young victims, the walkers made their way to the site of the crash and held a short ceremony to honour loved ones that were killed or injured in impaired driving related crashes. A violin player, himself a victim of a car crash, was among the marchers, offering his music for the occasion. The members and volunteers joyously met again in the summer for another yearly tradition: the Canada Day Parade. The members, surrounding a flat-bed truck carrying a crashed car, delivered their awareness message about the importance of sober and safe driving to participants and bystanders.

The members of MADD Beauce Chapter took their awareness message about the dangers of impaired driving on our roads and water ways to Lake Fortin, in Beauce. Chapter President, Jean Poulin, and the Chapter volunteers served as greeters for the many spectators attending the popular regional event, the crossing of Lake Fortin, where 42 swimmers took the challenge. The Chapter volunteers encouraged drivers and boaters to adopt a safe and sober behaviour while enjoying summer activities.

As part of its victim outreach program, MADD Montreal Chapter has met with hospital emergency triage nurses and personnel in medical clinics to inform them of their services for victims. They have set up a tracking system to monitor these activities and do regular follow-up. A very important aspect is to ensure that hospital emergency rooms and community clinics enter MADD Montreal’s phone number and email address directly in their own computer system, so that victims can be quickly referred to the Chapter.
**In the Atlantic…**

Once again MADD Volunteers experienced a successful **Atlantic Regional Conference**. Hosted by the **MADD Halifax Regional Chapter**, with the theme “Roadmap to the Future”, approximately 80 delegates gathered on May 30-June 1 for a weekend of volunteer development and victim support. An additional highlight was the Saturday afternoon tour of the EHS “911 Call Response Centre” arranged by MADD Guysborough Volunteer (paramedic) Bill Muirhead.

The summer months were busy for many Atlantic Chapters as our volunteers participated in a number of events including parades, expos and community fairs. In September a number of Chapters held their local **Strides for Change** walks.

**MADD Cobequid** held a successful 3rd annual Cst. Bruce Miller Memorial Golf Tournament.

**MADD Fredericton Chapter, MADD East Prince County Chapter, MADD Labrador Chapter** and **MADD Avalon Chapter**, are among those Chapters who have recently hosted a Local Candlelight Vigil.

In July, **MADD East Prince Chapter** President Gloria MacNeill was present during dedications of 3 White Cross – Roadside Memorial Markers in Richmond and St. Edwards, PEI.

Here Gloria is pictured with local students and police volunteers.

Community Leaders in the Atlantic Region continue to make an impact in their local areas. **MADD East Hants** Volunteer Florence Daigle Day is seen in this photo with her federal MP Scott Brison during Canada Day Celebrations. Florence also worked to raise funds to purchase a memorial bench which she had dedicated in memory of impaired driving victims.

**National President Margaret Miller joins MADD Yarmouth Chapter volunteers in their Strides For Change walk-a-thon.**
MADD Canada wishes to thank the following individuals, corporations, foundations and associations for their financial commitment to the work of MADD Canada. With your help, we provide dignified and compassionate support to victims of impaired driving. Together, we will stop impaired driving, save lives and prevent injuries.

**Individual and Corporate Support:**

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- Anna Olson
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- Professor Robert Solomon and Dr. Barbara Lent

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- Michael Adelson

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- Bernice Godfrey
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