

Webinar series: Alcohol policy in Canadian municipalities
Séries de webinaires : Politique sur l'alcool dans les municipalités canadiennes

Webinar 3: October 29, 2025

Municipal measures to reduce impaired driving
Mesures municipales visant à réduire la conduite
avec facultés affaiblies



**University
of Victoria**

Canadian Institute
for Substance
Use Research

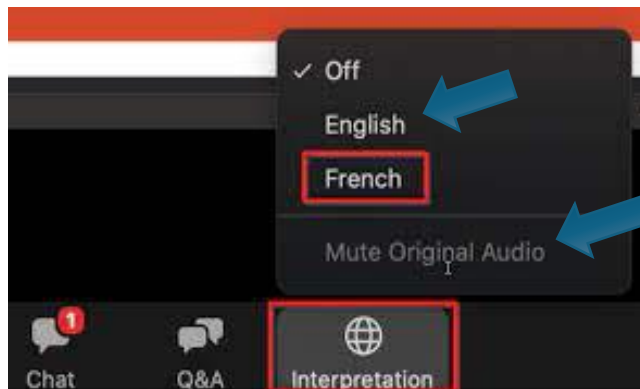
Institut canadien
de recherche sur
l'usage de substances

CA⁺PE
CANADIAN ALCOHOL
POLICY EVALUATION

Interprétation simultanée

Veuillez noter que l'événement sera en anglais / This event will be in English.

Une interprétation simultanée en français est disponible sauf pendant la période des questions / Simultaneous French interpretation is available except during the Q&A segment.



Land acknowledgement

As we gather today, we want to acknowledge that we are meeting on the traditional and ancestral territories of many Indigenous Nations across Turtle Island. We recognize the enduring presence, resilience, and sovereignty of First Nations, Inuit, and Métis Peoples who have stewarded these lands since time immemorial.

We honor the diverse Indigenous Peoples and cultures across what is now called Canada, and we affirm our collective responsibility to learn about the histories of the lands we live and work on and to commit to ongoing reconciliation and respectful relationships.

We offer this land acknowledgement as just one step (of many) toward understanding, respect, learning, unlearning and healing on the path to reconciliation and reconcili-Action.

Adapted from Tamarack Institute

Acknowledgment of funding and support

This webinar series is an initiative of the Canadian Institute for Substance Use Research (CISUR) and the Canadian Alcohol Policy Evaluation Community of Practice (CAPE CoP) and is supported in part by funding from the Social Sciences and Humanities Research Council.

Cette initiative de l'Institut canadien de recherche sur l'usage de substances (CISUR) et de la Communauté de pratique pour l'évaluation des politiques canadiennes en matière d'alcool (CdP de CAPE) est soutenue en partie par le Conseil de recherches en sciences humaines.

The views and opinions expressed as part of this presentation are those of the presenters and do not necessarily represent those of our funders or other organizations acknowledged.

Why this webinar series?

We heard that people want to:

- Learn about the legal framework for alcohol policies, research evidence, guidance and resources for the diverse municipal contexts across Canada.
- Hear from councilors and practitioners across Canada about alcohol policy initiatives in their communities (large, small, urban, rural, or remote): what works well, challenges faced, and local-level impacts.
- Connect with people across Canada who share an interest in alcohol policy at municipal, local government and/or community levels.
- Help shape research priorities that can support alcohol policy at municipal, local government and/or community levels.

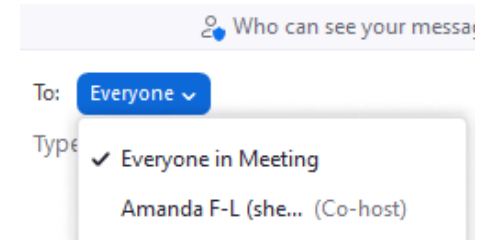
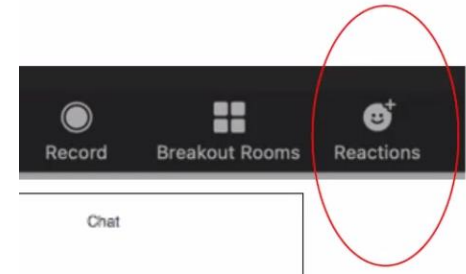
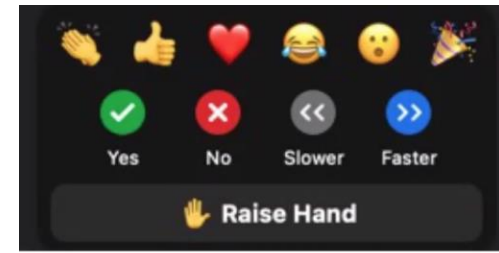


Today's session

- This webinar includes a presentation with Q&A, 60mins total.
- The presentation component will be recorded, not the Q&A.
Links to the recording and presentation slides will be sent via email.
- We invite your feedback about today's session.
A survey link will be shared at the end of the webinar and via email.
- To receive persons with lived/living experience honorariums, please email **capecopcoord@uvic.ca**

Q&A format

- Use the Q&A tool to submit a question at any time. You can choose to submit anonymously.
- 'raise hand' during Q&A segment. The moderator may ask you to unmute to pose your question.
- Technical difficulties?
Please message us in the chat or 'Ask for Help'



Presenters

Eric Dumschat

Legal Director, MADD Canada

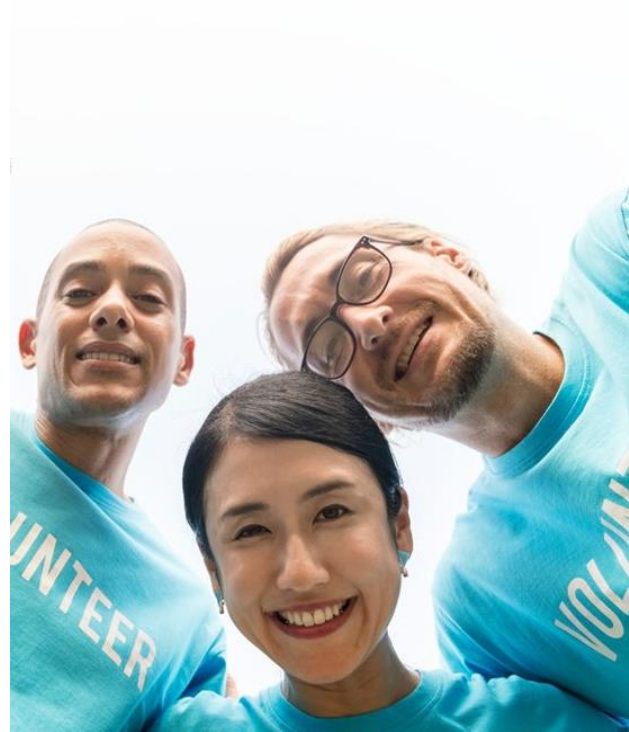
Steve Sullivan

Chief Executive Officer, MADD Canada

Presentation Objectives

By the end of this session, participants will be able to:

1. Describe the costs and harms of impaired driving in Canada
2. Explain the areas of authority that federal, provincial/territorial and municipal governments have in relation to impaired driving countermeasures
3. Describe the tools that local governments can use to reduce impaired driving, reduce recidivism among offenders and better support victims
4. Identify opportunities for government reforms to reduce impaired driving and support victims and survivors



MADD CANADA

VICTIM SERVICES • PUBLIC AWARENESS • YOUTH EDUCATION • PUBLIC POLICY • TECHNOLOGY

OUR MISSION

To stop impaired driving and to support victims of this violent crime.



OUR HISTORY

- Anti-drinking and driving movement started in Canada in the late 1970s. (PAID – Alberta, CAID – Manitoba, PRIDE – Ontario)
- MADD US founded in 1980.
- During 1980s, some regional groups across Canada were MADD US Chapters.
- Affiliation agreement with MADD US in 1990 leads to formal MADD Canada organization.
- National charitable organization incorporated in 1989.

IMPAIRED DRIVING IN CANADA

- Impaired driving remains a major criminal cause of death/injury.
- Every year, hundreds of Canadians are killed and thousands injured in crashes involving alcohol, cannabis, and/or other drugs.
- There has been progress in lowering alcohol-impaired driving crashes, injuries and deaths, but progress has slowed.
- The presence of drugs in fatally injured drivers has been increasing.
- Charges have increased in some areas, but that is expected with the increased use of mandatory alcohol screening and additional officers trained to detect drug-impaired drivers.
- Impaired driving is NOT an “accident”; someone makes a decision to get behind the wheel impaired.



IMPACTS ON YOUNG PEOPLE

- Road crashes are a leading cause of death among young people in Canada.
- Alcohol and/or drug impairment is a factor in over half of all road and other crashes among 15-24-year-olds.
- In 2017, nearly 25% of 16–19-year-olds and almost 45% of 20–25-year-olds who died within 30 days of a motor vehicle collision in Canada where alcohol use was known, were killed in an alcohol-related crash.
- Deaths involving drugs now exceed those involving alcohol. Cannabis, the most commonly found drug, is present in almost half the drug-positive fatal crashes involving youth.

IMPAIRED DRIVING IN CANADA

In 2021:

- 78,480 total charges and short-term suspensions were laid in total;
- 206 charges and short-term suspensions were laid for every 100,000 Canadians; and
- an average of 215 charges and short-term suspensions were laid daily.

9 per hour

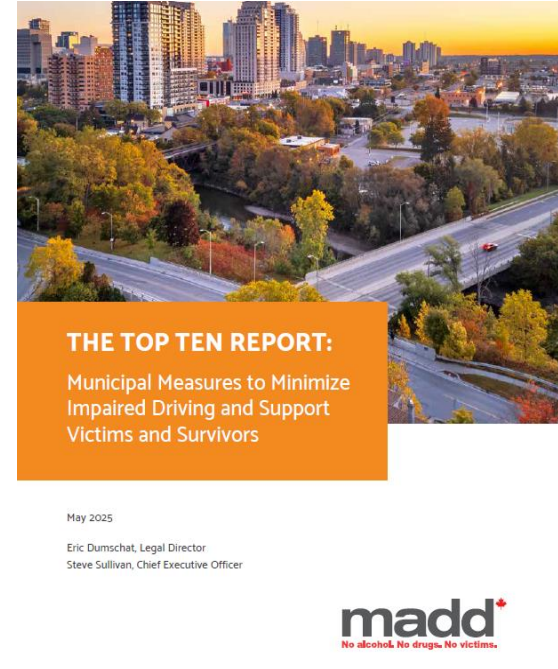
federal criminal charges
and provincial short-
term licence
suspensions

PUBLIC POLICY

- Review and analyze impaired driving countermeasures in Canada and around the world.
- Identify best practices that can be implemented at the municipal, federal, and provincial/territorial levels to reduce impaired driving in Canada.
- Actively engage in dialogue with governments, enforcement agencies, and other stakeholders, to promote policies, laws and administrative measures to reduce impaired driving crash deaths and injuries.



PUBLIC POLICY – FEDERAL, PROVINCIAL/TERRITORIAL, & MUNICIPAL TOP 10 REPORTS



RECOMMENDATIONS 1 - 2

- **Ensure that Every Police Cruiser has Two Approved Screening Devices to Enable Police to Carry Out Mandatory Alcohol Screening**
- **Ensure Police Have Adequate Funding to Proactively Enforce Road Safety, Including the Use of MAS at Every Lawful Traffic Stop and Running Regular Sobriety Checkpoints**



In traffic safety terms, the most important measure in Bill C-46 was MAS, which authorizes the police to demand a roadside breath test from any driver whom they have lawfully stopped if they have an approved screening device on hand.



Decades of research in numerous countries have established that well-publicized, comprehensive MAS programs result in significant and sustained reductions in alcohol-related crash deaths and injuries.

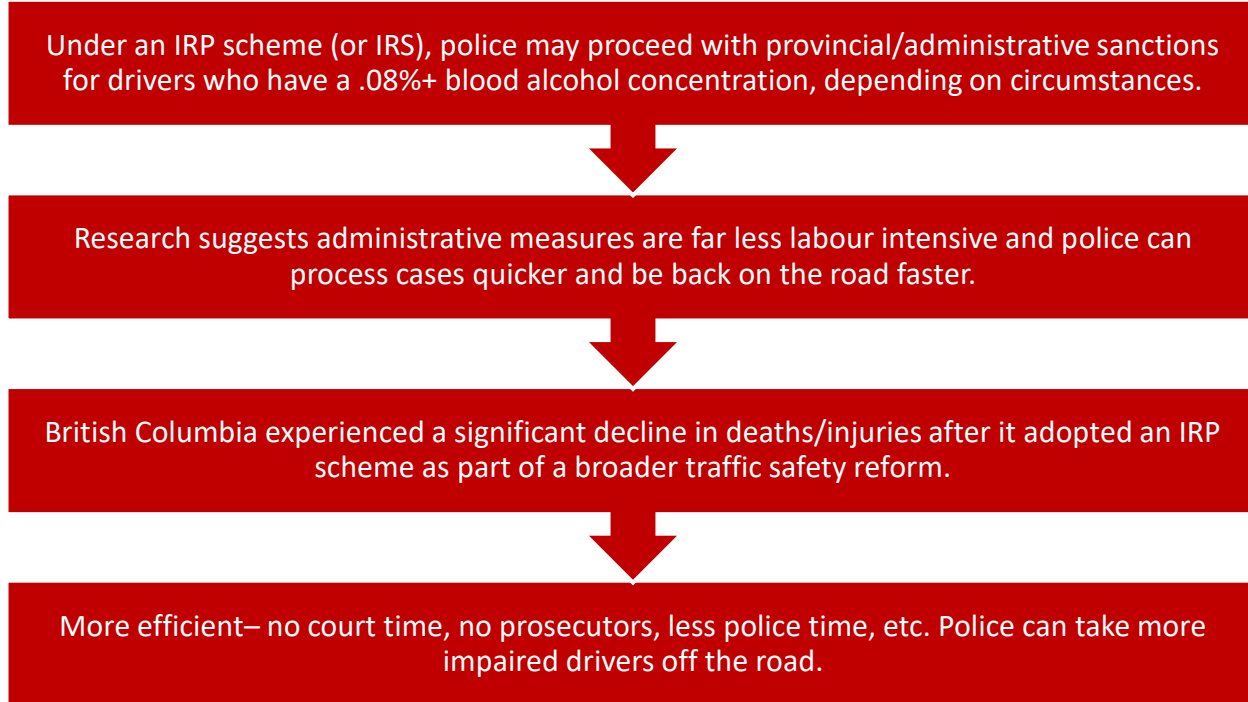


To achieve and maintain a significant deterrent impact, the equivalent of at least one-third of the licensed drivers in the jurisdiction need to be tested annually.



MADD Canada wants police to use MAS at every lawful traffic stop and to eventually expand its use (crashes and boat/vessel operators).

RECOMMENDATION 3: ADVOCATE FOR AN IMMEDIATE ROADSIDE PROHIBITION PROGRAM



RECOMMENDATIONS 4-5

- **Implement a Comprehensive Vision Zero Strategy**
 - Safe Systems Approach recognizes that humans are the weakest link in the traffic safety system and thus the system itself needs to be designed to prevent injuries and fatalities.
 - It accomplishes this goal by examining the entire traffic safety system and proactively identifying and addressing risks.
- **Ensure That There are Multiple Ways to Get Home Safely**
 - Transit;
 - Vehicle-for-hire;
 - Incentivize designated drivers, *etc.*

RECOMMENDATION 6

- **Ensure That There is a Municipal Alcohol Policy that it is Reviewed Regularly and Consider Adopting a Municipal Cannabis Policy (MCP)**
 - MCPs should:
 - events should be required to choose between offering alcohol and cannabis;
 - the tasting and sampling of cannabis products should be prohibited;
 - edibles should not be allowed at festivals or similar events given the delayed effects of ingested cannabis and the risk of overconsumption in a more unsupervised setting;
 - all staff should be properly trained to detect impairment by drugs and/or alcohol;
 - require signage/posters at these events about the risks of drug-impaired driving, the penalties, Call 911, etc.; and
 - there should be a suitable ratio of staff to customers to ensure that impaired individuals do not get behind the wheel of a car, and if they do, that the police are called immediately and provided with the necessary information to stop the suspected impaired driver.

RECOMMENDATIONS 7-8

- **Establish or Participate in a Mandatory Last Drink Program**
 - Last Drink programs deter overservice and reduce alcohol-related incidents, including impaired driving, by focusing licensing enforcement on noncompliant establishments.
 - Under these programs, police are required to ask suspected impaired drivers where they consumed alcohol.
 - If the driver mentions a venue with a liquor licence, the police forward that information to licencing officials for investigation and enforcement.
- **Establish a Fatal Collision Review Committee (FCRC)**
 - FCRCs systemically examine sources of data, including environmental, engineering, and law enforcement data, from fatal collisions to identify the factors that contributed to a crash and provide recommendations for improvement.

RECOMMENDATIONS 9-10

- **Work with Stakeholders to Develop and Implement Anti-Impaired Driving Awareness Campaigns**
- **Adopt a Memorial Road Sign Program on Municipal Roads**

CAMPAIGN 911

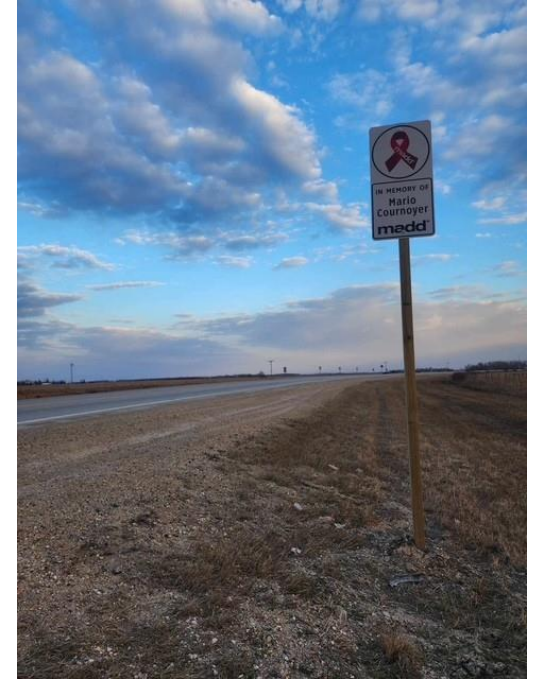
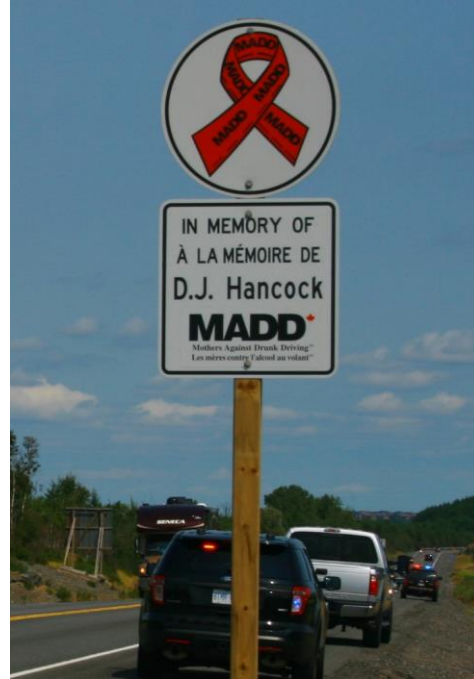
- Community mobilization program to report suspected impaired drivers by calling 911.
- Resulted in a between 45% and 80% increase in calls to report impaired drivers in the first year of the program



HEROES



VICTIM AND SURVIVOR SERVICES – ROADSIDE MEMORIAL SIGNS



FOLLOW US!



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Thank You!

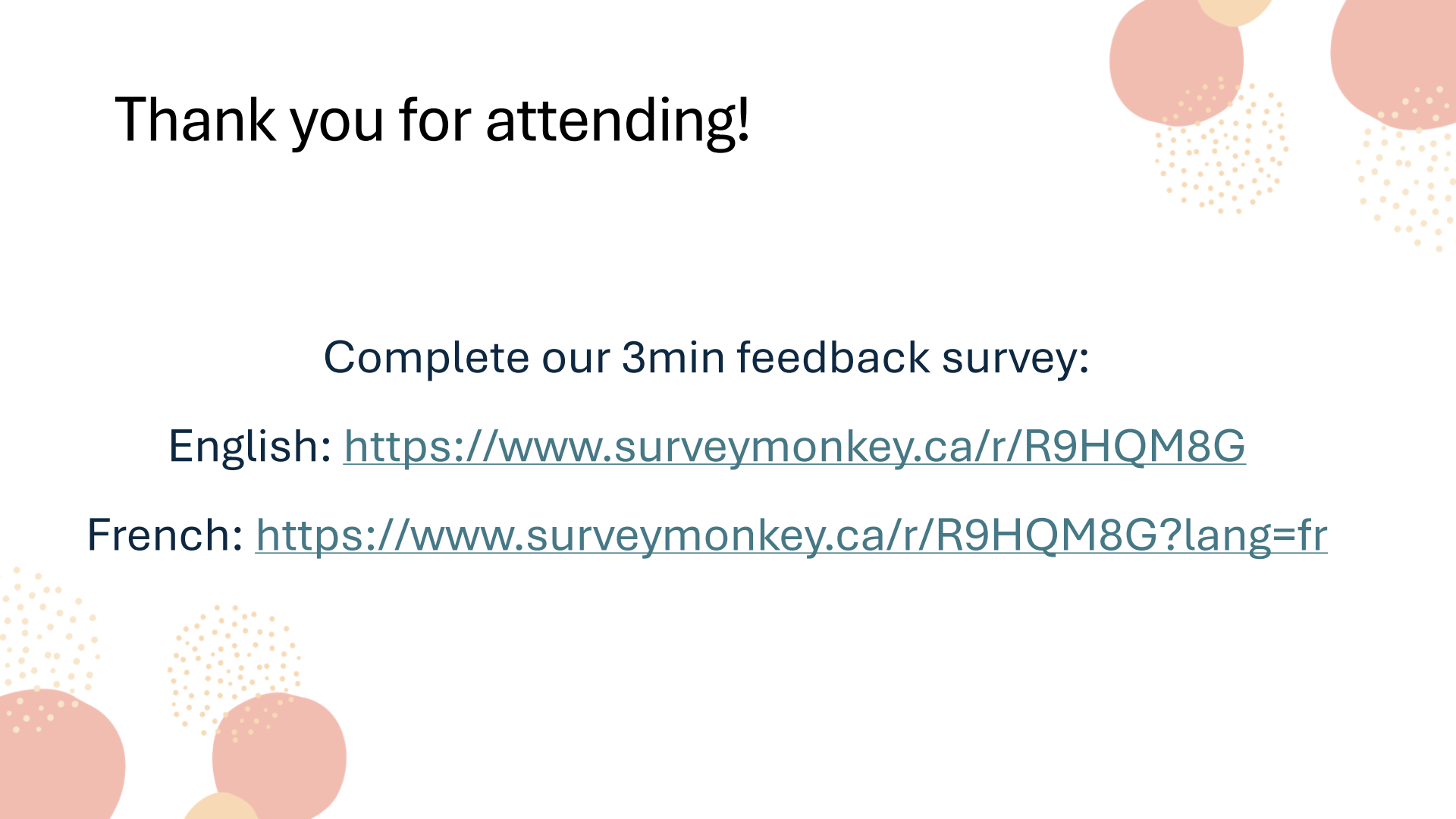
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Q&A





Thank you for attending!

Complete our 3min feedback survey:

English: <https://www.surveymonkey.ca/r/R9HQM8G>

French: <https://www.surveymonkey.ca/r/R9HQM8G?lang=fr>