



B.C. Sector-Wide Road Safety Calendar



Key provincial road safety campaigns, events and activities taking place each year in B.C.

Event/Campaign	Lead Agency	Scheduled Date
Long weekend winter driving	ICBC	February (Family Day)
Community Child Car Seat program	BCAA	February
Distracted Driving enforcement campaign	Police/ICBC	March
Road Safety At Work Week	WorkSafeBC / JIBC	March (First week)
Daylight Savings Time	ICBC	March
ICBC Road Safety speaker tour	ICBC	March
National Impaired Driving Enforcement	RCMP	March
Alexa's Team awards – regional events/dates	JIBC	March
BCAA worst roads survey	BCAA	April to May
Alexa's Team awards – regional events/dates	JIBC	April
High risk driving/intersections campaign	Police/ICBC	May
Cone Zone Campaign	WorkSafeBC/MoTI	May to Aug
National Road Safety Week	RCMP	May
Motorcycle Safety Awareness Month	MoTI	May
Long weekend road safety bulletin	ICBC	May (Victoria day)
ICBC Dry Grad campaign	ICBC	May to June
Bike to Work week – bike safety info bulletin	BiketoWorkBC	June
School holidays road safety	ICBC	June
B.C. Day Long Weekend	ICBC	July/August (B.C. Day)
CounterAttack summer campaign launch	Police/ICBC	July to August
Back to school safety & School zone safety	ICBC/Preventable.ca	August
Labour Day Long Weekend	ICBC	August/Sept
Distracted Driving campaign	Police/ICBC	September
School Safety Patrol program	BCAA	September to June
Shift into Winter campaign	WorkSafeBC/MoTI	Oct to Feb
Long weekend road safety bulletin	ICBC	October (Thanksgiving)
ICBC campaign on road conditions/safety	ICBC	October
National Teen Driver Safety Week	Parachute	October
Halloween safety tips	ICBC	October
Pedestrian Safety	ICBC	November
Winter driving tips	BCAA	November
MADD Red Ribbon Campaign	MADD	Nov to Dec
Operation Red Nose	Operation Red Nose	Nov to Dec
National Day of Remembrance	MoJ/CCMTA	19 th Nov
Winter CounterAttack campaign	Police/ICBC	Nov to Dec
Seasonal drinking & driving	MoJ	December
CounterAttack Impaired driving enforcement	Police	December
Designated Driver campaign	ICBC	December

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www.pssg.gov.bc.ca/osmv/road-safety/road-safety-strategy.htm

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Abbreviations: BCAA British Columbia Automobile Association, CCMTA – Canadian Council of Motor Transport Administrators, ICBC – Insurance Corporation of British Columbia, JIBC – Justice Institute of British Columbia, MADD – Mothers Against Drunk Driving, MoTI – Ministry of Transportation and Infrastructure, MoJ – Ministry of Justice, RCMP – Royal Canadian Mounted Police.