

Event/Campaign	Lead Agency	Scheduled Date
Child Car Seat Safety	BCAA	Year round
MADD 911 Program	MADD	Year round
Winter GoByBike Week	GoByBike/ICBC	February 6-12
Family Day Long Weekend Road Safety	RoadSafetyBC	February 18-20
ICBC Road Safety Speaker Tour	ICBC	April-May
#BuckleUpBC/Occupant Restraint Campaign	Police/RoadSafetyBC	March
Distracted Driving Campaign	Police/ICBC	March
National Impaired Driving Prevention Week	RCMP	March 19-25
Easter Long Weekend Road Safety	RoadSafetyBC	April 7-10
Alexa's Team Awards – Regional Events	MADD/RCMP	April
Auto Crime Enforcement Campaign	ICBC/Police Services Branch/IMPACT	April
Cone Zone	Work Zone Safety Alliance	May-August
Motorcycle Safety Awareness Month	RoadSafetyBC	May
Canada Road Safety Week	Canadian Association of Chiefs of Police	May 16-22
High Risk Driving Campaign	Police/ICBC	May
International Roadcheck	CVSA/CCMTA	May 16-18
Victoria Day Long Weekend	ICBC	May 20-22
Graduation Season Safety	ICBC	May/June
MADD Dry Grad & Schools Program	MADD	May/June
Safe Kids Week	BC IRPU / Parachute	May/June
Spring GoByBike Week	GoByBike/ICBC	May 29 – June 4
Neighbourhood Safety	BCAA	June
CounterAttack Summer Campaign	Police/ICBC	July
B.C. Day Long Weekend	ICBC	August 5-7
Back to School Safety	ICBC	August
Back to School Safety	BCAA	August
Labour Day Long Weekend	ICBC	September 2-4
Distracted Driving Campaign	Police/ICBC	September
School Zone Safety for Children	BCAA	September
Commercial Vehicle Brake Safety Week	CVSA/CCMTA	September
School Assembly Program	MADD	September – March
Long Weekend Road Safety	ICBC	Thanksgiving long weekend - October 7-9
Shift into Winter	Winter Driving Safety Alliance	October
National Teen Driver Safety	Parachute	October
Fall GoByBike Week	GoByBike/ICBC	October 16-29
Halloween Safety	ICBC	October 31
Pedestrian Safety Campaign	ICBC	October – November
MADD Red Ribbon Campaign	MADD	November - January
Operation Red Nose	Operation Red Nose	November - December
National Day of Remembrance for Road Crash Victims	RoadSafetyBC	November 15
National Safe Driving Week	Canada Safety Council	December
Winter Counter Attack Campaign	Police/ICBC	December