

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 5-11
Family Day Long Weekend Road Safety	RoadSafetyBC	February 18-20
ICBC Road Safety Speaker Tour	ICBC	April-May
#BuckleUpBC/Occupant Restraint Campaign	BCACP/RoadSafetyBC	March 18-29
Distracted Driving Campaign	BCACP /ICBC	March
National Impaired Driving Prevention Week	RCMP	March 17-23
Easter Long Weekend Road Safety	RoadSafetyBC	March 29 – April 01
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 14-20
High Risk Driving Campaign	BCACP/ICBC	May 1-31
International Roadcheck	CVSA/CCMTA	May 14-16
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	June 3 - 9
Spring GoByBike Week	GoByBike/ICBC	June 3 - 9
Neighbourhood Safety	BCAA	June
CounterAttack Summer Campaign Summer Impaired Driving Campaign (Alcohol/Drugs)	BCACP/ICBC	June 15 – August 31
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 Occupant Restraint Campaign	BCACP/ICBC	September 1-30
School Zone Safety for Children	BCAA	September
Commercial Vehicle Brake Safety Week	CVSA/CCMTA	August 25-31
School Assembly Program	MADD	September – March
Long Weekend Road Safety	ICBC	October 12-14
Shift into Winter	Winter Driving Safety Alliance	October
National Teen Driver Safety	Parachute	October 13 -19
Fall GoByBike Week	GoByBike/ICBC	September 23 – October 6
Halloween Safety	ICBC	October 31
Drive Relative to Conditions Campaign Pedestrian Safety Campaign	ICBC	October 1-31
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 Winter Impaired Driving Campaign (Alcohol/Drugs)	BCACP/ICBC	December 1-31