



# B.C. Sector-Wide Road Safety Calendar



Event/Campaign	Lead Agency	Scheduled Date
<a href="#">Family Day Long Weekend Road Safety</a>	PSSG/ICBC	February (Family Day)
<a href="#">Community Child Car Seat Program</a>	BCAA	February
<a href="#">Distracted Driving Campaign</a>	Police/ICBC	March
<a href="#">Road Safety At Work Week</a>	WorkSafeBC / JIBC	March (Second week)
<a href="#">ICBC Road Safety Speaker Tour</a>	ICBC	March to June
<a href="#">School Zone Safety for Children</a>	BCAA	March
<a href="#">National Impaired Driving Enforcement</a>	RCMP	May
<a href="#">Alexa's Team Awards – Regional Events</a>	MADD/RCMP	April
<a href="#">MADD 911 Program</a>	MADD	March - June
<a href="#">Easter Long Weekend Road Safety</a>	ICBC	March (Easter)
<a href="#">Auto Crime Enforcement Campaign</a>	ICBC/PSSG/IMPACT	April
<a href="#">Rail Safety Week</a>	Transport Canada	April/May
<a href="#">Cone Zone</a>	WorkSafeBC/JIBC/BC Govt	May to August
<a href="#">Summer Safe Driving</a>	RCMP	May
<a href="#">Motorcycle Awareness</a>	ICBC	May
<a href="#">Victoria Day Long Weekend</a>	ICBC	May
<a href="#">Graduation Season Safety</a>	ICBC	May to June
<a href="#">MADD Dry Grad &amp; Schools Programs</a>	MADD	May to June
<a href="#">Road Improvement Program</a>	ICBC	May/June
<a href="#">Bike to School</a>	BiketoWorkBC/ICBC	May/June
<a href="#">Bike to Work Week</a>	BiketoWorkBC/ICBC	May/June
<a href="#">Safe Kids Week</a>	Parachute	June
<a href="#">Safe Travel for Grads</a>	MoTI	June
<a href="#">Annual Safety Inspection Roadcheck Blitz</a>	CCMTA/CVSA	June
<a href="#">School Holidays Road Safety</a>	ICBC	June
<a href="#">Backover Prevention Blog</a>	MOH	July
<a href="#">Keeping Children Safe in Summer</a>	BCAA	July
<a href="#">B.C. Day Long Weekend</a>	ICBC	August (B.C. Day)
<a href="#">CounterAttack Summer Campaign</a>	Police/ICBC	July
<a href="#">Back to School Safety &amp; School Zone Safety</a>	ICBC/Preventable.ca	August
<a href="#">Labour Day Long Weekend</a>	ICBC	September
<a href="#">Distracted Driving Campaign</a>	Police/ICBC	September
<a href="#">Commercial Vehicle Brake Safety Week</a>	MoTI	September
<a href="#">School Assembly Program</a>	MADD	September - March
<a href="#">Long Weekend Road Safety</a>	ICBC	October (Thanksgiving)
<a href="#">Drive Relative to Conditions</a>	Police/ICBC	October
<a href="#">Shift into Winter</a>	Police/ICBC	October
<a href="#">Sharing the Road with Trucks</a>	RoadSafetyBC	October
<a href="#">National Teen Driver Safety</a>	Parachute	October
<a href="#">Halloween Safety</a>	ICBC	October
<a href="#">Pedestrian Safety Campaign</a>	ICBC	October to November
<a href="#">Winter Driving</a>	BCAA	November
<a href="#">MADD Red Ribbon Campaign</a>	MADD	November to December
<a href="#">Operation Red Nose</a>	Operation Red Nose	November to December
<a href="#">National Day of Remembrance</a>	PSSG/CCMTA	November (16th)
<a href="#">Winter CounterAttack Campaign</a>	Police/ICBC	December
<a href="#">Holiday Travel Safety</a>	MoTI	December
<a href="#">Seasonal Drinking &amp; Driving</a>	PSSG	December

**Produced by the Road Safety Strategy Education & Awareness Working Committee (Updated March 2017)**

<http://www2.gov.bc.ca/gov/content/transportation/driving-and-cycling/road-safety-rules-and-consequences/publications-legislation-and-data/bc-road-safety-strategy>  
[RoadSafetyBC@gov.bc.ca](mailto:RoadSafetyBC@gov.bc.ca)

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.