



## News Release

For immediate release

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### **Coalition develops interactive Fatality Map Educational tool reinforces safe driving behaviours**

*Fort McMurray, AB* – Today, the Coalition for a Safer 63 and 881 launched its latest educational activity – an online, interactive Fatality Map. This is another important tool developed to help people learn about and self-assess their safe driving behaviours in a unique and impactful way. The Map was developed using all publicly available information surrounding collisions on Highways 63 and 881 over this past decade and will be shared through social media.

Once online ([www.fatalities.safer63and881.com](http://www.fatalities.safer63and881.com)), you can experience what can be a deadly drive from the safety of your favourite chair. The Fatality Map offers the option to virtually drive Highway 63 or 881. You travel through night and day, the changing seasons, and as you head northbound you will experience first-hand the hazards and the toll of these deadly highways. The facts and news headlines for each fatality appear at each collision site.

“It’s pretty impactful to see the volume of collisions and read the tragic news headlines that appeared immediately following these events. For some it will be an emotional experience and we encourage everyone – whether they are drivers or not – to check it out,” says Debbie Hammond, Executive Director for the Coalition for a Safer 63 and 881. “Use the Fatality Map to learn about the choices you can make while driving these Highways, so you can avoid the errors that can cause these crashes in-real life.”

The Coalition developed this interactive tool following a series of focus groups they hosted on worksites earlier this year.

“We use these focus groups to test the impact of the communications materials we are using to promote safe driving practices,” adds Hammond. “In this particular session, we had shared a printed copy of the fatality map from our website and it sparked an intense discussion amongst focus group participants. It was then and there we realized the impact this type of online application could have, and we are keen to see the public’s reaction to it now.”

The Fatality Map also has many unique features:

- You can learn more about the types of collisions, whether they were car and car, car and commercial vehicle etc.
- You can see the breakdown of male to female fatalities and the ages of those victims
- You have the chance to sign up for The Pledge
- You can share the Map through social media, and provide feedback to the Coalition

To see the Map, visit [www.fatalities.safer63and881.com](http://www.fatalities.safer63and881.com), “like” the Coalition for a Safer 63 and 881 Facebook Page or follow them on Twitter. The launch of the Fatality Map follows on the Coalition’s successful introduction of The Pledge. To date, 8,900 have pledged to become a safer driver.

## **About the Coalition for a Safer 63 and 881**

The Coalition, formed in 2010, is working to inform, educate and compel drivers to change their behaviours in the hopes of preventing future heartbreak as a result of collisions on Highway 63 and 881. Coalition members include the Alberta Construction Safety Association, ACCESS Pipeline, Alberta Motor Association, Big Dog 103.5, BP, Building Trades of Alberta, Connacher, CEDA International, Cenovus, ConocoPhillips Canada, Country 93.3, Construction Labour Relations, Devon, Enbridge, ENTREC, Husky Energy, JACOS, Lac La Biche County, MAMMOET, NCSG, Nexen, Overnight Expedite, PTI Group, Red Arrow, URS, Regional Municipality of Wood Buffalo, Shaw, SITE, STUDON Electric and Controls, Syncrude, Suncor, Telelink, Tera Environmental Consultants, and Willbros Canada.

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