

## RCMP PUTTING A FACE ON TRAFFIC SAFETY

(Nanaimo, BC) – Drivers in Nanaimo that don't think anyone sees them run a red light at an intersection, are getting a big surprise when an RCMP officer pulls them over a block later and gives them a ticket for breaking the law.

This is how the *On The Watch – Drive to Save Lives* traffic enforcement and safety awareness campaign operates. Since May the Nanaimo RCMP has been using creative enforcement methods including unmarked cars and plain-clothes police officers to apprehend those drivers that break the law and put other road users at risk.

The On The Watch team is a group of committed RCMP officers that wear their uniforms and outfits from their own closets with the goal to save lives on the streets and roadways of Nanaimo.

“A similar campaign was launched at the same time in Surrey and is seeing similarly positive results,” stated Allan Lamb, executive director of the BCAA Traffic Safety Foundation. “The Foundation is very pleased to be partnering with the RCMP in Nanaimo and Surrey on such an important initiative that will hopefully save many lives in these communities.”

On Thursday, January 31, the RCMP will be updating the public on progress of the *On The Watch – Drive to Save Lives* initiative. As with the data gathered by the RCMP after the first three months, the current data also shows positive enforcement outcomes.

A survey done in the spring of 2007 showed that the citizens of Nanaimo encourage increased traffic enforcement in general, and especially when it comes to impaired driving, intersection violations, and speeding.

The Nanaimo RCMP and the BCAA Traffic Safety Foundation designed the *On The Watch, Drive to Save Lives* campaign to increase public awareness about these issues and to reduce the number of crashes and traffic related harm on the roadways of Nanaimo.

To learn more about the BCAA Traffic Safety Foundation visit [www.BCAATSF.ca](http://www.BCAATSF.ca) or call 604-298-5107.

**PHOTO:** Nanaimo On The Watch – Drive to Save Lives police officers in uniform and plain clothes.

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**Available for Interview:**

**URL for this media release is:** <http://www.tsfbcaa.com/content/custompages/news.aspx>

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