

DRIVE ALIVE UPDATE

Mr. Speaker, I am very pleased to rise today to give Members an update on the *Drive Alive* transportation safety program. The Department of Transportation is dedicated to promoting safety on our roads, trails, and waterways. By making safety a priority this program delivers on the Government's commitment to Build Our Future. *Drive Alive* supports the Assembly's priority to build sustainable, vibrant and safe communities.

Drive Alive is a program based on collaborations and partnerships. Through our partnership with health care providers and the RCMP, *Drive Alive* recently recognized the first members of the NWT Survivors Club. This initiative celebrates residents who made the wise decision to wear their seat belt, helmet, or life jacket, thus sparing them, or their passengers, from serious injury or death.

Mr. Speaker, through a partnership with Northern Stores, Drive Alive recently released a Children's Activity Book. This fun and educational document introduces young people to thinking about the choices they need to make to travel safely.

Through a collaboration with CKLB Radio, the Department released the new *Drive Alive* rap song, which was written and performed by Aaron Hernandez, also known as Godson. The rap song was performed by Godson at the most recent Super Soccer tournament in Yellowknife, and is being used on CBC TV as a public service announcement. It will be an integral part of our ongoing youth outreach program.

Drive Alive recently launched the “Be Safe This Summer” poster campaign, which promotes safe travel choices during the busy summer travel season. Bicycle helmets, acquired through a partnership with BHP Billiton, have been distributed throughout the NWT in time for the summer bicycle season.

Mr. Speaker, over the coming months, *Drive Alive* will launch a boat safety and lifejacket awareness campaign to our communities. I am very pleased to announce that as part of *Drive Alive*'s lifejacket awareness campaign, the Department of Transportation has made a three year commitment to provide the NWT Recreation and Parks Association with lifejackets for their Mackenzie Youth Leadership Tour. The participating youth and their instructors will promote water safety in Fort Simpson, Wrigley, and Tulita. *Drive Alive* will work closely with this organization to identify other opportunities to deliver boat safety and lifejacket awareness information to all NWT communities.

Mr. Speaker, we are near the start of the busy summer boating season, so the matter of boat safety awareness is one of great urgency. Each year, lives are tragically lost to drowning, unfortunate incidents that are almost entirely preventable. The following three tips, if followed, will help save lives:

1. Wear your lifejacket – don't leave it at home or on the floor of your boat.
2. Tell a responsible person where you're going and when you expected to return.
3. Enjoy the outdoors – without alcohol. Remember that driving any vehicle under the influence is dangerous and against the law.

Mr. Speaker, I encourage all Members to set a good example while travelling on our roads and trails, or when boating. Wear your seat belt, wear your lifejacket, and wear your helmet. Please have a safe summer on our roads, trails and waterways and Drive Alive.

Mahsi Cho Mr. Speaker