

Greater Kingston's Enhanced RIDE Program



RIDE programs are the most effective intervention in the prevention of impaired driving. Many studies have shown that increased enforcement combined with community awareness campaigns work. The goal is to make drivers believe that they have a good chance of getting caught *if* they drink and drive.

Government grants for RIDE cover only a third of the spot checks required to make a difference. Spot checks must be frequent enough that 40% of drivers in a region will be stopped at least once each year. For the population of drivers in KFL&A, this works out to 4 RIDE spot checks per week. (**Miller et al. 1998) In order to achieve this, additional funds are raised through community donations.

The idea of a corporately sponsored RIDE program began to take shape several years ago...it was a very new and exciting idea that forged a partnership between local businesses and organizations and area police. This early Corporate RIDE program has grown over the last 13 years into what we know today as Greater Kingston's Enhanced RIDE. "Enhanced RIDE" was first launched in 2000 and at that time the **RIDE van** was unveiled to the community as a vital tool in keeping drunk drivers off the road. In the 7 years since its launch, Enhanced RIDE has had a significant impact.

Enhanced RIDE would not be where it is today without the support of the many working group partners involved, including:

- Kingston General Hospital
- KFL&A Public Health
- Kingston Police
- O.P.P. – Napanee / Loyalist / Kaladar and Frontenac detachments
- CFB Kingston Military Police
- R.C.M.P.
- MADD Kingston & District Chapter
- Ontario Ministry of Transportation

Greater Kingston's Enhanced RIDE is a model program that has taken shape in other communities such as Toronto and Ottawa. Experience from other cities in Canada and the U.S. has clearly emphasized that in addition to increased enforcement, the use of media and other methods of public communication are **critical** in enhancing the public's awareness of these programs and in reducing drinking and driving behaviour in the community.



**Miller et.al.(1998) have developed a model for communities to use in planning enhanced countermeasures. Their data suggest a 15% reduction in injury producing crashes by increasing R.I.D.E checks to 156 checks per 100,000 drivers per year. They also predict a \$6 saving for each dollar invested in such a program. In British Columbia (BC) the Insurance Corporation of BC have funded an Enhanced CounterAttack program in that province since 1995. They used a model incorporating a similar number of R.I.D.E. checks as outlined in the Miller paper combined with media coverage (Flemming & Mercer, 1997). Their data analysis showed a decrease in crashes of 15% to 30 % in participating cities. They also showed a 4:1 dollar savings in insurance costs. This provides real support for an enhanced counter attack model. To provide this level of R.I.D.E coverage for Kingston's regional population of 130,000 drivers, we need to perform 208 checks per year ($156 \times 130,000 / 100,000$) or 4 RIDE checks per week year round ($4 \times 52 = 208$).