



The Jessica Campaign – Newsletter

Issue 4 – August, 2008

63 Pedestrians Killed in Montreal

Our Jessica

Our daughter Jessica Holman-Price was killed by a 12 wheel truck on December 19th 2005. Jessica died while standing at a pedestrian crosswalk at Sherbrooke St and Strathcona Ave in Montreal Quebec. 63 more pedestrians have been killed on the streets of Montreal since that horrible day. Jessica wasn't killed by a madman wielding a firearm, nor a drunk driver. Her death was the result of three *minor* traffic violations. A routine traffic fatality!

It's because of our society's acceptance of the "routine" that our daughter is dead – the acceptance of outdated safety regulations and that of Quebec's relaxed view on traffic rules.

In all of Canada, in 2004 there were **674** pedestrians/cyclists/motorcyclists slaughtered on our streets and highways. The deaths of these vulnerable road users are simply added to the growing statistics of preventable deaths in our country. Our government accepts these statistics with little regard to lives taken – just the cost of "doing business". However, in the same year, note how much more of our government resources were disproportionally applied in investigating that year's **173** homicidal shootings.

We know many future traffic deaths can be avoided and we need **you** to make the difference.

Our goals in Simple Terms

- Article 83.57 of the Automobile Insurance Act of Quebec prohibits victims from taking any matter arising from and automobile incident in Quebec before ANY court – in ANY land. Hence the SAAQ (Quebec's state provided insurers) has legal protection in it's refusal to provide adequate compensation to allow victims universal access to rehabilitation therapies. It also protects municipal and provincial officials from accountability for their inaction or failure to implement existing laws and regulations.
Pedestrians are not a priority in Montreal or other Quebec cities, this is made blatantly obvious by a report indicating that the cost of implementing safety measures to allow pedestrians safe travel through Montreal's intersections was refused on the grounds that the financial cost was too great – what of the cost to human life – when will that become a priority.
Article 83.57 must be banned in order to reinstate driver accountability throughout the entirety of North America.
- Montreal police do not adequately enforce penalties for Quebec's Highway Traffic Act. Although 133 new traffic police were hired within three months of Jessica's death (February 2006), their mandate was to focus on ticketing jaywalkers, whilst neglecting education of drivers to crosswalk pedestrian priority.
We must protect our most vulnerable road users.

Deaths Include:

- Jessica Holman-Price
19 December 2005
- Maria Elena Zegarra
2 March 2006
- Zachary Strong
17 September 2007
- + more than 60 others!

Since we lost Jessica, we have been very active in finding ways to help make a difference. We were quickly confronted with the fact that due to Quebec's no fault insurance and legislation no one will ever be held accountable for Jessica's death.

- While underguards (sideguards) have been legislated in Europe since April 1989, Canada still refuses to implement these life-saving measures.
The life saving benefits analyses and engineering design work is already tested and benefits shown!
Canada simply needs to implement them!

Where Are We Going With This?

February 18, 2008 St. John's City Mayor Dennis O'Keefe wrote to Honourable Lawrence Canon, M.P. Minister of Transport ...

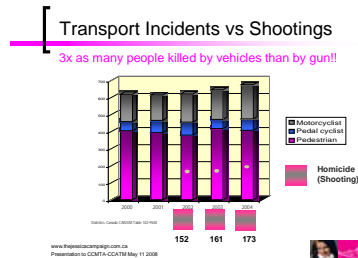


...announcing the city's support of the Jessica Campaign and requesting Canada's federal Department of Transportation to investigate and implement underguard protections as suggested by our campaign.

Although St. John's is the first city in Canada to publicly support the goals of our campaign, they have been followed by many other cities who are requesting their municipalities to adopt similar resolutions and asking for the Canadian Federation of Municipalities (CFM) to adopt a resolution that all Canadian municipalities follow suit.

Canadian Council of Motor Transportation Administrators

On 15th May 2008, The Jessica Campaign was presented to the CCMTA with representatives from every province and territory in Canada. The goals of the Campaign and how they can be implemented are now being considered by each of these governments.



You can make a difference – How to get involved

Our web site offers various ways that you can get involved. To find out ways to make a difference go to www.thejessicacampaign.com and look up the new section on the right hand side of the page.

Newsletter No 5 – Underguards to be Updated

Thank you

Our voices are being heard. Please continue to look here for updates...
Thank you.

The Family and Friends of the Jessica Campaign

We have discovered preventative measures which could make a difference and certainly save lives.

We intend to make change happen by:

1. Lobbying government to make immediate changes to the no-fault insurance laws
2. Educating the public of where the black spots are throughout the city (see new sidebar)
3. Improving the safety of all trucks throughout Canada particularly our lobby to enforce under guard protection (first featured in our Newsletter No. 2)
4. Lobbying government to change the traffic light system to ensure pedestrian priority

August 1, 2008 should have been Jessica's 24th Birthday.

So here we are, two and a half years later with growing Municipal and Provincial support for under guard protection to trucks, although still no official response from the office of Prime Minister Harper. Despite more than 10,000 letters!

Please pass this letter to your friends and family and ask them for their support as well!