



The Jessica Campaign – Newsletter

Issue 5 – July, 2009



90 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. Ninety more pedestrians have been killed on the streets of Montreal since that horrible day. So far this year the total pedestrian fatalities in Montreal have reached 18 – the same number as the total number killed in Montreal for 2008. Can we expect the carnage to continue? 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It's because of our society's acceptance of the "routine" that our daughter is dead – the acceptance of outdated safety regulations and that of Quebec's relaxed view on traffic rules.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 Canada in 2005, there were **3226** fatalities on our roads and highways. These deaths are simply added to the growing statistics of preventable deaths in our country. MADD Canada reports that in approximately **1210** of those incidents, alcohol was a factor, who is speaking for the more than **2000** "routine" fatalities.

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

Our goals in Simple Terms

Each of the goals of The Jessica Campaign arose from the death of our daughter. These goals are fast gaining support across the country. One example of why we campaign towards these goals is shown here. We continue to work very hard to ensure that stories such as the tragedy which took our daughter and the story that follows are no longer tolerated....

"The Société de transport de l'Outaouais, the public transit service in West Quebec, has fired one of its drivers who is alleged to have deliberately struck a female pedestrian on Gréber Boulevard in May."

Such stories are all too common in a society that mitigates manslaughter to "routine traffic fatality". When we brought our son home in a wheelchair following his sister's death – a car with an impatient driver tried to intimidate us to cross the road faster – by touching the wheelchair with his car! Enough is enough Quebec - It's time to abolish article 83.57 of the Automobile Insurance Act of Quebec – without this law – aggressive drivers will be held accountable for their actions and they will be forced to drive responsibly or face the consequences – in the meantime drivers are free to hit and kill without fear of reprisal – no consequence – *No Problem!*

Just Enhance Safety through Sideguards Implementation and Community Action

Pedestrian Deaths Include:

- Jessica Holman-Price
19 December 2005
Driver rewarded.
- QC - Car kills homeless man in alley. "Victim was likely intoxicated."
- QC - Squeegee woman hit, killed by heavy truck then dragged by another vehicle. Charges??
- ON - A 69-year-old man killed while walking on road. Driver charged!
- BC - Three dead after driver of a pickup truck fell asleep at the wheel and ran over a group of pedestrians. Sleepy driver.

Look how far we've come!

This year we have made huge strides forward towards the use of sideguards (underguards). In March the Federation of Canadian Municipalities voted on a resolution to push Transport Canada to implement a national standard similar to that of the EEC model for truck side guard protection.

Minister of Transportation – NL
“Our government is entering the fourth year of a five-year, \$50 million plan to replace old snowplows. When our next order is placed, it will be stipulated that the 30 plows be equipped with side guards to prevent pedestrians from rolling under our trucks.”



1st in Canada
(Privately owned vehicle)

In Canada's House of Commons, MP Siobhan Coady asked the House to recognize the life-saving potential of under-rune protection devices (sideguards) and move to ensure their use



Delivered June 2009
(one year earlier than planned)

This GMC 5500 has been fitted with a lifesaving sideguard. All labour and materials were donated for the *First* of it's kind. The guards were designed by Jessica's daddy. If you would like to use this design, you need only ask us online.

Our small hometown of Pottugal Cove – St. Philip's was the first municipality in Canada to order a dump truck which will be protected by sideguards. Delivery July 2009



Letters continue to pour in from across the globe. We are hosting our first Safety Week here in our capital city with contributors from many business, celebrities and community agencies including our local police and the RCMP.

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 6 – Safety Week - Newfoundland & Labrador

Thank you.



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

The family and friends of The Jessica Campaign

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. 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.
3. Improving the safety of all trucks throughout Canada by demanding the implementation of sideguards on all HGV.
4. Lobbying government to change the traffic light system to ensure pedestrian priority

**August 1, 2009
should have been
Jessica's 25th Birthday.**

**Still no word from
Stephen Harper – but as our
list of supporters grow –
Harper is now
ignoring half of
the country.**