



The Jessica Campaign – Newsletter

Issue 6 – April, 2010



The Jessica Bill reaches Parliament

Bill C-512 An Act to Amend the Motor Vehicle Safety Act (Sideguards)

In Parliament April 15th 2010, Siobhan Coady, MP (Liberal), seconded by Olivia Chow, MP, (NDP) introduced a private member's bill to increase road safety. The bill would amend the Motor Vehicle Safety Act to ensure that all vehicles in the higher weight categories that are manufactured or imported to Canada would be equipped with side guard protection. With the passage of the bill, Canada would join the European Union and Australia in protecting its citizens such as pedestrians and cyclists against the risk of falling under the sides of vehicles in higher weight categories.

Siobhan urged all members of the House to support this bill when it comes up for debate. We ask that you write to your member of Parliament or Canada's Prime Minister and tell them this bill is long overdue. You can use the letter on www.thejessicacampaign.com or write your own – you can write to Canada's Prime Minister or your Member of Parliament at House of Commons, Parliament Buildings, Ottawa, Ontario, K1A 0A6, and no postage is required. Attached to this newsletter is a list of Members by constituency.

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. More than 100 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It's because of our society's acceptance of the "routine" that our daughter is dead – the acceptance of outdated safety regulations and that of Quebec's relaxed view on traffic rules.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.

Just Enhance Safety through Sideguards Implementation and Community Action

Pedestrian Deaths Include:

- Jessica Holman-Price
19 December 2005
- Tina Kuipers
13 April 2010
- Chen Chung
22 January 2010
- Steven Seixeiro
13 January 2010
- Jean-Paul Pinet
3 February 2009
- Solange St. Onge
3 February 2009
- Luci Rivard-Lanouette
3 February 2009
- Soraya Nanji
25 March 2009
- Bernice Field
31 October 2009
- Rajaa Benkiran
9 December 2008

The Jessica Campaign continues to gain momentum!

Just one quarter into 2010 and the campaign is on Parliament Hill!

Thanks to the hard work of Cynthia Lulham, Councillor in Westmount. The city council passed a resolution asking Transport Canada to adopt a national standard making the installation of sideguards on snow removal trucks mandatory. Her efforts show that one person can make all the difference.

Thank you Cynthia !



Delivered November 2009
Thank you Westmount

Siobhan Coady, MP continues to push Canada's decision makers. Tabling Jessica's Bill to ensure changes to the Motor Vehicle Safety Act. It's easy to help push this into law, you only need contact your MP and tell them you want this change.



Gabrielle Smith
Complements McGill

Gabby Smith is one of the very few survivor stories, she joined us in Parliament to announce Bill C-512. Gabby knows her injuries could have been avoided if the truck had been fitted with sideguards!



Siobhan Coady, MP
April 16, 2010

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 help. To find out ways you can make a difference go to www.thejessicacampaign.com add your name and address to our support letter to the Prime Minister and if you like, send us a note, we're always pleased to hear from you.

Newsletter No 7 – Safety Week - Newfoundland & Labrador

We had planned to cover Safety Week 2009, so much has happened we'll have to update you on our second The Jessica Campaign Safety Week taking place from 1st – 7th August, 2010 in Newfoundland and 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

Rumors spread the message!

Recently in we heard of others petitioning on behalf of The Jessica Campaign.

Friends have told us of schools and community groups where our goals are promoted through the efforts of others. Please let us know if you see this so we can thank them as well.

As we push forward our goals remain:

1. Lobby government to make immediate changes to the no-fault insurance laws
2. Educate the public of where the black spots are throughout the city.
3. Improve the safety of all trucks throughout Canada by demanding the implementation of sideguards on all HGV.
4. Insist that governments change the traffic light system to ensure pedestrian priority

Jessica's Bill Bill-C512 has been read in Canada's Parliament

We ask you to please push your MP to vote in favour of Bill C-512

A complete list of addresses available at www.thejessicacampaign.com