

# It's not JUST a bad habit when someone gets hurt.

#notJUSTabadhabit



On March 6, Crime Stoppers Association of Edmonton and Northern Alberta with support from the Alberta Office of Traffic Safety will be launching a multi-faceted awareness campaign about reporting Habitual Impaired Driving.

Impaired driving is a critical issue in Alberta. While efforts exist to encourage the public to report in-progress impaired drivers, many are not aware of an avenue to report known chronic/habitual impaired drivers. **Crime Stoppers offers an anonymous tip line where individuals can report people that may be involved in this activity.** The information provided through the tip line would allow enforcement to be more 'target specific' and more proactive as opposed to reactive (in progress).

The **Not JUST a Bad Habit** campaign will promote talking, typing or texting tips anonymously to Crime Stoppers as a method of reporting habitually impaired drivers.

The components of this campaign include print posters in Newad ad space throughout the city, and posters/postcards printed for distribution. A teaching moment will run on Global Edmonton for two weeks and a live on-air interview will take place on Tuesday, March 7th. Crime Stoppers has a dedicated webpage for the campaign ([crimestoppers.ab.ca/edmonton/notjustabadhabit](http://crimestoppers.ab.ca/edmonton/notjustabadhabit)) and will be promoting the message throughout the month on our social media channels (@CSAENA) using the hashtag #notJUSTabadhabit.

As one of our valued friends and partners, we invite you to help up spread the message throughout March. Please consider sharing and/or retweeting any of our content. Campaign elements can be found on our website and are available to download for free.

With your help, we can work towards making our communities safer places to live.