



**NOT BY ACCIDENT**



**Southwest  
Injury  
Prevention  
Conference**

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# MEDIA RELEASE

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## JOINT CONFERENCE HIGHLIGHTS NEW MARIJUANA LEGISLATION & PREVENTION STRATEGIES TO KEEP OUR ROADS SAFE

For release: Tuesday October 24<sup>th</sup> 2017, 07:00

London– On Monday, October 24<sup>th</sup>, arrive alive DRIVE SOBER® & The South West Injury Prevention Network (SWIPN) will partner to host their joint conference titled “**On the Road to Cannabis Legalization: A Joint Effort**” at the **Best Western Lamplighter Inn from 8:00am until 4:00pm**. This provincial conference is organized to share knowledge & insights into the many new marijuana strategies implemented at both the provincial and federal levels.

This conference will focus on the impact marijuana legalization may have on injury trends in our province. Highlighting the conference are two speakers from Colorado’s Department of Public Health who will be sharing their experiences both pre and post legalization in Colorado State as well as speakers from the federal & provincial marijuana secretariat levels. With the federal government’s plan to legalize marijuana by July 2018, the goal of this conference is to raise awareness about how policy makers, enforcement, public health groups & community groups can work together to keep our roads safe.

Over 200 delegates are registered to attend from the Ministry of Transportation of Ontario, Public Health Units, Police Services (OPP and municipal) and many local community groups!

SWIPN includes membership from the 9 Southwest Health Units, London Health Sciences Centre, Windsor Regional Trauma Centre, The Ministry of Transportation and Parachute Canada. For the last 17 years, SWIPN has been hosting the Not By Accident (NBA) conference, for injury prevention practitioners. For 29 years, arrive alive DRIVE SOBER has partnered with community groups, schools, law enforcement, public health, and individuals, Arrive Alive is able to share materials and messages to raise awareness around the risks and prevention opportunities relating to impaired driving across Ontario and beyond.

Visit [arrivealive.org/conference](http://arrivealive.org/conference) for more information.

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