

“CCPANL: Speed on the Highway” Video Clip

This project was made possible through a partnership among the Citizens’ Crime Prevention Association of NL, the Royal Canadian Mounted Police, the Royal Newfoundland Constabulary, and the Newfoundland Labrador Liquor Corporation.

Speed on our highways has become an increasing problem over the past several years. People are no longer driving 10 or 20 km over the speed limit. We now see people driving 50, 60, and even 70 kms above the posted limited.

Dangerous speeds have been the cause of many accidents and fatalities on our roads over the past few years.

We made this video to encourage people to think about what the consequences could be if an accident occurs because of their decision to drive at a high speed.

The video was produced for us in May 2024 and was shared over social media and TV over the next few months to encourage people to slow down on our highway.

We wanted people to think before they press the gas pedal to accelerate their cars over the posted speed limits that may put their cars out of their control. Our fervent hope was to have a summer with no accidents and no fatalities.

We are continuing to encourage people to think about how the consequences of speeding can destroy their own and others’ families lives if they are in an accident.

CCPANL very much appreciated the following for helping make this video possible: the RCMP and RNC Traffic Division Officers, RNC Cst. Tanya Schwartz, RCMP Cst. April Janes, RCMP Staff Sgt. David Ossingner, the Newfoundland Labrador Liquor Corporation, RNC Cst. James Cadigan, Glenda Power, Smith’s Ambulance, the Whitbourne Fire Department, Mahoney’s Towing, and Roger Maunder of UpSkyDown Films.

All of these people working together embodied the motto of our Association: “Working Together We Can Make Things Better. Crime is not just a Police problem.”