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# It's a new Scope for Innisfil

So we've made a few changes.

About a month ago, the staff at The Scope met to discuss plans for the redesign of our newspaper. We all agreed on the need for a fresh look, something that would be more reader friendly and spark some excitement within the community.

We wanted something that would celebrate some important milestones in this newspaper's history. Our circulation reaches over 38,000 people each week, our website consistently earns about 100,000 hits per month, and this year will mark the 40th anniversary of The Scope.

There couldn't be a better time to recognize the accomplishments of the past, while pushing this newspaper forward. As we bounced ideas during that meeting, we began to see a new vision for the newspaper.

Some of the changes are pretty noticeable. We've replaced the Business and Real Estate, Health and Lifestyle and Out and About Innisfil pages with a new section called Innisfil Life. Here, you'll find features, business profiles, arts and entertainment news and specialty columns. We hope this will make some of the fun and lighthearted aspects of this town easy to find.

We've also specifically designed a news section for The Scope. News will now generally



## Comment

by Chris Simon

be allocated to the first few pages of our publication.

We've also added a weekly section for our community news columnists. Each week, readers will be able to consistently turn to a section in the newspaper, to find Thornton, Churchill and other community columns.

The front page of the newspaper also has a unique new look.

But some of the changes are more subtle. We've shifted around our newspaper page layout, in an attempt to make The Scope easier to read.

Our design team has studied the look of several different newspapers from across the country, something that has helped inspire this new product.

But we're not done yet. Over the next few weeks, we'll be introducing columns from several prominent political leaders in this area, including mayor Brian Jackson and warden Tony

Guergis. Jackson will also participate in a monthly reader e-mail question and answer column. Simcoe-York Publishing reporter Wendy Soloduik will also be writing a health column, beginning within the next few weeks. We've got a few other things planned as well.

Ultimately, we want to make this newspaper as successful as possible. This redesign, along with a professional and balanced approach to news writing, will help us fulfill that goal. It will give you, the reader, plenty of community news, events and features to enjoy.

I sincerely believe a successful newspaper is built with a combination of hard hitting and accurate news coverage, community events and unique columns and opinions. We're getting there, and I believe that is what will make The Scope a standout community newspaper for a long time.

These changes have all been made to encourage Innisfil residents to read this newspaper from front to back page.

If you have any feedback on the new design, e-mail thescope@rogers.com or call 1-888-559-2287.

Without further delay, we hope you like the new look Scope, Innisfil's Community Newspaper.

# Root causes of drunk driving need to be addressed

## Letters From Our Readers

Another Christmas season drew to a close recently, and we all have to endure reading in the press and seeing on TV the tragic carnage resulting from drunk and impaired drivers.

But here is what I think we fail to grasp when it comes to trying to deter the unnecessary injuries and loss of life that drunk and impaired drivers cause and which inflicts serious sadness and grief on those families impacted and left behind.

No matter how many advertisements are put on TV showing gruesome accident scenes, or mothers, fathers and other loved ones lamenting the loss of life of their family members, as a result of drunk and impaired drivers, this visual shock approach alone, will not deter or reduce significantly the carnage resulting from this element of society.

We need to address the

root causes of this serious social illness in a more meaningful way than is being done at present if we are serious about finding a solution to it. Persons suffering from chronic alcohol and drug abuse/addiction problems, are unable to comprehend the risk they are putting the lives of innocent people at when operating a motor vehicle, so why should we expect that they will be sobered by shock advertisements? They do not have the mental stability or capacity to understand what is being impressed upon them by these ads because of their addiction and dependence problems. And this is understandable.

Now do not get me wrong or misunderstand what I am trying to say, advertisements like what we see from MADD, our government, ect., does do some good when it comes to rational and responsible people that can still comprehend reason but, it does little or no good in being a deterrent to the chronic alcohol and drug

abuser.

What we need to consider doing is this. When repeat drunk or impaired drivers and drug abusers are caught there should be a mandatory rehabilitation program dictated as a part of their sentencing that should also include jail time. We need to come to the conclusion that tough love is required to deter this irresponsible behavior.

The accident prevention arm of the Workplace Safety and Insurance Board (WSIB) has also embarked on a similar shock advertisement program with the mistaken belief that you can deter or eliminate work place accidents by showing workers losing limbs with the usual blood and guts dramatics. Their ads are even more ridiculous and an insult to the intelligence of people when they try to suggest that there is no such thing as an accident. As a matter of fact, these ads have come under public criticism because of their graphic nature and being shown at times when young audiences are exposed to

them.

The causes of workplace accidents are myriad, complex and varying in numbers which makes this type of accident prevention most difficult.

Employers are usually the ones most blamed for industrial accidents and heavily fined for them, when in fact the worker in most cases is equally responsible. Unions too do not support strict discipline of workers who are negligent in causing injury and sometimes death to themselves and co-workers.

Until the root causes of industrial carnage is addressed seriously, the numbers will continue to climb and shock ads will do no good other than to cost employers big money to fund them and create a smoke and mirrors environment that suggests the safety association is actively pursuing a solution.

To make my case let us look at another relevant issue of concern to us all, the serious amount of violent crime that continues to rise in numbers each year

in the GTA and surrounding urban areas that has taken more lives in 2007 than the record set, in the infamous Year of the Gun.

Politicians, especially that buffoon Mayor of Toronto (David Miller), consistently blame the gun for the problem when there are almost as many homicides committed with knives and other weapons. Then some want us to believe we need more police and in fact have been given more police.

Some blame poverty for it, even though poverty has been with us since Canada became a nation, yet the problem of increasing violent crime in the GTA has only escalated within the past 10 or so years.

The fact of the matter is, in Canada we do not have the guts to deal with the facts, root causes, and the reality of any situation, especially those that involve sensitive issues. Instead, we look to other irrelevant causes to blame and the problem is and never will be resolved.

T.D. Allamby,  
Briar Hill

# Big Bay baby finally sees daylight

## Letters From Our Readers

The Big Bay Point Development baby, after a seven year pregnancy, was

finally delivered by the Ontario Municipal Board on Dec. 14.

Despite cries of "premature" by the neighbours, the baby appears to be extremely healthy. At just under 600

acres, it's well forested, and will remain so in large part, thanks to a 200 acre parcel of environmentally protected land.

Congratulations to the parents, Kimvar Enterprises. The Town of Innisfil and all

of its residents, are indebted to them for their foresight.

This development, a world class resort, will bring much needed jobs, shops, a firehall, walking trails, and both summer and winter sports and recreation to our

town. It is our understanding that visiting rights will not be granted at this early stage of development, but we can't wait to see the new baby.

Nola Wale,  
Residents of Innisfil  
Association