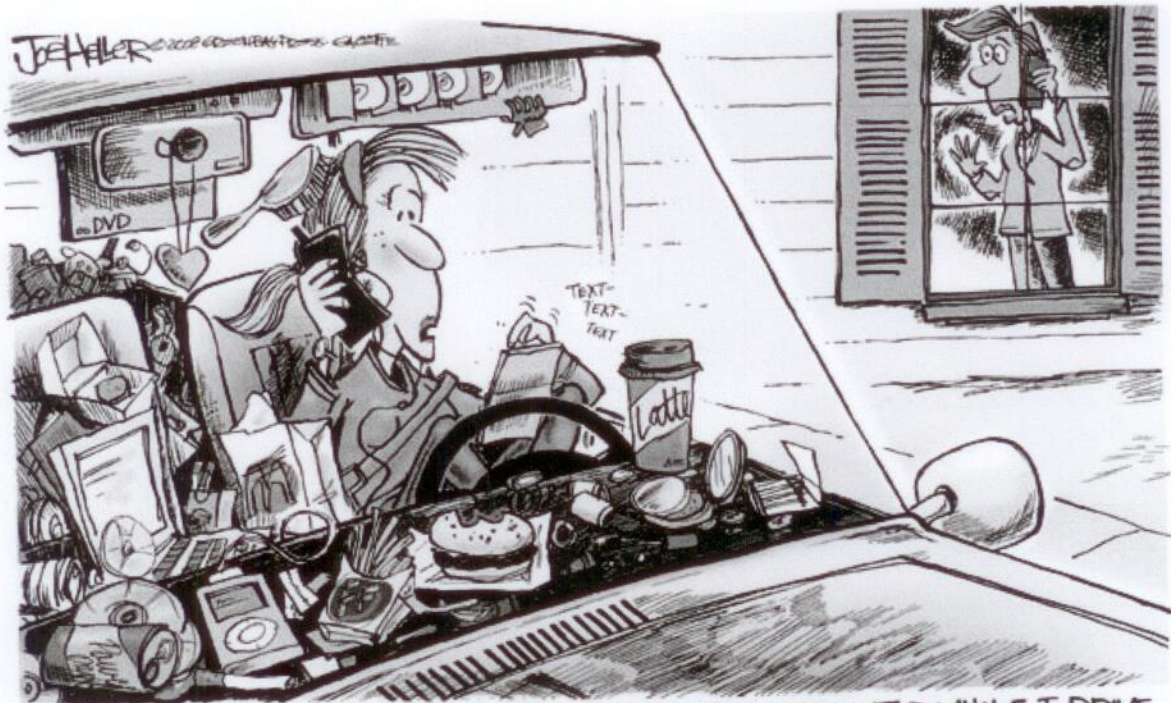


Don't Be a Distracted Driver

Keep Your Eyes on the Road

Your Mind on Driving



"MOM, YOU DONT HAVE TO WORRY ABOUT ME BEING DISTRACTED WHILE I DRIVE... I CAN'T EVEN FIND MY CAR KEYS."

Multitasking— The Big Fat Myth.

Take a look at this brain image. Imagine having only 2/3 capability to process what is so important to your safety. Taken from the National Safety Council -

nsc.org/learn/pages/nsc-on-the-road.aspx

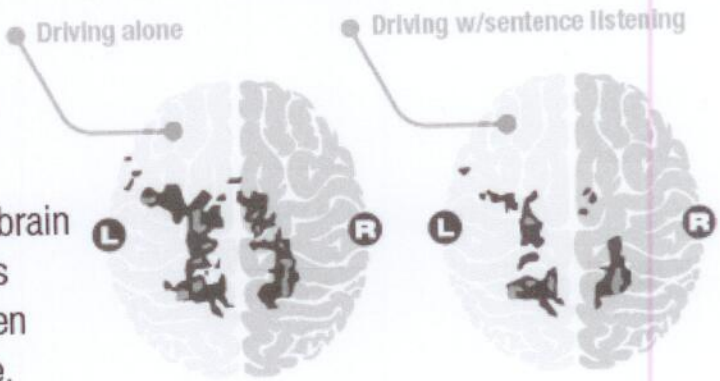
With advancements in cell phone technology, distracted driving has been an increasing and misunderstood trend. In fact, findings from a recent NSC public opinion poll indicate 80% of drivers across America incorrectly believe that hands-free devices are safer than using a handheld phone.

Learn why distracted driving, regardless if it's hands-free or handheld, is a dangerous threat to roadway safety.

MULTI-TASKING: THE BIG FAT MYTH

The brain quickly toggles between tasks – but can't do two things at the same time.

The activity in the area of the brain that processes moving images decreases by up to 1/3 when listening to talking on a phone.



Driving alone

Driving w/sentence listening



Just Facts— Distracted driving is any task that takes the driver away from the primary task of driving, such as texting, talking on a cell phone, eating, tuning the radio, or putting on makeup or shaving.

The three main types of distraction while driving are visual, taking your eyes off the road, manual, which is taking your hands off the wheel and cognitive, taking your mind off driving.

The World Health Organization (WHO) states that by using a cellphone while driving, drivers are about four times more likely to be involved in a car crash than a driver who is not using a phone, and this appears to be the same for hands-free devices because it's the cognitive distraction as opposed to the physical one of holding the phone.

Sending or receiving a text takes a driver's eyes off the road for at least five seconds. If the vehicle is travelling at 55 miles per hour [89 kilometres per hour], this equals driving the length of a football field without looking at the road.

According to Transport Canada's National Collision Database for the years 2006–2011, despite education campaigns and police blitzes, the number of fatal collisions where distraction was cited as the cause has risen by 17 per cent in Canada over the most recent five year period, from 302 deaths to 352.

In Nova Scotia, the RCMP reported that in the summer of 2013, distracted driving surpassed impaired driving as the number one cause of deaths. Saskatchewan's public insurance bureau noted the same.

The Insurance Bureau of Canada says that distracted drivers experience the same level of impairment as someone with a blood-alcohol content of .08, which is the level at which it's illegal to operate a vehicle.

Seventy countries now have laws that make it illegal to use a handheld phone while driving.

Just Facts taken from --- grc.gc.ca/gazette/vol76no2/facts-faits-eng.htm?fb

Statistics on Distracted Driving

Distracted driving takes you away from the primary task of driving. Driving requires your full attention at all times.

Cell phones are one of the most common distractions for drivers. Drivers engaged in text messaging on a cellular phone are 23 times more likely to be involved in a crash or near crash event compared with non-distracted drivers.

80% of collisions and 65% of near crashes have some form of driver inattention as contributing factors (National Highway Traffic Safety Administration, 2010)

Driver distraction is a factor in about 4 million motor vehicle crashes in North America each year

Children are four times more distracting than adults as passengers, and infants are eight times more distracting than adults as passengers

Economic losses caused by traffic collision-related health care costs and lost productivity are at least \$10 billion annually. That's about 1% of Canada's GDP! (Government of Canada)

International research shows that 20% to 30% of all collisions involve driver distraction (Alberta Transportation, 2011)

Taken From <http://distracteddriving.caa.ca>

Distractions

Common outside-vehicle distractions:

Pedestrians

Other vehicles and cyclists

Other driver behavior/actions

Construction (road/building)

Collision sites and emergency vehicles

Street noise (siren, horns, etc.)

Scenery

Common in-vehicle distractions:

Passengers and conversation

Active passengers (animals or children)

Personal communication devices

Computers, information and navigation systems

Listening to vehicle stereo

Reading road/street signs and advertising

Locating addresses (reading map or directions)

Smoking

Personal grooming

Eating and drinking

Adjusting vehicle controls (AC, heat, music, etc.)

Crash Odds

Drivers who are engaged in the following distractions are more likely to be in a crash or near crash event compared with non-distracted drivers.

Text messaging (or texting) on a cell phone — 23 times more likely

Talking on a cell phone — 4 to 5 times more likely

Reading — 3 times more likely

Applying makeup — 3 times more likely

Reaching for a moving object — 9 times more likely

Dialing on a hand-held device — 3 times more likely

Talking or listening on a hand-held device — 1.3 times more likely

Before you drive: Tips to Avoid Distracted Driving

Allow plenty of travel time

- Review all maps and directions prior to driving
- Put all reading material in your trunk
- Keep the vehicle tidy and do not use it as a place to store things
- Stow and secure loose objects in their proper place
- Prepare children with everything they need prior to driving
- Secure pets properly prior to driving
- Preset climate control and radio prior to driving
- Pre-program route on GPS devices prior to driving

While You're Driving

Allow phone calls to go to voicemail

Do not text, surf the web or read emails

Do not eat, drink or groom

Do not smoke

Stop at safe locations (rest stops or commuter lots) to make and receive calls

Keep two hands on the wheel for better control and less fatigue

Keep your eyes and mind on the road

Hand-Held Cell Phone Legislation in Canada

Province	Fine	Demerits	Into Effect
British Columbia	\$167	3	February 2010*
Alberta	\$287	3	January 1, 2016
Saskatchewan	\$280	4	June 2014
Manitoba	\$200	5	July 2015
Ontario	\$300 - \$1000	3	September 1, 2015
Quebec	\$115 - \$145	4	April 2015

Newfoundland and Labrador	\$100 - \$400 currently (\$45 - \$180 originally)	4	April 2003
Prince Edward Island	\$500 - \$1200	5	<u>Summer 2015</u>
Nova Scotia	\$233.95 first offence \$348.95 second offence \$578.95 subsequent offences	4	February 2015
New Brunswick	\$172.50	3	June 2011
Yukon	\$250	3	April 2011
Northwest Territories	\$322	3	January 2012
Nunavut			Nothing at this time

*In addition to banning hand-held communication devices, British Columbia and Ontario also ban the use of hand-held electronic entertainment devices while driving.

- British Columbia and Saskatchewan prohibit GDL drivers from using both hand-held and hands-free devices.

Checkup Time

What is distracted driving?

Name three types of distraction.

Name some distractions while driving.

Texting will increase your chances of having an accident by
10times 23 times 50 times

Name 2 things you might do to lessen distraction before driving.

Name 2 things you might do to lessen distraction while driving.

Have you had children arguing in the back seat lately?

Have you adjusted your mirrors while driving?

Remember to avoid the hazards of distraction while driving!

Be safe and live long.

Feedback on all our kits are welcomed. Tell us what you think.