



# Shaping the Conversation for Safer Communities

## Crime Prevention Week - November 1<sup>st</sup> to 7<sup>th</sup>, 2015

Crime Prevention is Everyone's Responsibility

# Distracted Driving

## Every Second Matters While Driving

Driving is a highly complex task requiring three types of attention: visual – eyes on the road; manual – both hands on the steering wheel; cognitive – how the brain processes and responds to what it 'sees'.

According to police statistics, about a quarter of all car crash fatalities in BC between 2009 and 2013 were related to distracted driving. With an average of 88 deaths per year, distracted driving is now the second-leading cause of motor vehicle fatalities in BC, behind speeding at 105 deaths and impaired driving at 86 deaths.

Talking on a cell phone, texting or using electronic devices while driving are recognized as the riskiest behaviors. Distracted driving also includes all activities that impact a driver's ability to focus on the road and can include: reading (e.g. books, maps, and newspapers), watching videos or movies, eating/drinking, smoking, personal grooming, adjusting the radio; and talking to passengers.

### Facts about Distracted Driving

- Driver's using hand-held devices are four times more likely to get into a collision serious enough to cause injury than drivers who are focused on the road.
- Cell phones are the most common distractions for drivers. Even when drivers use a hands-free phone, they are less aware of the traffic around them. Drivers tend to react more slowly to a critical event or worse – they may not detect the danger at all.
- Drivers talking on cellphones are in many cases just as impaired as drunk drivers.
- Experienced drivers are no better at handling cellphone distraction than novice drivers.
- Distracted driving can lead to impaired judgment.
- Studies have shown that drivers who are talking on cell phones lose about 50% of what is going on around them, visually.
- In BC, the number of rear-end crashes resulting in injury or death increased by 16% since 2009, coinciding with the widespread adoption of smartphones.
- In 2014, police issued over 55,000 tickets to drivers in BC for using electronic devices.

### What are the rules?

- A driver must not hold, operate, communicate or watch the screen of a hand-held electronic communication device.
- A driver must not send or receive text messages or email on any type of electronic device.
- The device is securely fixed to the motor vehicle or worn securely on the person's body in a manner that does not obstruct the person's view of the front or sides of the motor vehicle or interfere with the safety or operating equipment of the motor vehicle
- Any driver caught texting, emailing, holding a cellphone or other hand-held electronic device while driving will be fined \$167 and receive three driver penalty points.

Every second matters while driving.

LEAVE YOUR  
PHONE  
ALONE



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## Tips for Preventing Distracted Driving

Driver Distraction	Tips for Eliminating the Distraction
Talking on the phone, texting or using social media	<ul style="list-style-type: none"> <li>Plan to avoid distraction. Turn your phone off or place it in the trunk of your car so you will not be tempted to talk, email or text when you are on the road.</li> <li>Leave the phone alone - let the call go to voice mail. If you have to take a call, pull over if it is safe to do so or use your phone in hands-free mode; stay focused on the road and keep the conversation brief.</li> <li>Keep your hands off your mobile device - hands-free means a Bluetooth or wired headset or speakerphone. The device must be securely attached to the car - it cannot be in your lap or loose on the seat beside you. Holding your phone in one hand and steering with the other is prohibited. If you're using a headset or headphones, remember that drivers can only wear them in one ear.</li> <li>Wait until you have reached your destination to update the social media, or do it beforehand.</li> <li>Distracted driving legislation prohibits the use of any mobile electronic device, even when stopped at a red light or stopped in traffic.</li> </ul>
Reading maps / programming GPS unit	<ul style="list-style-type: none"> <li>Plan your route beforehand.</li> <li>Program GPS unit before beginning to drive or operate the vehicle.</li> </ul>
Searching for radio station or programming car controls	<ul style="list-style-type: none"> <li>Preset your radio stations before you leave the house</li> <li>Create the playlist on your music device beforehand</li> <li>Be familiar with the equipment in your vehicle, including all control switches. Pre-program control settings before you get going</li> </ul>
Grooming activities	<ul style="list-style-type: none"> <li>Finish grooming yourself before leaving your house, or do it once you have arrived at your destination. Do not use your driving time to shave, apply makeup or comb your hair.</li> </ul>
Being "too" into your music or conversation with other passengers	<ul style="list-style-type: none"> <li>Ensure that the volume of your music does not impede you from hearing horns, or emergency vehicles</li> <li>Do not engage in emotionally charged conversations - either with your passengers or on your cell phone.</li> <li>Pay attention to what is around you. Check mirrors frequently.</li> </ul>
Eating and drinking	<ul style="list-style-type: none"> <li>Eat or drink before you get into the car. If you must eat or drink in the car, pull over.</li> </ul>
Attending to children	<ul style="list-style-type: none"> <li>Make sure your children are comfortable and properly secured in child restraint devices. To keep children from distracting you while driving provide them with safe items to keep them occupied (snacks, colouring, reading soft toys, etc). If your child is crying or distressed, park safely before attending to their needs.</li> </ul>

### Distracted Driving Links:

- ICBC - [www.icbc.com/road-safety/crashes-happen/Distracted-driving/Pages/default.aspx](http://www.icbc.com/road-safety/crashes-happen/Distracted-driving/Pages/default.aspx)
- Ministry of Justice, RoadSafetyBC - [www.pssg.gov.bc.ca/osmv/road-safety/distracted.htm](http://www.pssg.gov.bc.ca/osmv/road-safety/distracted.htm)
- RCMP - [www.rcmp-grc.gc.ca/cycp-cpcj/dd-dv/index-eng.htm](http://www.rcmp-grc.gc.ca/cycp-cpcj/dd-dv/index-eng.htm)



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