



THE
GUARANTEE™

Distracted Driving



What is it?

Distracted driving is any activity that could divert a person's attention away from the primary task of driving.

- Any time you take your eyes off the road
- Any time your hands are off the wheel
- Any time your mind is off your primary task: driving safely

Non-driving activities

↳ Potential distraction

↳ Increases risk of an incident

Sources:

<http://www.distraction.gov/content/get-the-facts/facts-and-statistics.html>

<http://www.distraction.gov/content/get-the-facts/faq.html>



Are you aware of the distractions?

All distractions endanger driver, passenger, and bystander safety.

- Texting or talking on a mobile phone
- Passengers or the cargo you are transporting
- Eating
- Smoking
- Reading
- Use of other electronic devices
- Arguments or stress-related issues
- Personal grooming



Preparation is key

Important tips before you drive:

- Allow plenty of travel time
- Review all maps and directions prior to driving
- Keep the vehicle tidy
- Stow and secure loose objects in their proper place
- Preset climate control and radio
- Pre-program route on GPS devices



Keep your eyes and mind on the road

Important tips while you drive:

- 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 to make and receive calls
- Keep two hands on the wheel for better control and less fatigue



Are you aware of the misconceptions?

It is important to be aware of the common misconceptions about distracted driving:

- “I can call or text when I’m stopped at a red light.”
- “Using my phone isn’t that dangerous.”
- “I’m a good driver so I can multitask.”
- “Emergency calls are okay.”
- “The law is the same for all drivers.”
- “Using the speakerphone is allowed.”
- “It’s okay to use some of the other features on my phone while driving.”



Laws across the country

Province	What is banned?	Demerit	Fine
Nunavut	None	-	-
Northwest Territories	Hand-held devices	3	\$100
Newfoundland & Labrador	Hand-held cell phones + text messaging on any device	4	\$100 - \$400
Quebec	Hand-held devices that include a phone function + using it hands-free	3	\$115 - \$154
Nova Scotia	Hand-held cell phones + text messaging on any device	None	\$164 - \$337
British Columbia	Hand-held devices + new drivers going hands-free	3	\$167
Alberta	Holding or viewing a communications device	None	\$172
New Brunswick	Hand-held devices	3	\$172.50
Manitoba	Hand-held devices	None	\$199.80
Yukon	Hand-held devices + graduated licence holders going hands-free	3	\$250
Prince Edward Island	Hand-held devices	3	\$250 - \$400
Saskatchewan	Hand-held devices + new drivers going hands-free	4	\$280
Ontario	Hand-held devices	3	\$490*

*Drivers endangering others by using hand-held or hands-free devices can be charged with careless driving, which brings fines up to \$2,000.

Sources:

<http://www.cbc.ca/news/canada/distracted-driving-laws-across-canada-1.2576880>

<https://cms.fmcsa.dot.gov/driver-safety/distracted-driving>



Increased fines in Ontario

Distracted driving has passed impaired driving as the leading cause of traffic fatalities in Ontario.

**Increased
Fines**



Distracted driving

→ \$400 to \$1,000 plus 3 demerit points

Drivers who open the door into a cyclist's path

→ \$300 to \$1,000 plus 3 demerit points

Drivers who do not maintain a distance of 1 metre when passing cyclists



Employers can get involved too

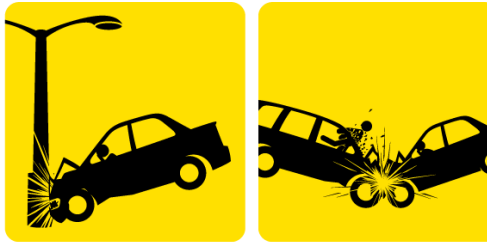
Educate and train all staff to help them deal with various types of driving distractions.

- Create temporary voicemail messages
- Program electronic devices prior to driving
- Provide a copy of the distracted driving policy
- Discuss road safety issues at monthly meetings
- Outline the consequences and disciplinary measures for not complying with the company policy
- Consider technology solutions
- Review the details of any collisions involving your staff



Keep your mind on the road

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



Drivers using cell phones are **23 times more likely** to be involved in a crash or near crash event



Texting at a red light → **ticket fine of \$280 plus average \$75 per year increase in insurance premium**

Drivers using cell phones for the second time within one year will have **their vehicle seized for up to 7 days**



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Thank you!

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