



**Be responsible
for your
vehicle, your
safety and the
safety of other
road users.**

**It only takes a
second for a
collision to occur. Distracted driving
literally impairs your driving ability.**

Tips to keep in mind when you are on the road to avoid distracted driving

Before you drive

- Store your phone out of reach. Turn on your phone's message system and tell people that you do not take calls while driving.
- Plan ahead. Give yourself adequate time to reach your destination and review all maps and directions prior to leaving. Never attempt to read a map while driving.
- Preset climate controls, radio or CD player.
- Pre-program your GPS devices.
- Ensure children are comfortable and safely buckled up. Provide them with things they may need during the trip such as snacks and drinks and plan safe activities for them so they don't become restless.
- Stow or secure any loose objects.
- Put all reading materials out of sight and out of your reach so you won't be tempted.
- Eat or drink before departing. The same goes for personal grooming.



DID YOU KNOW?

You are 23 times more likely to be involved in an accident while texting and driving.

Source: Canadian Automobile Association
<http://distracteddriving.caa.ca>

While you are driving

- Do not use your cell phone while driving. Even hands free cell phones can be a distraction. Allow all your calls to go to voice mail.
- Stop at safe locations such as rest stops or service stations to make and receive calls. It is illegal to park on the shoulder of a provincial highway except in an emergency.
- Do not text, surf the web or read emails.
- Do not use ear or headphones to listen to music. Keep music and radio volumes low enough so that you can hear the sounds your vehicle makes, emergency sirens, or the ringing bells or train whistles at railroad crossings.
- Be aware of outside distractions. Ignore billboards, roadside advertising and attractions.
- Be aware of distractions inside your head. Keep your mind on driving. Daydreaming, emotions and deep thoughts can distract you.
- Pull over safely when children won't behave or calm down. Wait until everyone is ready for the road.



**NORTHERN
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- Prevention
- Education
- Support

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▶ **Please forward any comments to** ◀
info@nbia.ca

Safe Roads Begin with YOU

HEAD'S UP!



Preventable Collisions Cost Us All

Every year in Northern British Columbia people are injured or killed in **preventable collisions** resulting in substantial personal and financial costs. **Speeding** and **driving too fast** for the road conditions are contributing factors in **28 percent** of all collisions. In addition, research indicates that **driver distraction** contributes to **20 to 30 percent** of all collisions.

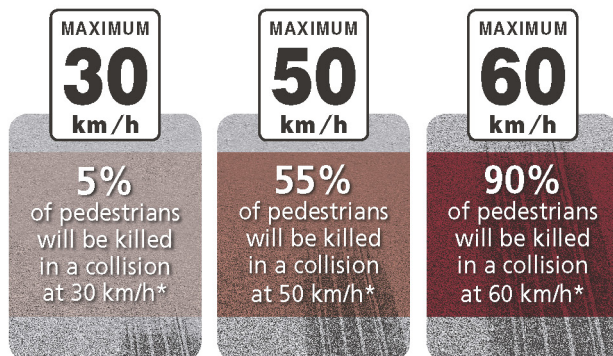


Most drivers associate distracted driving with the use of cell phones and mobile devices. However, the Canadian Council of Motor

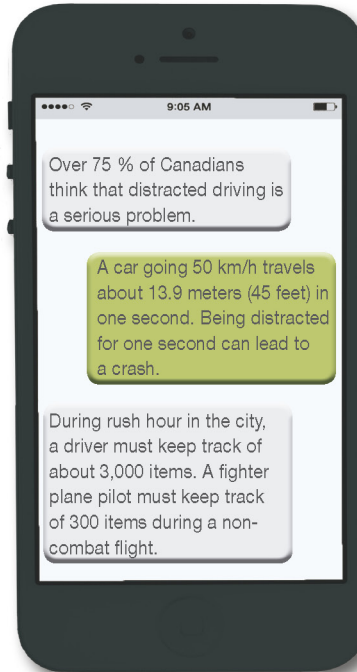
Transport Administrators define distracted driving as the diversion of attention from driving as a result of the driver focusing on a non-driving object, activity, event or person. For tips on how to avoid distracted driving and arrive at your destination safely, see the back of this brochure.

**"I wasn't traveling that fast...
I am a safe driver"**

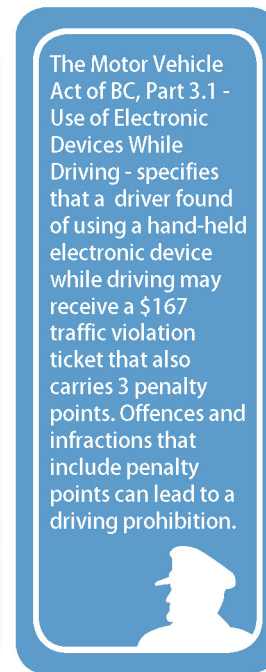
Most people believe they are safe drivers yet some drivers regularly travel above the speed limit or drive too fast for conditions. The risk of a collision doubles at 5 km/h over the speed limit in a 60 km/h zone. The risk is 4 times higher at 10 km/h over and 10 times higher at 15 km/h over the speed limit.



*Adapted from Manitoba Public Insurance



Facts from www.acicr.ca



"I'm very concerned that distraction in all forms is the second highest contributing factor in motor vehicle fatalities in B.C. It's clear that the \$167 fine is not enough on its own, so we're starting by targeting those people who are talking on a handheld device while they're driving with more severe penalties."

~ Attorney General and Minister of Justice Suzanne Anton

DISTRACTED DRIVING LAW IN EFFECT

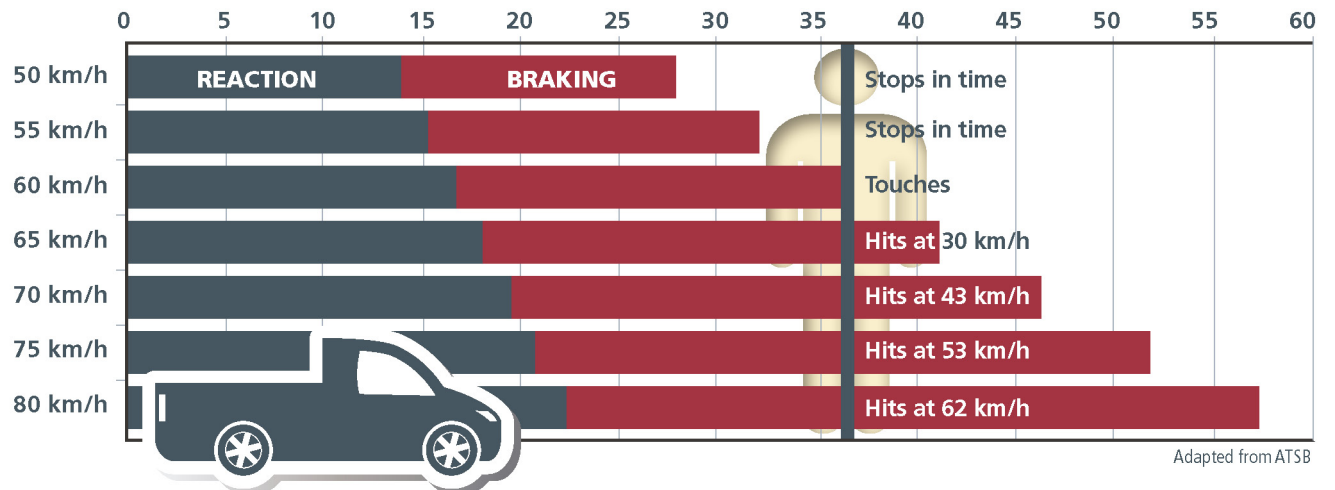
In British Columbia, a driver must not hold, operate, communicate or watch the screen of a hand-held electronic communication device.

- A driver must not send or receive text messages or email on any type of electronic device.
- A driver must not hold, operate, communicate or watch the screen of a hand-held electronic computing device, one of the purposes of which is to process or compute data. Drivers in the Graduated Licensing Program Class 7 (New Driver 'N') and 7L (Learner 'L') are prohibited from using any electronic device while driving - including navigation devices, handsfree units, and "permitted devices" included in the section below.

These prohibitions do not apply, however, if the GLP driver is safely parked and off the roadway or is making an emergency call to 9-1-1.

Safe Roads Begin with YOU

Stopping Distance (metres) — Dry Pavement Conditions



Adapted from ATSB