



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



The safe operation of a motor vehicle becomes even more challenging as our weather changes with the seasons. Although the number of injury and fatal collisions remain constant through the year, the total number of collisions increase in the winter months due to the severe weather. Below are some tips to keep in mind when you're on the road:

- Ensure your car is regularly maintained and is road-ready.
- Drive with your headlights on so you are visible to other drivers.
- Consider having winter tires installed to improve your traction.
- Maintain a safe distance between your vehicle and the vehicle in front of you, in case you need to stop. Increase this safe distance if you are driving a larger vehicle or travelling on higher speed roads. Following too close, often resulting in rear end collisions, is the most common cause of collisions.
- It takes longer to stop on slippery roads so adjust your speed for the road conditions. Speed limits are the maximum speed you should travel under ideal conditions.



About two thirds of road crashes leading to injury occur in urban areas.

Source — World Health Organization

- Pavement is most slippery when it first starts to rain or snow because oil and dust have not yet washed away. Slow down at the first sign of rain, drizzle, or snow on the road. Turn on your windshield wipers, headlights, and defroster.
- In a heavy rainstorm or snowstorm, your ability to see other road users is severely hampered. Make sure your vehicle is in good operating condition, all lights are working, your windshield wipers function properly and that you have plenty of washer fluid in the tank.
- Avoid driving in other driver's blind spots.
- If visibility is a problem and you can't see well enough to drive pull as far off the road as you can do so safely. Use the vehicle's hazard lights to warn other drivers of your presence.
- Be extra cautious during sunrise and sunset, when visibility might become an issue as the sun makes it difficult to see other road users.
- Use extra caution on bridges and overpasses which tend to freeze first and may have a thin layer of virtually invisible ice, sometimes referred to as 'black ice'.

- Prevention
- Education
- Support



**NORTHERN
BRAIN INJURY
ASSOCIATION**

1237 4th Avenue Prince George, B.C. V2L 3J5
250-562-4673 or toll free 1-866-979-4673
info@nbia.ca www.nbia.ca

PROUD TO BE SPONSORED BY:



This brochure is intended for information purposes only and is not a legal document.

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

Safe Roads Begin with YOU

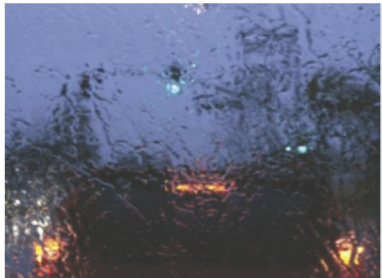


Cover photo courtesy RCMP



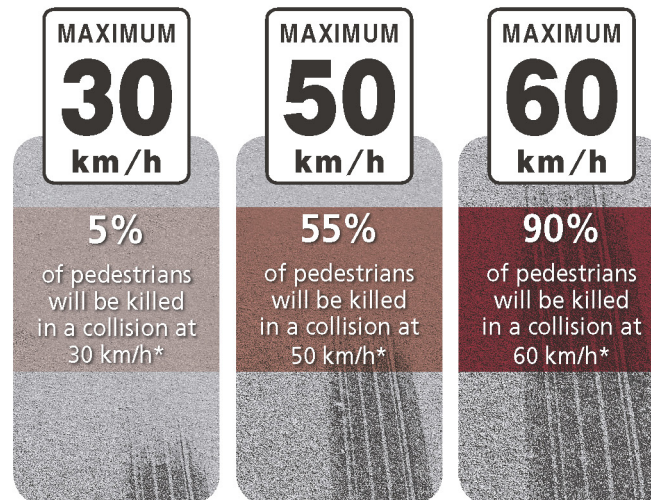
Preventable Collisions Cost Us All

Every year in northern British Columbia people are injured or killed in **preventable collisions** resulting in substantial personal and financial costs. In 2013, an estimated 3,300 persons a year will be injured in an vehicle collision, and 52 persons will lose their lives. These collisions result in higher insurance premiums, increased wait times for emergency services and medical care, higher taxes, legal costs, lost productivity and travel delays. If we consider the pain and suffering of victims and their families, the cost of these **preventable collisions** are almost immeasurable.



Let's face it, we live in a City where the weather can change at a moment's notice. That's why it's important to adjust your driving behavior to the

changing road and weather conditions. Be alert and attentive while you're on the road, don't be a statistic! For tips on how to arrive at your destination safely, see the back cover of this brochure.



*Adapted from Manitoba Public Insurance

RoadSafetyBC Vision . . .

As a leader in road safety our vision is to have the safest roads in North America and work toward an ultimate goal of zero traffic fatalities.

RoadSafetyBC Mission . . .

To lead the development and implementation of effective road safety policies. We work in collaboration with our partners and stakeholders to maximize safe and responsible operation of motor vehicles in B.C.

source: <http://www.pssg.gov.bc.ca/osmv>

How can you make a difference?

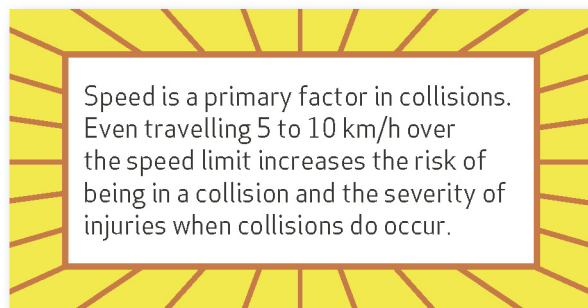
Exceeding the speed limit or driving at an unreasonable rate of speed for conditions can have very serious consequences. Here are just a few reminders of what you can do to make a difference:

- Know the limit and drive the limit
- Continually glance at your speedometer and adjust your speed to traffic and weather
- Allow enough time to reach your destination
- Always maintain a safe following distance
- Personally commit to drive safely and to not speed

Safe Roads Begin with YOU

"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.



Speed is a primary factor in collisions. Even travelling 5 to 10 km/h over the speed limit increases the risk of being in a collision and the severity of injuries when collisions do occur.

