

4

A driver is **4 times** more likely to get injured in a crash if they use hand-held devices.

Use of a cellphone while driving delays a driver's reaction as much as having a blood alcohol concentration of 0.08%.



Brain activity designated to driving is **reduced by 37%** while using a cellphone.

Texting takes the driver's focus off the road for an average of 4.6 seconds — that's enough time to travel the length of a football field at 88 km/h. :(



You are **23 times** more likely to be in a crash if you're texting while driving, than if you are driving undistracted.



Fines and penalties

The penalty for using a cellphone while driving is \$280 (including a victims' surcharge of \$60) and four demerit points under both the Safe Driver Recognition program and the Driver Improvement Program.

Note: Law enforcement still has the ability to charge distracted drivers with driving without due care and attention if they are putting themselves or other road users at risk.

Effective June 27, 2014, second and subsequent offences of using a hand-held communication device in a year will result in a seven-day vehicle impoundment. The third and subsequent offences of driving without due care and attention in a year will also result in a seven-day vehicle impoundment.

Tips to avoid distracted driving

Letting yourself get distracted can be a dangerous habit. Here are some tips to help you avoid distracted driving:

- Finish using your cellphone before you start your vehicle and drive.
- Let voice mail pick up any calls to your cellphone.
- Turn your cellphone off or place it away to avoid temptation.
- Eat and drink during a pit stop or take a break to enjoy your meal. Avoid the potential distraction of spilling, wiping and cleaning yourself or your vehicle.

- Make sure your children are comfortable and properly secured. Provide toys to occupy their time. Don't try to handle children while you are driving; they are safest when you're focused on the road.
- Secure pets in a pet carrier, portable kennel or designated pet harness when you are driving. Never allow your pet to sit in your lap while driving.
- Set the GPS destination before you begin your trip and listen to the navigation.
- Familiarize yourself with vehicle equipment and devices before starting your trip.

For more information

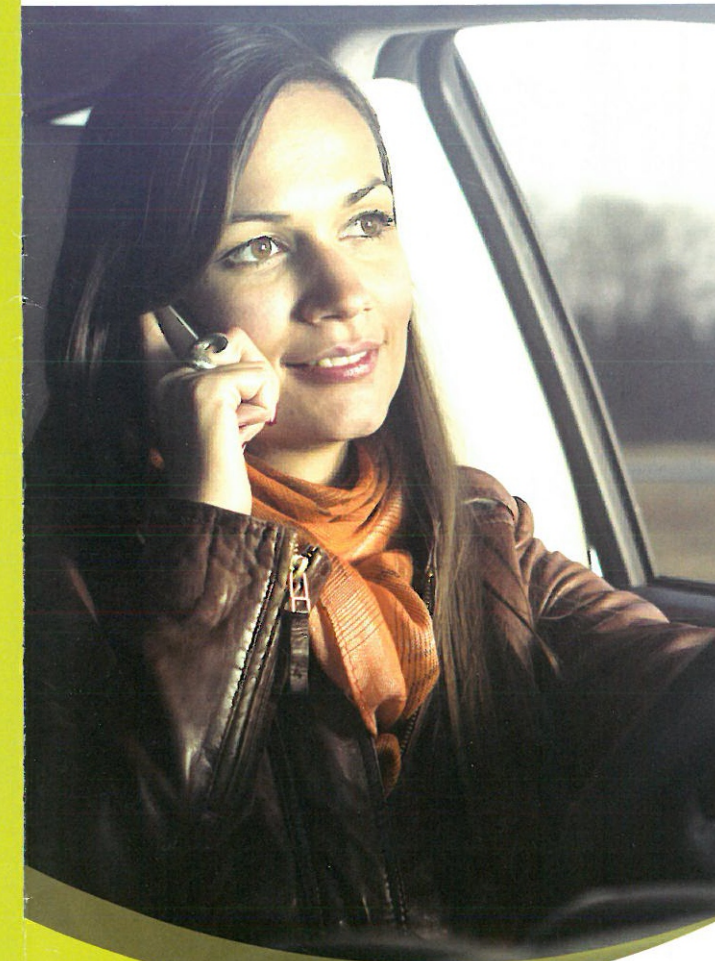
If you have any questions about distracted driving or would like more information, please visit www.sgi.sk.ca or contact SGI Traffic Safety Promotion at 1-800-667-8015, ext. 6042.

Much of the information included in this brochure is based on information found on the National Highway Traffic Safety Administration's website, www.nhtsa.gov.



Distracted Driving

A focused driver is a safe driver



What is distracted driving?

Distracted driving is any activity that could take a person's attention away from the primary task of driving. All distractions endanger the safety of drivers, passengers, people in other vehicles and bystanders. Common distractions include:

- texting
- using a cellphone or smartphone
- eating and drinking
- talking to passengers
- grooming
- reading, including maps
- using a navigation system or GPS
- watching a video
- adjusting a radio, CD or MP3 player
- smoking
- pets

Driving is a skill that requires your full attention to safely control your vehicle and respond to events happening on the road around you. It involves constant and complex coordination between your mind and body. There are four types of distraction:

- **visual** – looking away from the road (e.g., checking a map)
- **cognitive** – taking your mind off driving (e.g., emotional conversation)
- **physical** – taking your hands off the steering wheel (e.g., eating)
- **auditory** – hearing sounds that interfere with driving attention (e.g., sirens)

Some activities, such as texting, involve multiple types of distraction (you're looking away from the road, using your hands and thinking about what you're typing).

“

I'm a good driver, I can multitask.



FALSE – All drivers, even really good ones, need to concentrate on the road at all times so they're ready for the unexpected. A car could try to merge, a pedestrian could step out or a deer could leap out and drivers need to be ready to react immediately and safely.

I can call or text when I'm at a red light.



FALSE – You're still in control of the vehicle when stopped at a red light. The law applies regardless of whether you're stopped at a light, travelling down a quiet highway, sitting in a traffic jam or a drive-thru. Studies show that drivers talking on their cellphone miss 50% of what's visually going on around them.

It's okay to use some of the other features on my phone while driving.



FALSE – It's illegal to use any hand-held electronics while driving, which includes checking voice mail, making music selections, programming a GPS or looking up a phone number. In fact, you can't even hold the device in your hands while driving. So ask a passenger or pull over and park before you use your device.

”

Distracted driving is dangerous

Driver distraction is one of the leading causes of vehicle collisions and near-collisions. According to a study released by the National Highway Traffic Safety Administration (NHTSA), 80% of collisions and 65% of near-collisions involve some form of driver distraction. The distraction occurred within only three seconds of the collision.

On average in Saskatchewan there are 8,756 collisions attributed to distraction each year, resulting in 2,424 injuries and 59 deaths.

Cellphones are one of the leading causes of distracted driving. *The Traffic Safety Act* includes provisions specific to the use of electronic communication equipment while driving.

The law – what is allowed?

- Experienced drivers (those not in the Graduated Driver's Licensing Program) can use hands-free cellphone devices while driving, including:
 - devices that clip to your visor
 - voice-activated devices such as OnStar, Sync and Bluetooth technology
 - Bluetooth earpieces
- Making a call on a cellphone when **parked** safely on the side of the road, for both new and experienced drivers.
- Making emergency 911 calls on cellphones while driving, for both new and experienced drivers.

Note: For optimal safety it is recommended that drivers pull over to make any call.

The law – what is prohibited?

It's prohibited to use a hand-held cellphone while driving for:

- making or receiving phone calls
- sending, receiving or reading text messages
- sending, receiving or reading emails
- surfing the Internet
- using 10-4 “push to talk” technology
- unmounting and using GPS or Satellite Radio

Drivers in the Graduated Driver's Licensing (GDL) program are prohibited from using either hand-held or hands-free wireless phones while driving.