

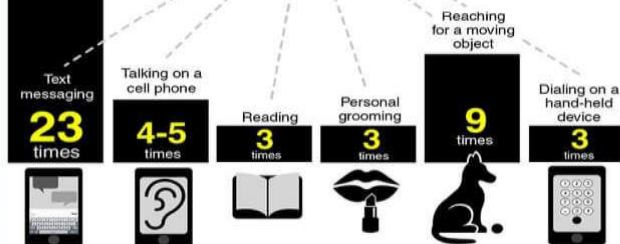
# Did You Know...

## Don't be **X** **DRIVEN** to **DISTRACTION**

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

## What are the **CHANCES?**

Drivers who are engaged in the following distractions are **X** times more likely to be in a crash or near-crash event compared with non-distracted drivers.



### Did you know?



All provinces, along with Yukon and Northwest Territories, have some form of cell phone or distracted driving legislation in place.



A fighter pilot\* has about

**300**

items to keep track of during a regular flying mission

\*in a non-combat scenario



The average driver has about

**3,000**

things\* to keep track of when driving during rush hour

\*including pedestrians, lights, signs, passengers, road conditions, construction, other vehicles, cell phones, and objects on the road

Tips to eliminate or minimize

## DISTRACTIONS

FAMILIARIZE yourself with the route and directions.



SET your radio station or music device prior to driving.



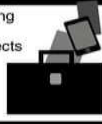
PRE-PROGRAM your route into your GPS device.



LISTEN to your GPS device; don't look at it.



PUT any reading materials or distracting objects away in the trunk.



ALLOW calls to go to voicemail.



**X** DO NOT EAT, DRINK, GROOM, or SMOKE.



AVOID emotional or stressful conversations while driving.



KEEP your eyes and mind on the road.



KEEP two hands on the wheel.



What can

## EMPLOYERS

do to help?



ESTABLISH a policy that prevents workers from using cell phones while operating a vehicle while on company business.



ENSURE work schedules are established that allow employees to focus on driving and not their work while operating a vehicle.



INSTALL hands-free electronic device capability on company-owned vehicles.



INSTRUCT workers to have a voicemail message that indicates they are driving and cannot respond to calls.



EDUCATE workers about the risks of distracted driving.



A

Allow plenty of travel time

B