

STOP DISTRACTED DRIVING!

Top 10 Tips

- 10. Ask passengers to keep chatter to a minimum** and help you navigate.
- 9. Deal with distractions** such as eating, putting on make-up, reading, combing your hair and checking messages **before you hit the road.**
- 8. Be well rested** before getting behind the wheel.
- 7. Make sure you have clear directions** and check them before you leave.
- 6. Adjust the seat,** headrest, seatbelt, rearview mirror, temperature, radio, etc., to your liking before you drive.
- 5. Manage your music and dashboard controls** ahead of time and adjust them only when the car is stopped.
- 4. Pull over somewhere safe** if you need to make a call, check a message, deal with passengers, eat or drink, etc.
- 3. Tell everyone** that for safety reasons, you no longer answer calls or respond to messages while driving.
- 2. Don't answer your cellphone or PDA messages** while you are driving. Better yet, turn these devices off when you get into your car.
- 1. Never text** and drive! Texting takes your eyes and mind off the road and your hands off the wheel.

**DECIDE TODAY THAT YOU
WON'T DRIVE DISTRACTED!**

Visit www.ibc.ca for more information
on distracted driving.

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Driver Distraction Digits

We've done the math.

Distracted driving equals dangerous driving.

45: The number of feet your car covers in one second, at 50 km/h.

4: Talking on cellphones (hand-held or hands-free) while driving makes you 4 times more likely to crash.

.125: If you text while driving, you are just as impaired as someone with a blood alcohol content (BAC) of .125. The legal BAC limit is .08.

80: One study showed that nearly 80% of crashes involve some form of driver inattention within 3 seconds before the event.

50: Percentage of Canadians who are concerned about distracted driving.

8: Driver distraction is estimated to be a contributing factor in 8 out of every 10 police-reported crashes.

300: Number of items that a fighter pilot needs to keep track of in a regular, non-combat mission.

3000: Number of items the average driver needs to keep track of during rush hour. (This includes signs, traffic lights, other vehicles, passengers and pedestrians, road and weather conditions, and more.)

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