



# SHARING THE ROAD: DISTRACTED DRIVING

Traffic Injury Research Foundation & Toronto Police Service  
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## In Toronto:

Almost 1 in 3 road fatalities (32%) involved some form of distraction between 2011 and 2015, and 284 persons were killed in distraction-related road collisions.

- > More than 70% of distraction-related fatalities were pedestrians.
- > More than 2 out of 5 (43%) persons killed in distraction-related crashes were aged 65 years and older whereas just 3% were aged 16-19 years.



Source: TIRF National Fatality Database 2018

## In Ontario:

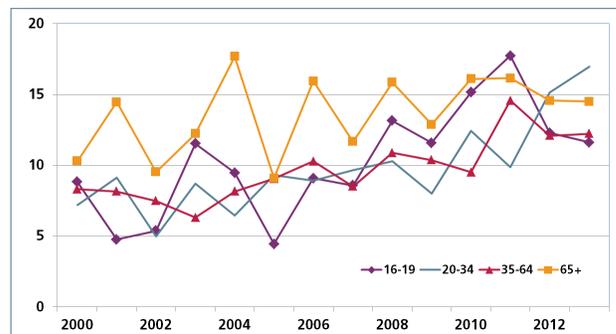
- > Inattentive driving was a factor in 1 in 5 fatal collisions in 2015.
- > Deaths from collisions caused by distracted driving have doubled since 2000. However, greater emphasis during data collection in reporting upon the role of distraction may have contributed, in part, to this increase.
- > One person was injured in a distracted driving collision every half hour in 2013.

Source: Ministry of Transportation of Ontario <https://www.ontario.ca/page/distracted-driving#section-1>

## In Canada:

- > Approximately 300 persons are killed each year in distraction-related collisions ranging from 16.8% of all fatalities in 2000 to 25% of all fatalities in 2013 (See Figure 1: Percent of fatally injured distracted drivers by age group, 2000-2013).
- > In several provinces, distracted driving fatalities have surpassed impaired driving fatalities, although some of this increase is due to improvements in data collection.

Figure 1



- > While distraction among teen drivers is a predominant concern, data in 2013 revealed that drivers aged 20-34 years were most likely to be distracted in fatal crashes.

Source: *Distracted Driving: A National Action Plan*, Traffic Injury Research Foundation, 2016

### According to the Ontario Highway Traffic Act Drivers cannot:



- > Activate, touch, look at or hold handheld electronic devices when stopped at a traffic light or stop sign. This includes phones, DVD players and e-readers.
- > Send or read incoming texts or emails, or view display screens unrelated to driving.

### Drivers can:

- > Use Bluetooth features, but only one-touch to turn on and off.
- > Use in-vehicle hands-free technology.
- > Call 9-1-1 on a handheld device in an emergency situation.
- > Use handheld devices when lawfully parked or pulled safely off the roadway and not impeding traffic.

### Strategies to share the road

Taking your eyes off the road for just a few seconds increases crash risk. At 100km/h, drivers travel 52 metres or the length of a hockey rink in 2 seconds. The road environment can change dramatically in just 2 seconds.

Following the rules of the road, whether you are a driver, cyclist or pedestrian, helps other road users anticipate your behaviour and reduce opportunities for collisions.

### Drivers can make roads safe by:

- > Finishing eating, drinking, route planning and personal grooming before starting the car.
- > Securing loose objects in the vehicle as they can be distracting and dangerous projectiles in the event of sudden hard braking or a collision.

- > Putting their phone on silent and focusing on the road.
- > Using the audio function of their GPS to get directions without looking at the screen.
- > Relying on voice mail to retrieve messages at the end of the trip.
- > Enjoying music or the radio at reasonable levels to be able to hear sirens.
- > Refraining from allowing other drivers' behaviour to distract you from safe driving.

### Passengers can make roads safer by:

- > Being the co-pilot and designated texter, caller, audio controller, and navigator as needed, so drivers can focus on driving.
- > Avoiding being a distraction to the driver.



- > Saying something if your driver is distracted... the life you save could be yours

Source: *Traffic Injury Research Foundation, Drop It And Drive® Program 2017*

### Traffic Injury Research Foundation

TIRF is a national, independent, charitable road safety research institute that studies road user behaviours. Visit [www.tirf.ca](http://www.tirf.ca) or call (877) 238-5235

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### Toronto Police Service

TPS is dedicated to delivering police services, in partnership with our communities, to keep Toronto the best and safest place to be. [www.torontopolice.on.ca/](http://www.torontopolice.on.ca/)



### Drop It And Drive®

DIAD is a TIRF education program focused on preventing distraction-related road user fatalities and injuries. Visit: [www.diad.tirf.ca](http://www.diad.tirf.ca)

