

PREVENTING DISTRACTED DRIVING

KNOWLEDGE SOURCE FOR SAFE DRIVING

Look inside for quick QR code access to all distracted driving resources.

Distracted Driving

Distracted driving deaths have surpassed impaired driving deaths according to the latest fatality data from several Canadian jurisdictions. In 2015, one in four (25%) of fatalities were distraction-related. This troubling trend has made distracted driving a top road safety priority for governments and organizations across the country.

In 2015, TIRF published “Distracted Driving in Canada: Making Progress, Taking Action,” a report that provides a snapshot of activities underway in Canada to reduce distracted driving.

Distracted Driving in Canada: Making Progress, Taking Action

<http://tirf.ca/TIRFCAD15I>



Canadian Coalition on Distracted Driving (CCDD)

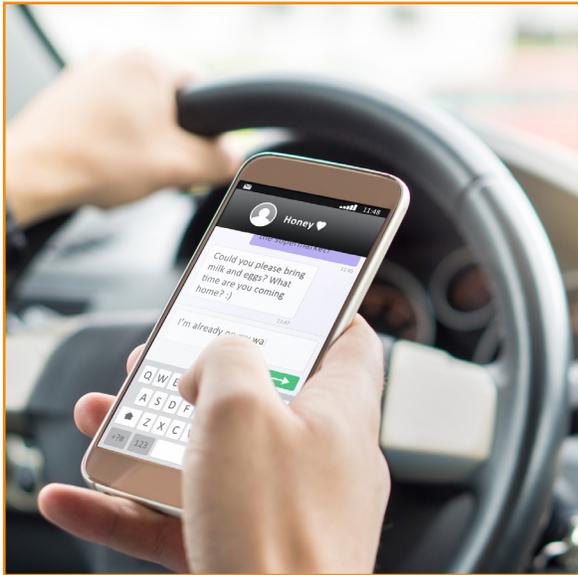
Researchers, non-profit organizations, industry professionals and media are equally engaged and working to strengthen efforts using complementary approaches. Yet, there is a gap in specific mechanisms to facilitate coordination across groups of stakeholders, and efficient exchange for information and outcomes at the national level.



To overcome this gap, the Canadian Coalition on Distracted Driving (CCDD) was formed in 2016. An initiative

of the Traffic Injury Research Foundation, Drop It And Drive® and The Co-operators®, the CCDD is the first coalition of its kind in Canada. The multi-sectoral group includes members from various levels of government, enforcement, academia, health, industry and communities. Their expertise is varied, including road safety research, injury prevention and health care, policy, enforcement, education, as well as the insurance, automotive and trucking industries.

The CCDD developed a National Action Plan designed to harness the collective knowledge and learning that has been gained by many organizations, transforming their experience into practical tools and resources that can be



used by a much larger group of stakeholders to improve efficiency and outcomes.

The Plan, published in 2016, contains 15 action items organized according to four priority areas:

- > education and prevention;
- > enforcement;
- > data and research; and,
- > technology and industry.

It was designed to inspire and engage agencies concerned about distracted driving and provide them with tools to help reverse this trend.

Distracted Driving: A National Action Plan

<http://tirf.ca/TIRFCAD17A>

TRAFFIC INJURY RESEARCH FOUNDATION

NEXT STEP

DISTRACTED DRIVING: A NATIONAL ACTION PLAN

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15-Point Action Plan Backgrounder

<http://tirf.ca/TIRFCAD17C>

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NEXT STEP

DISTRACTED DRIVING: A NATIONAL ACTION PLAN

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Distracted Driving & Behaviour Change

<http://tirf.ca/TIRFCAD17Q>

TRAFFIC INJURY RESEARCH FOUNDATION

DISTRACTED DRIVING & BEHAVIOUR CHANGE

TIRF & DIAD, December 2017

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Let's Talk About Crashes

<http://tirf.ca/TIRFCAD17T>

TRAFFIC INJURY RESEARCH FOUNDATION

LET'S TALK ABOUT CRASHES

TIRF & DIAD, December 2017

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Distracted Driving Facts

<http://tirf.ca/TIRFCAD17K>



Distracted Driving Resources

TIRF has worked with a wide range of partners in the public, private and non-profit sectors to help organizations increase their knowledge capital to create safer, more efficient, and trustworthy road safety products, technology and logistics. Our collection of free distracted driving educational resources includes reports, fact-sheets, and an educational program to inform decision-making at all levels. This knowledge can turn “break through” to “follow through.”

CCDD E-HUB

This web-based resource contains a wealth of distracted driving research and data that can help stakeholders tackle priority issues. The content is relevant across sectors, disciplines and communities of practice with a vested interest in this issue and who are looking for solutions to address it.

This E-Hub, inspired by the CCDD and created by TIRF, contains the latest research, educational programs and tools, current data and legislation in Canada, visual aids, a technology framework, and other web-based resources and examples of practice.



diad.tirf.ca/ehub/



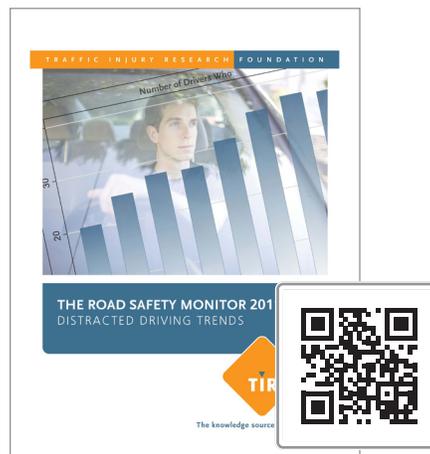
The Road Safety Monitor 2010: Distracted Driving

<http://tirf.ca/TIRFCAD11F>



The Road Safety Monitor 2011: Distracted Driving Trends

<http://tirf.ca/TIRFCAD12B>



Distracted Driving: So What's the Big Picture

<http://tirf.ca/TIRFCAD11B>

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DISTRACTED DRIVING: SO WHAT'S THE BIG PICTURE?
By Robyn Robertson, President and CEO, Traffic Injury Research Foundation

In the past few years distracted driving has become a household name and a leading cause of traffic-related deaths. In fact, Western (freeway) road-related deaths in 2010 were the highest since 2000. Governments, industry, safety advocates, researchers and the public have all stepped in on the road and what needs to be done to address it. This fact sheet provides an up-to-date overview of national and global context, legislation and policy, all aligned with the mission of saving lives. Education and enforcement activities, however, have been much less successful.

A major reason for the frustration efforts to address the issue is that the big picture of driver-related risk is not fully understood, distracted driving is hard to measure and therefore considered hard to understand and solve. Indeed, solutions to mitigate distracted driving have not been well evaluated or understood at what works is severely limited.

The high level of complexity and diversity of available information in available research leads over 10k to drive distraction research, research and public health information. This is the case for many other public health issues. This fact sheet provides an overview of distracted driving that draws upon existing research, policy documents, and activities in North America.

What is distracted driving?
While a number of definitions exist (Davis 2005), one of the most widely used in Canada is one developed in the proceedings for an international conference on distracted driving, organized by the Traffic Injury Research Foundation and the Canadian Institute for Accident Analysis and Prevention in 2005. It states:
"Distraction involves a diversion of attention from driving. Because the driver is temporarily fixated on an object, person, task, or event not related to driving, which impairs the driver's awareness, attention and/or performance, leading to an increased risk of a crash or other adverse event."
This definition focuses on the driver's attention and the object of the distraction – the source of the distraction.

A lot of the early focus on distraction was on the driver's attention and the object of the distraction. This was the focus of the early public health research on distracted driving, but the reality is that the driver's attention is not the only factor that is important in understanding distracted driving. Other factors include the driver's ability to react to the distraction, the driver's ability to multitask, and the driver's ability to recover from the distraction.

Can't remember the context of the distraction? This fact sheet provides an overview of distracted driving that draws upon existing research, policy documents, and activities in North America.

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Driver Distraction and Hands-Free Texting While Driving

<http://tirf.ca/TIRFCAD13F>

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DRIVER DISTRACTION AND HANDS-FREE TEXTING WHILE DRIVING
Daniel Mayhew, Robyn Robertson, Steve Brown and Ward Vanlaar
Traffic Injury Research Foundation, April 2013

Introduction
Distraction driving has become a source of growing concern among governments, road safety researchers and the public in the past decade. This is due, in part, to concern that distracted driving contributes to increased road risk, and, in part because of the link that has been established between at least some types of distraction and increased risk. These issues have been well documented in the literature (Governors Highway Safety Association 2011; Haddon 2006; NHTSA 2010; NHTSA 2009; Ranney 2008; Tordella 2010).

In particular, research clearly demonstrates that texting while driving is an unsafe behavior because of the high level of distraction it causes. This behavior is especially problematic for teen drivers who are more often attracted to and more readily adopt new communication technologies (Lee et al. 2011). This is because, not only are teens more susceptible to distraction, but, additionally, their brains are not fully developed which makes them more susceptible to distraction and poor judgment (Grady et al. 2008; Tordella 2010).

The increased volume of teen and young drivers being involved in a distraction-related collision can be attributed to behavior and attitudes among the age group. Recently, a nationally representative survey of distracted driving attitudes and behaviors found that about one in 20 teens (5%) has texted while driving to send text messages or email while driving. Among 15- to 19-year-old respondents, approximately 20% admitted to sending text messages or email while driving compared to 14% of all respondents (Robson et al. 2010). And, while about 40% of teens believe that sending text messages while driving is safe, only 20% of young passengers are more reluctant than being passengers to speak up if the driver is texting behind the wheel (NHTSA 2012).

The crash risk associated with hands-free texting is not well understood but is thought to be well understood by text technology is relatively new, it is important to understand how it works. What is known, however, is that hands-free texting while driving is associated with increased risk of distraction, and consequently, more crashes (Strayer 2008). To put this traffic risk, health concern into perspective, this research is similar to other research on distracted driving and the implications of hands-free texting among young people.

What is distracted driving?
Distraction driving is a term used to describe a driver's attention being diverted away from the road. This is often done by using a mobile phone while driving. This is often done by using a mobile phone while driving. This is often done by using a mobile phone while driving.

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Teens and Distracted Driving

<http://tirf.ca/TIRFCAD13L>

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TEENS AND DISTRACTED DRIVING
Traffic Injury Research Foundation, October 2013

Introduction
In recent years, there has been increased concern among governments, researchers and the general public about the problem of distracted driving. While several definitions of distracted driving exist, more generally this problem involves a diversion of attention from driving, because the driver's attention is focused on an object, person, task or event not related to driving, which impairs the driver's awareness, decision-making, and/or performance, leading to an increased risk of a crash or other adverse event. This is often done by using a mobile phone while driving. This is often done by using a mobile phone while driving.

One form of distraction behind the wheel involves texting while driving. This practice has been identified as being particularly problematic for teen drivers in light of research showing that they are more receptive to using new communication technologies (Lee et al. 2011). This fact sheet, sponsored by Desautels Insurance, examines the role of distracted driving in fatalities among 16-19 year olds in Canada. It includes:

- fatality injured drivers who were distracted;
- fatality injured pedestrians who were distracted;
- fatality injured victims dying due to a distracted driver (fatality injured passengers and pedestrians dying in a collision where at least one driver was distracted or fatally injured or a distracted driver).

non-distracted drivers who collided with a distracted driver.

Trends in the Role of Distracted Driving Among All Fatally Injured Victims Aged 16-19
This section examines trends in the role of distraction in motor vehicle collisions in which 16-19 year olds were fatally injured in Canada. Figure 1 shows the number of fatalities among 16-19 year olds attributable to distracted driving in Canada from 2000-2010 compared to the number of distraction-related fatalities in 20 and older.

Figure 1
Number of distraction-related fatalities among 16-19 year olds and 20 and older, 2000-2010

The number of fatalities among 16-19 year olds and 20 and older, 2000-2010

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Distraction-Related Fatal Collisions, 2000-2015

<http://tirf.ca/TIRFCAD18RR>

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DISTRACTION-RELATED FATAL COLLISIONS, 2000-2015
Traffic Injury Research Foundation, September 2018

Introduction
Distraction driving has increasingly become a top road safety priority in Canada in recent years. This is perhaps not surprising as some Canadian jurisdictions have reported that distracted driving fatalities have surpassed impaired driving fatalities, although this growth may be due to reporting improvements in data collection (Robertson et al. 2017).

This fact sheet, sponsored by Desautels Insurance, examines the magnitude and trends in the role of distraction in motor vehicle fatalities in National Traffic Desautels Insurance. This fact sheet explains trends in the role of distraction among fatally injured drivers. Other topics that are examined include the characteristics of fatally injured distracted drivers. Distraction-related fatalities are those in which at least one of the drivers, whether they survived the collision or not, was considered to be distracted on the basis of police-reported collision data or coroners/medical examiner verified information. Fatally injured distracted drivers are those who die in a collision and were considered to have been distracted just prior to, or during the collision. It should be noted that in this fact sheet, the role of distraction when it is proven in a court of law is not the focus of this report. It is the role of distraction when it is proven in a court of law that is the focus of this report.

Although distracted driving is often associated with texting or using a mobile phone, there are other behaviors or events that can distract drivers from the driving task. These include being engaged in conversation or communication devices, engaging with passengers in the vehicle, eating, drinking or personal grooming while driving. It would also be noted that a driver could be the driver or a passenger in a fatality-related collision where there was a proven distraction identified.

Trends in the role of distraction among all fatally injured victims
Figure 1 shows the number of fatalities that were attributed to distraction in Canada from 2000 to 2015, in terms of fatalities that were not road deaths. The number of distraction-related fatalities is represented by the vertical bars. The number of distraction-related fatalities is represented by the vertical bars. The number of distraction-related fatalities is represented by the vertical bars.

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TIRF Educational Program

Drop It And Drive® (DIAD) is a Traffic Injury Research Foundation (TIRF) education program focused on preventing distraction-related road user fatalities and injuries. TIRF is internationally recognized for its cutting-edge research, and delivery of objective, evidence-based knowledge to support the development, implementation, and evaluation of road safety programs, effective advocacy, and consultation. DIAD distracted driving seminars for workplaces and schools are thought-provoking and interactive, using science and real stories to engage communities in practicing safer road behaviours.

DIAD Program Brochure

<http://diad.tirf.ca/DIADBrochure>

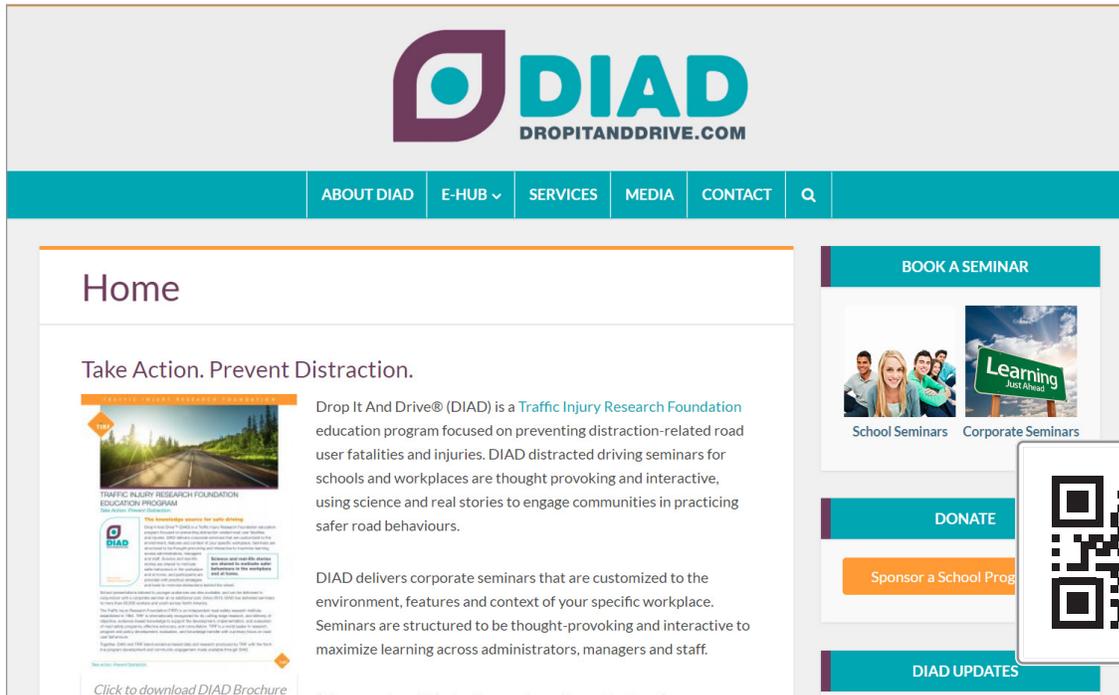


Managing Distractions Seminars

<http://diad.tirf.ca/DIADManagingDistractions>



DIAD.TIRF.CA



Preventing Distracted Driving

PREVENTING DISTRACTED DRIVING

Traffic Injury Research Foundation

The mission of the Traffic Injury Research Foundation (TIRF) is to reduce traffic-related deaths and injuries. TIRF is a national, independent, charitable road safety research institute. Since its inception in 1964, TIRF has become internationally recognized for its accomplishments in a wide range of subject areas related to identifying the causes of road crashes and developing programs and policies to address them effectively.

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