

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>



15-Point Action Plan Backgrounder

<http://tirf.ca/TIRFCAD17C>



Distracted Driving & Behaviour Change

<http://tirf.ca/TIRFCAD17Q>



Let's Talk About Crashes

<http://tirf.ca/TIRFCAD17T>



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 major public safety concern and has emerged as one of the most widely discussed road safety issues in Canada. In fact, Western's Dictionary named "distracted driving" as "one of the words of the year" in 2009 (Western's 2009). Governments, industry, safety advocates, researchers and the public have all engaged in on the road and what needs to be done to address it. This has resulted in an unprecedented level of national and global concern, legislation, and policy – all designed with the intention of making roads safer. Education and enforcement activities, however, have been much less pronounced.

A major reason for the heightened efforts to address the issue is that the big picture of the problem is not understood and is not understood. Indeed, solutions to mitigate distracted driving have not been well evaluated or even known of what works is severely limited.

The high level of complexity and diversity of available information in this area makes it difficult to synthesize and present the information in a way that is easy to understand and use. To that end, this report provides a comprehensive overview of the current state of knowledge on distracted driving that draws upon scientific research, policy documents, and advice from North America.

What is distracted driving?

While a number of definitions exist (Tava 2005), one of the most widely accepted in Canada is as recorded in the proceedings from an international conference on distracted driving, organized by the Traffic Injury Research Foundation and the Canadian Automobile Association in 2005. It states:

"Distraction involves a diversion of attention from driving, because the driver is temporarily but not fully engaged in a task other than driving. This can be caused by an in-vehicle, person, task, or event not related to driving, which impairs the driver's attention, perception, and/or performance, leading to an increased risk of a traffic accident." (Tava 2005, p. 2)

This definition recognizes that the distraction is not necessarily a physical act, but rather a cognitive one. It also recognizes that the distraction is not necessarily a physical act, but rather a cognitive one. It also recognizes that the distraction is not necessarily a physical act, but rather a cognitive one.

The knowledge source for this report is:



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 Vard Vavaniar
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 concerns that distracted driving contributes to increased road risk, and, in part, because of the fact that there have been established between at least some types of distractions and increased crash risk. These issues have been well documented in the literature (Governors Highway Safety Association 2011; Haddon 2008; NHTSA 2010; TIRF 2005; Tava 2005; Tava 2005; Tava 2005).

In particular, research clearly demonstrates that texting while driving is a particularly dangerous distraction. This behavior is especially problematic for teen drivers who are more often attracted to and more readily adapt to 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 in ways that make them more susceptible to distraction and poor judgment (Grady et al. 2008; Tava 2005).

The increased volume of teen and young drivers being involved in a distraction-related collision can be attributed to behavior and attitudes among this age group. Recently, a nationally representative survey of distracted driving attitudes and behaviors found that

about 25% of teen drivers (as opposed to 15% of older drivers) 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 10% of respondents 20 years of age and older. And, while about 10% of older drivers admitted to sending text messages while driving, only about 5% of teen drivers admitted to sending text messages while driving. This suggests that teen drivers are more inclined than older drivers to send text messages while driving (Tava 2012).

The crash risk associated with hands-free texting is not as well understood as that associated with handheld texting. This is due, in part, to the fact that there is no specific data on the issue. What is known, however, is that hands-free texting while driving is a distraction, and consequently, it is a distraction. This is because, not only are teens more susceptible to distraction, but, additionally, their brains are not fully developed in ways that make them more susceptible to distraction and poor judgment (Grady et al. 2008; Tava 2005).

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The knowledge source for this report is:



Teens and Distracted Driving

<http://tirf.ca/TIRFCAD13L>

TRAFFIC INJURY RESEARCH FOUNDATION

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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 the problem involves "a diversion of attention from driving, because the driver is temporarily focused on an object, person, task or event not related to driving, which reduces the driver's attention, perception, and/or performance, leading to an increased risk of a traffic accident." (Tava 2005, p. 2)

This report examines the current state of knowledge on distracted driving that draws upon scientific research, policy documents, and advice from North America.

Trends in the Role of Distracted Driving

Among all fatally injured victims aged 16-19 in Canada from 2000 to 2010, the role of distracted driving in fatal collisions has increased. This is evident from the fact that the number of fatalities attributed to distracted driving in this age group has increased from 16 in 2000 to 25 in 2010.

Figure 1: Number of fatalities attributed to distracted driving in Canada from 2000-2010 compared to the number of fatalities attributed to other causes.

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The knowledge source for this report is:



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

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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>

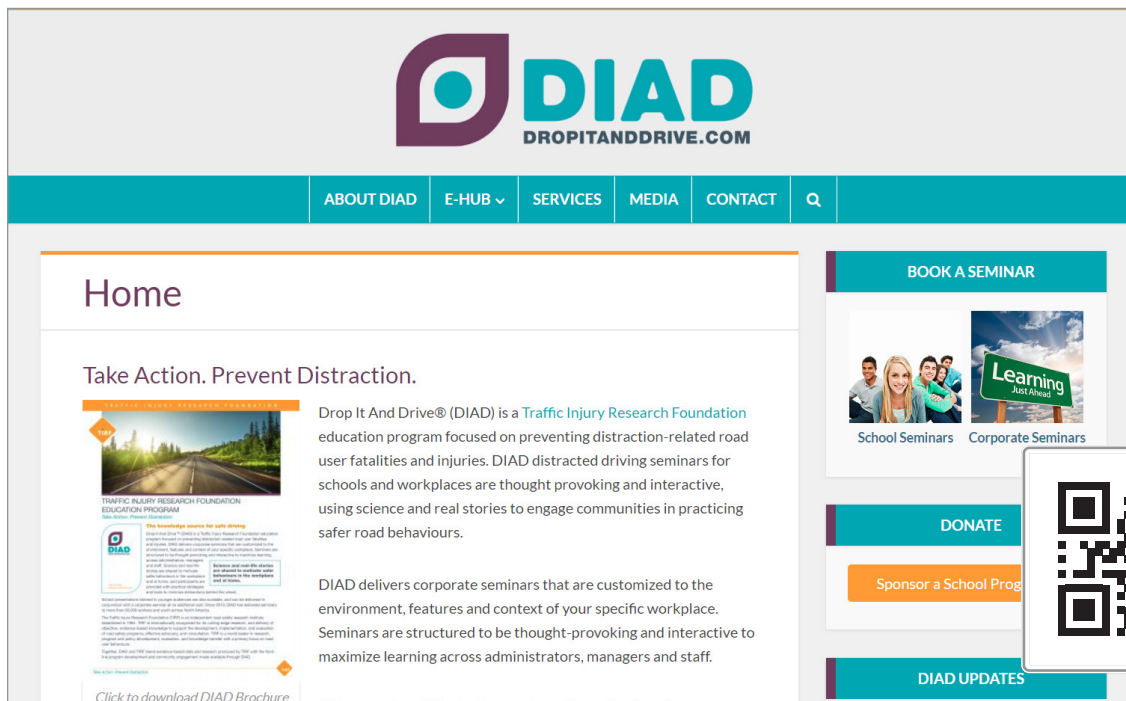


Managing Distractions Seminars

<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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