

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/TIRFCAD15/>



Canadian Coalition on Distracted Driving (CCDD)

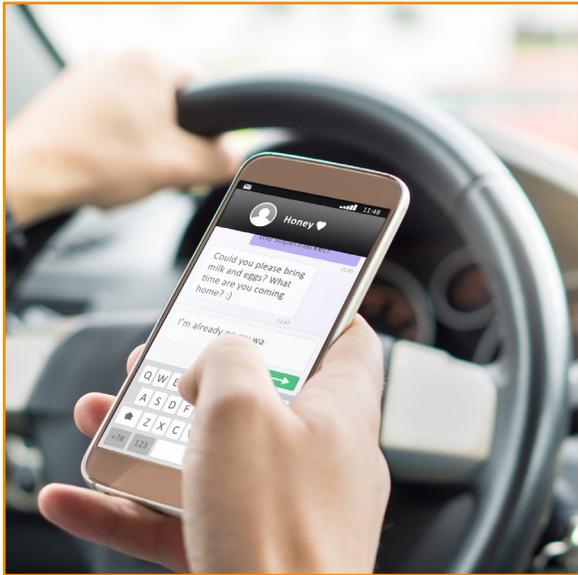
Researchers, non-profit organizations, industry professionals and media are equally engaged and working to strengthen efforts using complementary approaches. Yet, there is a gap in specific mechanisms to facilitate coordination across groups of stakeholders, and efficient exchange for information and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

TIRF

The knowledge source for safe driving

15-Point Action Plan Backgrounder

<http://tirf.ca/TIRFCAD17C>

TRAFFIC INJURY RESEARCH FOUNDATION

NEXT STEP

DISTRACTED DRIVING: A NATIONAL ACTION PLAN

TIRF

The knowledge source for safe driving

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

TIRF

The knowledge source for safe driving



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/



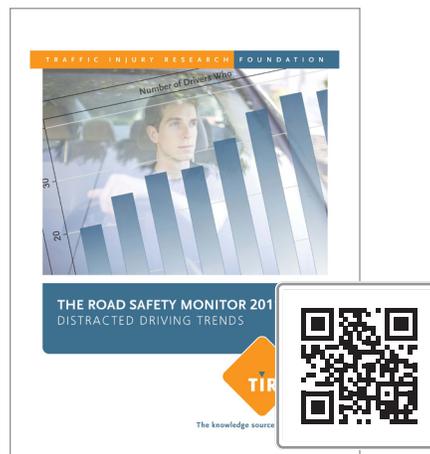
The Road Safety Monitor 2010: Distracted Driving

<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>

TIRF

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 factors of distracted driving that draw 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 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 driver's attention – the source of distraction.
A lot of the early focus on distraction was generated by concerns over cell phone use while driving, but the reality is that a lot of the distraction is not related to cell phone use. Cell phone use is only one of many factors that can lead to distraction while driving. Other factors include: in-vehicle distractions, such as navigation systems, infotainment systems, and other in-vehicle features; external distractions, such as talking to passengers, eating, drinking, and other activities in the vehicle.

The knowledge source for this report.

Driver Distraction and Hands-Free Texting While Driving

<http://tirf.ca/TIRFCAD13F>

TIRF

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 traffic, 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; Haddad 2008; NHTSA 2010; Strayer 2005; Ranney 2008; Strayer 2010).

In particular, research clearly demonstrates that texting while driving is an unsafe behavior because texting is a task that requires visual attention. 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; Strayer 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 (5%) of teen drivers (16-19 year olds) reported, approximately 20% admitted to sending text messages or emails while driving compared to 10% of all respondents (Robson et al. 2010). And, while about 40% of teens believe that sending text messages while driving is safe, only 10% of teens believe that driving is more important than being behind the wheel (NHTSA 2012).

The crash risk associated with hands-free texting is not well understood but to best technology is relatively new, it is important to understand how it may affect driving. 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 safety health concern into perspective, this report reviews research in order to assess the risk of distracted driving and the implications for public health (among youth).

What is distracted driving?
Distraction driving is a term used to describe any activity that diverts a driver's attention away from the road while driving. This includes activities such as talking to passengers, eating, drinking, and other activities in the vehicle.

The knowledge source for this report.

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 the case for many other public health factors of distracted driving that draw upon existing research, policy documents, and activities in North America.

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 among 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

The knowledge source for this report.

Distraction-Related Fatal Collisions, 2000-2015

<http://tirf.ca/TIRFCAD18RR>

TIRF

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 the extent of this growth may be due to improvements in data collection (Robertson et al. 2017).

This fact sheet, sponsored by Desautels Insurance, examines the magnitude and trends in the rate of distraction-related motor vehicle fatalities in National Traffic Desautels Insurance based on the fact sheet which explores 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 coroner/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 or likely to be proven is not the primary or sole cause of the collision.

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 the maintenance or communication devices, engaging with passengers in the vehicle, eating, drinking or personal grooming while driving. It would also be noted that a collision report form is completed as a 16-minute report form, a process that is often completed by the driver but that some source of distraction identified.

Trends in the role of distraction among all fatally injured victims
Figure 1 shows the number of Canada that were attributed to between 2000 and 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 horizontal bars. The number of distraction-related fatalities from 2013 to 2015 is 20, 19, and 18, respectively. In 2013, 18% of all fatalities were attributed to distraction, up from 15% in 2012, and a low of 10% in 2000.

The knowledge source for this report.



Preventing Distracted Driving

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>

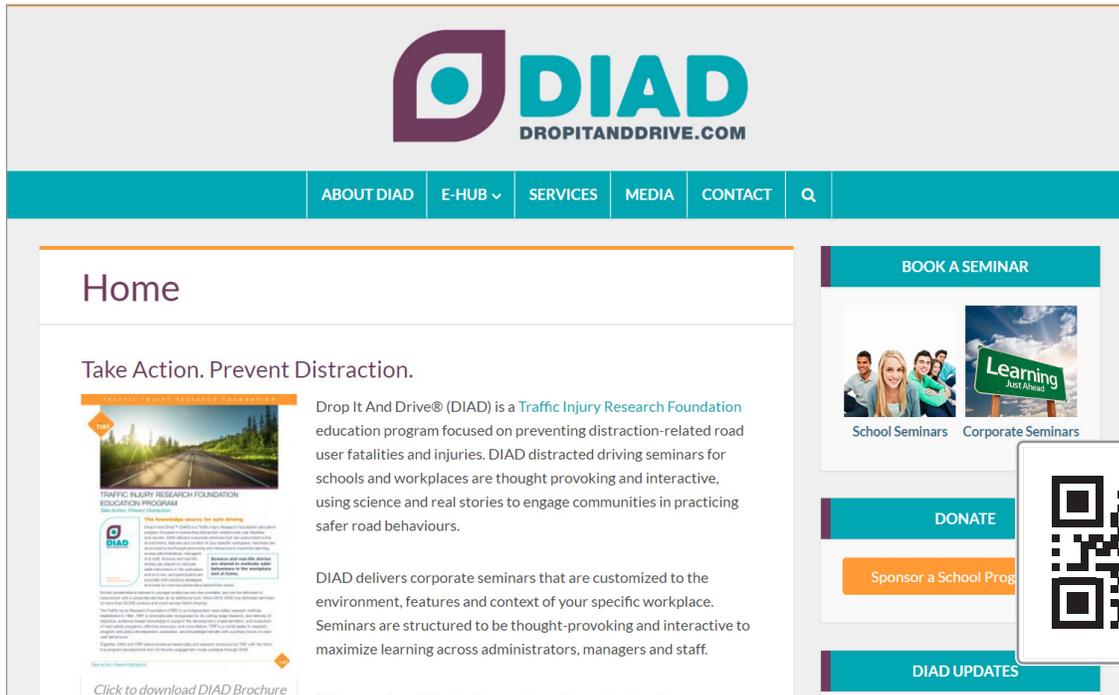


Managing Distractions Seminars

<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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