



## >>>>>>>>> DRIVER DISTRACTION

IS A SERIOUS ISSUE THAT ENCOMPASSES

A BROAD RANGE OF DISTRACTIONS.

IN FACT, RESEARCH SHOWS THAT IT IS

AN AGGREGATE OF ALL DISTRACTIONS

THAT POSE A RISK TO MOTORISTS.

The responsibility of operating any vehicle in a safe manner ultimately lies with the individual driver. Be aware of potential distractions while driving. These may take many forms, including:

- > eating and drinking
- > reading or writing
- > grooming
- > minding children
- > conversing with passengers
- > using a wireless device
- > smoking
- > adjusting in-car stereos and electronics
- > minding pets

### Using a Wireless Device and Driving

Driver safety is a concern that Canada's wireless industry has always made a top priority. The industry has long-maintained a strict but simple policy in regard to driving and using a wireless device:

- > Avoid unnecessary calls;
- > Keep conversations brief; and
- > Suspend conversations when driving conditions become hazardous.

Research cites the benefits of wireless phones in cars, particularly the ability to call for help in an emergency or report dangerous situations. As well, the ability to call police to report impaired or aggressive drivers is increased. In Canada alone, millions of calls per year are made to 9-1-1 or other emergency numbers using a wireless phone.

When using your phone on the road, remember that your first priority is to FOCUS ON DRIVING. The CWTA stresses the following points:

- > Always buckle up, **keep your hands on the wheel and your eyes on the road.**
- > **Never use wireless data services** such as text messaging, Web browsing or e-mail while operating a vehicle.
- > **Let voice mail pick up your calls** when it's unsafe to answer the phone or driving conditions become hazardous.
- > If you do have to make or receive a call, **use a hands-free device** to make it easier to keep both hands on the wheel.
- > Advise the person to whom you are speaking that you are driving and, **if necessary, suspend the call or safely pull off the road.**
- > When dialing manually, **dial only when stopped.** Or, have a passenger dial for you.
- > **Do not engage in stressful or emotional conversations**, either on your mobile or with a passenger, that may divert your attention from the road.
- > **Program frequently called numbers** into the speed dial feature of your phone for easy, one-touch dialing, or use auto answer or voice-activated dialing services (when available).
- > **Never take notes while driving.** Pull off the road to a safe location if you need to write something down.
- > **Be a Wireless Samaritan.** Call 9-1-1 to report any crimes, life-threatening emergencies, accidents or drunk drivers.

The Canadian Wireless Telecommunications Association (CWTA) is the authority on wireless issues, developments and trends in Canada. It represents cellular, PCS, messaging, mobile radio, fixed wireless and mobile satellite carriers as well as companies that develop and produce products and services for the industry. ([www.cwta.ca](http://www.cwta.ca))

For more information:

[www.FocusOnDriving.ca](http://www.FocusOnDriving.ca)