

Avoiding Driver Distractions

Distracted drivers are just as impaired as drunk drivers. It's a fact.

The studies show ... distracted drivers are dangerous drivers.

- Driver distraction is a factor in 8 out of 10 - about 4 million - car crashes in North America each year. ¹
- Drivers talking on cell phones are in many cases just as impaired as drunk drivers. ²
- In certain provinces it's illegal and they will issue a ticket.
- Experienced drivers are no better at handling the distraction of a cell phone than are novice drivers. ³

Not only is distracted driving potentially as dangerous as driving drunk; it is, in fact, much more common.

In 2006, an IBC-commissioned public opinion survey found that:

- 89% of Canadians were very or somewhat concerned about driver distraction; but
- 60% of drivers would not agree to stop using their cell phones while driving, despite being told that cell phone use made them four times more likely to be involved in a collision. ⁴

How to prevent distractions from making you another accident statistic:

- Avoid intense, complicated or emotional conversations when driving.
- Pull over to care for children.
- Adjust your seat, climate controls and other devices before pulling out.
- Ask your passengers to help navigate or adjust controls.
- If you feel sleepy, find a safe place to pull over and rest.
- Turn off your cell phone or pull over in a safe place if you must take a call.
- Stop to eat or drink.
- Read maps, and check traffic and exits before you leave so you're prepared.
- Teach teens to limit distractions while driving.

Next time you feel you have to make that call, change that CD, or put a DVD on for the kids, consider that a car going 100 km/h travels about 90

feet in one second. When you take your eyes off the road for even a second, tragedy can happen.

Just drive.

For more information about auto and home insurance or for a free, no-obligation quote, call the CUMIS Insurance program today at **1-800-810-2847** to speak with one of our licensed insurance representatives.

1 - National Highway Traffic Safety Administration & Virginia Tech Transportation Institute (2006).

2 - Strayer, D.L., Drews, F.A., & Crouch, D.J. (2003).

3 - Smiley A., Caird J., Smahel T., Donderi D.C., Chisholm S., Lockhart J., & Teteris E. (2007).

4 - Redelmeier D.A., & Tibshirani R.J. (1997).

Source: Insurance Bureau of Canada, www.abc.ca

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