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# Distracted Driving still a major problem



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Getting involved in a collision while you are distracted has several consequences, including but not limited to:

- Loss of life
- Injury (physical and psychological)
- Increased insurance costs
- Severe financial burden
- Loss of license
- Damage to property

Distracted driving is not just texting on your phone. Other prohibited activities include:

- Holding, viewing, or manipulating a cellular phone or electronic device
- Display screen of computer, television or other device visible to driver
- Reading or viewing printed material
- Writing, printing or sketching
- Engaging in personal grooming or hygiene

## Distracted driving is the leading cause of vehicle collisions in Alberta

Since 2011, distracted driving has been a ticketable offence carrying a fine of \$287 and three demerit points. Since then, the conviction rate of distracted driving has been on the rise. According to AMA, in the first three months of 2017, there were 24,665 convictions for distracted driving in Alberta. This number is up from 2016, where 27,281 convictions were laid the entire year..

According to the AMA website, statistics show that a person texting and driving is 23 times more likely to be involved in a crash or close call. A person talking on the phone while driving is 4-5 times more likely to be involved in a crash or close call.

The average text takes 5 seconds to send. If you are travelling 90 km/h and take your eyes off the road for that 5 seconds, you will have travelled the full length of a football field.



## SUMMER VILLAGE ENFORCEMENT AND TOLERANCE

Increased patrols and enforcement operations will be conducted periodically throughout the summer villages. A zero tolerance approach on distracted driving will be taken. The seriousness of this offence will not be taken lightly. AMA reported that distracted driving

causes more collisions than impaired driving on Alberta roads. Summer is upon us and we need to safely share the road with everyone using and enjoying the summer village roadways.

