

**DON'T TEXT  
AND DRIVE**

Keep your family  
safe on the road

**tXtBlocker**

The road to distracted  
driving ends here.

[www.txtblocker.com](http://www.txtblocker.com)

you're not listening...

Drive Safe.



OACP

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message from

# the Ontario Association of Chiefs of Police

Most of us remember the thrill of getting our driver's license or buying our first car; the freedom, the statement it made about our movement from childhood to adulthood. While adulthood and driving equalled freedom, it also meant new responsibilities.

Today, distracted driving – especially using a mobile device to text or call while driving – represents a serious new danger to getting everyone on our roads safely to work and home.

Let me be clear: using any mobile device while operating a vehicle puts you, your passengers, and other motorists in serious danger. Texting and calling while driving kills. As a driver, it is your responsibility to ensure your entire attention is on the road and nowhere else.

Ontario's police leaders are united in their determination to fight distracted driving and especially targeting motorists' use of wireless devices while driving. Thirty-five years after mandatory seatbelt laws came into being in the Province of Ontario, Ontario law enforcement agencies have a new battle on their hands in making our highways and roads safe for every motorist and pedestrian.

It is our hope that our 2011 Drive Safe! R.I.D.E. campaign will educate Ontarians about the dangers of using wireless devices while driving and other forms of distracted driving throughout the year. Distracted driving involves any activity which takes a driver's attention away from driving. It can include adjusting the stereo; searching for something in the car; eating or drinking while driving; watching television or other entertainment devices, and, of course, using a handheld device.

Our Provincial, municipal, and First Nations police services are committed to working with our communities to make sure everyone gets home safe. Please join us in helping make Ontario roadways the safest in North America!



Chief Robert Herman, O.O.M.

Thunder Bay Police Service

President – Ontario Association of Chiefs of Police

# FACT

**In three seconds driving sixty kilometres per hour you travel fifty metres – that's the distance across half a football field. A momentary distraction can result in death or serious injury.** (Source: Ministry of Transportation)

# Driving demands **YOUR** full attention **EVERY TIME** you get behind the wheel.

## **What is Distracted Driving?**

Distracted driving can be defined as any activity which takes a driver's attention away from driving and can include: adjusting the stereo; searching for something in the car; eating or drinking while driving; using a handheld device; watching television or other entertainment devices.

## **Types of Distracted Driving**

**Visual** - taking your eyes off the road

**Manual** - taking your hands off the wheel

**Cognitive** - taking your mind off what you're doing



If you drive when you are unable to give all of your attention to your driving, you're putting yourself, your passengers, and others at risk. You can make a difference.

# Tips for Driving UNDISTRACTED

**1. Keep the phone out of arms reach.** Put it in your glove compartment or leave it in your purse, which you can put in your backseat.

**2. Turn off your phone when you're driving.** If you don't hear it ring, you can't pick it up.

**3. Download anti-texting software onto your phone.**

**4. Don't text or call others when you know they are driving.** Parents often call their teenagers to make sure they are safe on the road or have safely reached their destination. But calling or texting them while they are driving may cause them to be distracted.

**5. Have a designated "texter" while driving.** If you have a friend or passenger in the car with you, have them answer the phone or respond to a text message.

**6. Remember that distracted driving is just as bad as impaired driving.** Several studies have shown that texting while driving impairs your driving ability in the same way that alcohol does.

**7. Imagine the pedestrians and passengers in the other cars are people you know and love.** Would you want a distracted driver on the road if your loved ones were there? Also, driving distracted with passengers in your car puts their lives at risk as well as yours. It also sets an example that you don't want others to mimic.

# Distracted Driving Kills. Don't Text & Drive

Driving while texting is particularly dangerous since it involves all three types of distracted driving:

- Visually you have your eyes on your phone and off the road.
- Manually you're handling the phone rather than keeping your hands on the steering wheel.
- Cognitively you're focusing on both the task of texting and the conversation rather than driving.

Driving while texting renders you incapable of focusing on the task at hand.

**Devote your full attention to driving.**



**A recent study shows that when drivers take their eyes off the road for more than two seconds their crash risk doubles. A driver using a cell phone is four times more likely to be in a crash than a driver focused on the road.** (Source: Ministry of Transportation)

**FACT**

# **DRIVERS**, wake up, stay alert!

Constant yawning, a nod of the head, heavy eyelids, blurred and wandering vision while driving are some of the warning signs that you may be on the verge of falling asleep at the wheel.

When you are sleepy, your brain starts to shut down. Driving when you are sleepy is dangerous. It reduces your ability to drive effectively and to think quickly. Your reaction time is slower, awareness is decreased, and judgement is impaired. Often the actions of fatigued drivers are confused with drivers who have been drinking. The consequences can be just as fatal.

The following tips can help you avoid falling asleep at the wheel:

- Get adequate and quality sleep before a trip.
- Avoid alcoholic beverages and heavy foods.
- Beware of medications that can impair your driving ability.
- Limit long-distance driving.
- Stop at a safe place and take a nap.
- Drive with a companion and share the driving.
- Keep the temperature cool in your vehicle.
- Avoid caffeine-type drinks like coffee or cola. They provide a short-term boost, however, if you are seriously sleep deprived, no amount of caffeine will help. It's best to stay off the road.
- If possible, avoid driving during the peak drowsy times – from 2 pm to 5 pm, and from 10 pm to 6 am.

*Recognize the signs, know the dangers, and reduce your risks – don't drive when drowsy.*

## **Road Safety.** **It starts with you.**

# tXtBlocker

STOPS Texting + Driving

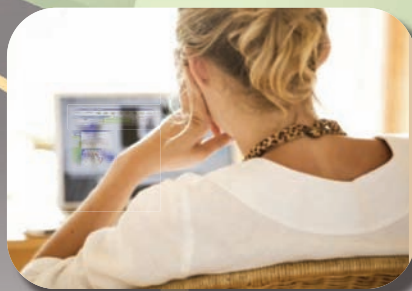
**texting while driving  
increases the risk of an  
accident over 23 times**



- Install tXtBlocker and STOP texting, emailing, or talking on a phone while driving.
- tXtBlocker works automatically at speeds over 15 mph.
- Let tXtBlocker be your own personal secretary – responding to calls and texts automatically.
- tXtBlocker always allows calls to 911 and Safe List numbers that YOU establish.

**Create your own No-Cell Zones**

**Locate your phones online**



**STOP texting + driving**  
**Scan this code with your Android or**  
**BlackBerry QR reader**  
**to download tXtBlocker,**  
**or visit [www.txtblocker.com](http://www.txtblocker.com)**







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here's to responsible choices



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# If YOU are involved in a collision, **COLLISION REPORTING CENTRES** *are here to help!*

**\$1,000 or more combined vehicle damage must be reported to Police.**

Report the collision to the Police at the **Collision Reporting Centre** when there are:

- No injuries
- No Criminal Activity
- No Dangerous Goods

Exchange information at the scene, then conveniently report in the safety of your local Collision Reporting Centre as soon as possible. Our professional and courteous staff will guide you through the process with Police, and if you wish to report to your Insurer, they will assist you for convenient "One Stop Service"!

***Accident Support Services has 23 offices across Ontario to serve you!***



For more information please visit  
our website at [www.accsupport.com](http://www.accsupport.com)  
or call 1-877-895-9111

PROUD TO SUPPORT THE 2011 DRIVE SAFE CAMPAIGN





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**Marc Laliberté**  
President and CEO

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VIA Rail Canada



# THE FAMILY DRIVEWAY

## BRING IT ON™



Once we get out in the summer, so does everything else in the garage. That's why Canadian Tire offers the Yada® Backup Camera with Bluetooth® mirror. It helps you back up safely and keep your kids out of harm's way. Because it's anyone's guess what can wind up in the driveway. Canadian Tire is dedicated to keeping our roads safe. To see our complete range of family auto safety products, visit [canadiantire.ca/autosafety](http://canadiantire.ca/autosafety).



BACKUP CAMERA  
WITH NIGHT VISION

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MONITOR

BLUETOOTH® CONNECTIVITY  
FOR HANDS-FREE CALLS





# **Kick Your Aggression to the Curb.**

- Don't drive when you're angry, upset or overtired
- Allow enough travel time and know alternate routes
- Drive the speed limit
- Let other drivers merge
- Acknowledge your mistakes with a wave
- Don't take the bait! Avoid a confrontation!
- Ignore rude gestures
- Give an aggressive driver a lot of room
- Give others the benefit of the doubt – poor driving isn't always intentional

***Remember to practice safe and  
courteous driving at all time!***



**OACP**

**Drive Safe! Save Lives.**

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The **globali.com** network is the next generation of vehicle registration, protection and recovery. Participating dealers permanently identify your vehicle with the globali.com theft deterrent system, featuring warning decals applied to your side windows.

By registering personal and vehicle information on the globali.com website, law enforcement personnel can locate you and your dealer quickly and effectively in case of theft.

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**Driving Smart.**

**Thank you for making our roads safer.**

**Responsible driving is just plain smart.**



A message from Smart Serve Ontario.  
A non-profit organization dedicated  
to responsible alcohol service in the  
hospitality industry for over 15 years.

[www.smartserve.org](http://www.smartserve.org)

# Get out of the way!

It's the law for any driver who sees and hears an emergency vehicle approaching to get out of the way.

Here's what you **MUST** do:

1. Do not slam on the brakes or pull over suddenly. Check your rear-view mirror, look in front and on both sides of your vehicle. React quickly, but calmly before pulling over and use your signals.
2. On a two-way road, traffic travelling both directions must pull over and stop as close as possible to the right-hand side of the road and clear of any intersection.
3. On a one-way road with more than two lanes, stop as close as possible to the nearest edge of the road and clear of any intersection.
4. Wait until the emergency vehicle has passed. Stay alert and look for more than one emergency vehicle approaching. Check to make sure the way is clear and signal before merging back into traffic.
5. On multi-lane freeways, many times an emergency vehicle will use the shoulder of the road if all the lanes are blocked. Don't block the shoulder.
6. Never follow or try to outrun an emergency vehicle.

Information provided by MTO

The Canpar logo features the word "Canpar" in a bold, blue, italicized sans-serif font. A red swoosh arches over the top of the letters "a" and "n".

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CANPAR IS PROUD TO BE ASSOCIATED WITH 2011 DRIVE SAFE PROGRAM

***www.canpar.com***

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## Are you a driver 21 and under?

As of August 1, 2010, drivers 21 and under must have a zero blood alcohol level when driving.

### **If caught, you face:**

- A 30-day suspension
- Up to \$500 in fines
- An immediate 24-hour licence suspension



## The new Speak Up! app. Break the ice without breaking the mood.

Turn your iPhone into the ultimate responsible party-hosting tool with the free Deflate the Elephant "Speak Up!" app. Want to remind a guest who's been drinking that they shouldn't be driving? It'll do that. Want to offer a variety of delicious alcohol-free Mocktails at your next party? It'll do that too.

Visit [www.deflatetheelephant.com](http://www.deflatetheelephant.com) for more tools to help prevent drinking and driving.



# WHETHER 2 WHEELS OR 4 WHEELS

## STAY ALERT, DRIVE SAFE.



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With the purchase of any new Harley-Davidson® model from an authorized Canadian Harley-Davidson® Retailer, you will receive a free, full one-year membership in H.O.G.® Always ride with a helmet. Ride defensively. Distributed exclusively in Canada by Deeley Harley-Davidson® Canada, Richmond and Concord. Deeley Harley-Davidson® Canada is a proud sponsor of Muscular Dystrophy Canada. The Bar & Shield logo, Harley, Harley-Davidson and Softail are among the trademarks of H-D Michigan, LLC. ©2011 H-D.

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On behalf of the Ontario Association of Chiefs of Police, I would like to thank the following sponsors and partners for their support of the 2011 Drive Safe Campaign. If you would like more information on this or any other campaigns, please email [oacpadmin@oacp.ca](mailto:oacpadmin@oacp.ca).



Ron Bain  
Executive Director, OACP



Ontario

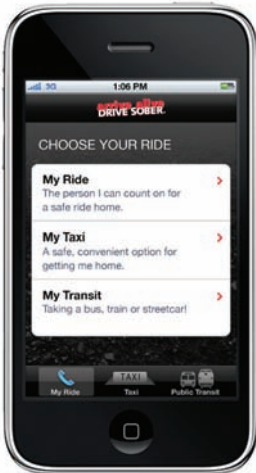


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