

#DRIVESAFE



# Distracted Driving Ruins Lives

DRIVE SAFE 2019



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an additional

**2¢**  
per  
litre



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Not available with payment at pump.**

**Coupon valid until September 30, 2019.**

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### Cashier Instructions:

- Bring fuel sale on screen
- Scan 2cpl Canadian Tire Money coupon
- Scan Triangle Rewards™ card/key fob or pay with a Triangle credit card (excludes Gas Advantage)

Complete transaction as normal



A MESSAGE FROM  
THE ONTARIO ASSOCIATION OF CHIEFS OF POLICE

# **DISTRACTED DRIVING IS THE NUMBER 1 CAUSE OF COLLISIONS, PAIN, AND DEATHS ON OUR ROADWAYS... NOT DRUNK DRIVING. NOT SPEEDING. DISTRACTED DRIVING.**

Every day, people get behind the wheel and take their attention away from the road. That includes reading, eating, using their phone and GPS.

According to the National Safety Council, mobile phone use while driving leads to 1.6-million crashes annually. Texting while driving is 6 times more likely to cause a collision than driving under the influence of alcohol. In fact, about 26% of all car crashes involve phone use, including hands-free phone use. Each year driver distraction is a factor in about 4-million motor vehicle crashes in North America.

Facts are facts. If you drive and are distracted, you pose a significant safety threat to yourself, your passengers, other motorists, cyclists and pedestrians. It doesn't have to be that way.

The 2019 Drive Safe campaign is a commitment by police across Ontario to stop distracted driving in its tracks. Its message is simple -

## **DISTRACTED DRIVING RUINS LIVES**

Will you join the fight to stop the hurt, ruined lives, and deaths on our roadways caused by distracted driving?

Chief Kimberley Greenwood  
Barrie Police Service

**PRESIDENT, ONTARIO ASSOCIATION OF CHIEFS OF POLICE**



**BE KIND  
AND  
LEAVE  
SOMETHING  
BEHIND.**

**BECOME AN ORGAN & TISSUE DONOR  
FOR SOMEONE IN NEED.**

**TO REGISTER OR TO LEARN MORE,  
VISIT [beadonor.ca](http://beadonor.ca)**



# SAFETY FIRST AND ALWAYS



**THE REDUCTION  
OF FATAL & SERIOUS  
INJURY COLLISIONS  
CONTINUES TO BE A  
HIGH PRIORITY FOR  
POLICE SERVICES  
IN ONTARIO.**

**MEMBERS OF THE PUBLIC,  
DRIVERS, PEDESTRIANS  
& CYCLISTS ALIKE, ARE  
REMINDED THAT**

**ROAD SAFETY  
IS A SHARED  
RESPONSIBILITY.**

Road safety is about being unimpaired, undistracted and fully aware of traffic conditions and your vehicle, and being courteous to all other road users.

- Drivers are asked to give their full attention to driving safely and to obeying the rules of the road.
- Pedestrians are reminded that they need to be fully aware, at all times, of the movement of vehicles in their vicinity.
- All vehicles (including bicycles) must follow the rules of the road at all times. A reminder that bicycles are vehicles and cyclists have the same rights and duties as motorists!
- It is very important that cyclists, pedestrians and motorists all be extra vigilant around school zones, intersections, crosswalks and public transit stops.

# DRIVING DEMANDS YOUR **FULL ATTENTION** EVERYTIME 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 reach. Put it in your glove compartment or leave it in your purse, which you can put in the backseat.
2. Turn off your phone when you're driving. If you don't hear it ring, you won'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.



MediPharm Labs is proud to support the 2019 Drive Safe program, and encourages attentive and sober operation of all motor vehicles and vessels.

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**WE WANT  
YOU TO  
GET HOME  
SAFELY.**

PLEASE DISCOVER AND SERVE  
OUR PRODUCTS RESPONSIBLY.

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LCBO



# DISTRACTED DRIVING KILLS

## THE FACTS ON DISTRACTED DRIVING ARE EXTREMELY DISTURBING:



- The Ontario Provincial Police estimates that distracted driving deaths eclipsed drunk driving fatalities for the seventh straight year in 2015



- Driver distraction is a factor in 4-million motor vehicle crashes in North America each year (CAA)



- Distracted drivers are 3 times more likely to be in a crash than attentive drivers (Alberta Transportation, 2011)



- 80% of collisions and 65% of near crashes have some form of driver inattention as contributing factors (National Highway Traffic Safety Administration, 2010)



- Drivers engaged in text messaging on a cellular phone are 23 times more likely to be involved in a crash or near crash event compared with non-distracted drivers. (Virginia Tech Transportation Institute, 2010)



- Economic losses caused by traffic collision-related health care costs and lost productivity are at least \$10-billion annually or about 1% of Canada's GDP (Government of Canada)

# PLAN AHEAD DON'T DRIVE HIGH<sup>®</sup>

Drugs can affect your:

- Reaction time
- Concentration
- Peripheral vision
- Coordination
- Depth perception



# CANNABIS AND DRIVING

**IF YOU USE CANNABIS, DON'T DRIVE.  
IT'S AS SIMPLE AS THAT.**

Why? Because how you consume it can drastically change your experience, sometimes unexpectedly. Even if it's the exact same cannabis strain, using a different method to consume it can result in longer or more intense effects (sometimes both).

**HERE'S HOW THREE OF THE MOST POPULAR CONSUMPTION METHODS  
AFFECT YOU:**



## **INHALATION**

Inhaling cannabis is how most people consume cannabis, whether by smoking, or vaping. Effects happen quickly and wear off faster than edibles and oil.



## **OIL**

A highly-concentrated extract, cannabis oil is the most potent form of consuming the plant. The effects can surprise you, even if you've used a similar product before.



## **EDIBLES**

Cooking with cannabis is common but it's much harder to estimate your dose and effects. The effects are deceiving too; they take longer to feel and last much longer.

**REMEMBER, CANNABIS AND DRIVING DON'T MIX!**

# D-I-D DON'T

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**DRUG IMPAIRED DRIVING  
("D-I-D") IS ILLEGAL AND  
JUST AS DANGEROUS  
AS DRIVING DRUNK**

**RESEARCH SHOWS THAT MANY DRUGS INCLUDING CANNABIS CAN IMPAIR YOUR ABILITY TO DRIVE SAFELY AND INCREASE THE RISK OF GETTING INTO A COLLISION. IF YOU'RE THE LEAST BIT IMPAIRED, DON'T TAKE A CHANCE WITH YOUR LIFE, YOUR FUTURE, OR THE SAFETY OF THOSE AROUND YOU.**

If you are pulled over by the police while operating a motor vehicle – whether an automobile, motor-cycle, off-road vehicle, or a boat – police have the legal authority to conduct Standard Field Sobriety Tests, which consist of these 3 standard tests:

- 1 One leg stand;**
- 2 Walk and turn;**
- 3 Horizontal gaze “nystagmus”  
(a medical term used to describe fast, involuntary eye movements).**

If you fail these tests, the police officer can demand that you provide a sample of your breath before a qualified technician, or by demand, and as soon as possible, require you to submit to an evaluation to test for drug impairment using a trained Drug Recognition Expert (“DRE”).

The DRE will “form an opinion” regarding a classification of drug – whether depressants, stimulants, hallucinogen, inhalants, cannabis, etc. – at which point the police have the authority to demand a sample of blood, urine or saliva for testing by an approved medical toxicologist.

**A POSITIVE TEST FOR D-I-D WILL HAVE SERIOUS CRIMINAL CONSEQUENCES.**

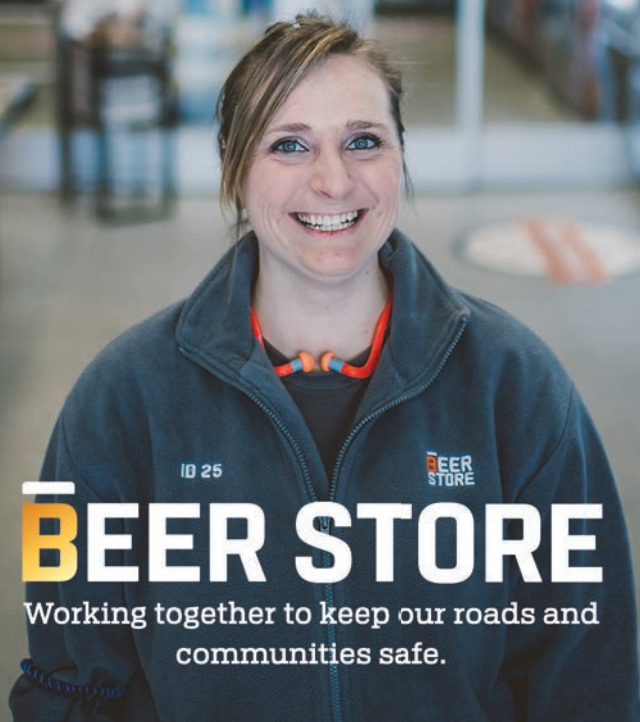
**ALWAYS DRIVE SOBER**

# It's Our Job to Say NO!

As Beer Store employees, we have the responsibility and right to challenge and refuse anyone who appears to be intoxicated or under the legal drinking age.

It's also our job to say YES to selling Ontarians fresh beer and taking back all the containers and packaging we sell to help preserve our environment.

We take these responsibilities very seriously. We owe it to you and the community to be responsible and do what we can to stop drinking and driving.



**BEER STORE**

Working together to keep our roads and communities safe.

# IMPAIRED DRIVING IS AN EXPENSIVE GAMBLE

Alcohol-impaired drivers (blood alcohol content >0.08), drug-impaired drivers (as determined by an evaluation from a Drug Recognition Expert), and any drivers who fail or refuse to submit to tests under the Criminal Code can expect the following penalties and costs:

ITEM	COST
Legal Costs	\$2000 to \$10,000*
Criminal Code Fine	\$1000 to \$5000*
“Back on Track” Program	\$634
Licence Reinstatement Fee	\$275
Increased Insurance Costs (~\$5000 extra per year for 3 years)	\$15,000*
Ignition Interlock	\$1500*
Monetary Penalty (Expected by January 2019)	\$550
<b>TOTAL ESTIMATED COST</b>	<b>\$30,000 or more</b>

Source: Government of Ontario & Government of Canada

## FACT

Motor vehicle crashes are the leading cause of death among 16 to 25 year olds, and alcohol and/or drugs are a factor in 55% of those crashes.\*\*

\*Actual costs may vary.

\*\*Source: MADD Canada

# RIDE SHARING SAFETY TIPS



THESE DAYS IT'S VERY LIKELY THAT YOU OR SOMEONE YOU KNOW HAS USED A RIDE-SHARING SERVICE THAT USES YOUR PHONE AND A MOBILE APPLICATION OR APP TO CONNECT YOU TO PRIVATE VEHICLES FOR-HIRE, SIMILAR TO A TAXI SERVICE. SO THE QUESTION IS NO LONGER WHETHER RIDE-SHARING SERVICES ARE HERE TO STAY, IT'S USING THEM WITH YOUR SAFETY IN MIND.

**Plan ahead** before you request a ride. Think about where you're going, and review the app's safety features so you know how to use them.

**Get in the right car** by first checking that the licence plate, driver photo and name all match what's listed in the app.

**Be a backseat rider**, especially if you're riding alone, to ensure you can safely exit on either side of the vehicle and to give you and the driver personal space.

**Buckle up** to reduce injuries or even save your life in case of a collision.

**Share trip details** as most apps let you share the driver's name, photo, licence plate and location with a friend or family member so they can track your trip.

**Protect your personal information**, because there's no need to share any of your contact information with the driver.

**Trust your instincts** and use your best judgement, and if you ever feel you're in an emergency situation call 911 immediately.

**Provide feedback** on how your trip went as it helps improve the ride-sharing experience for others and provides accountability.



# Thank you for driving safely.

Ontario Association of  
Chiefs of Police and Lyft are  
partnering to reward safe  
drivers this year.





If **YOU** are involved in a collision...  
**COLLISION REPORTING CENTRES**  
are here to HELP!

**\$2000 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"**.

Moving Collision Reporting from the side of the road helps to prevent secondary accidents/injury to citizens and Police, and allows Police Services to re-assign officers to higher priority calls for service.

Our "Damage Reported to Police" sticker program and photographs of all vehicles brought to our Collision Reporting Centres help to prevent insurance fraud.

**ACCIDENT SUPPORT SERVICES has 36 Locations  
across Ontario to serve you!**



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



# kick your aggression to the curb

- Don't drive when you're angry, upset or over-tired
- Allow enough travel time and know alternate routes
- Do not exceed 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 TIMES!**

**DRIVE SAFE! SAVE LIVES.**

# ROUNDBABOUTS

*A roundabout is a circular intersection where two or more roads meet, and they offer many benefits compared to traditional intersection. Traffic circulates counter-clockwise, to the right of the centre island. All entering vehicles must yield to traffic already in the roundabout.*



Slow down;  
roundabout is ahead.



Directional guide  
signs display  
corresponding exits.



Choose the correct lane  
based on the direction you  
want to go. Keep to the  
right of the central island.



Yield to all traffic.  
Traffic inside the  
roundabout always has  
the right-of-way.

## APPROACHING THE ROUNDABOUT

- Slow down
- Keep to the right of the splitter island
- Observe the lane signs and choose the correct entry lane based on intended destination and always use your turn indicators
- Pay special attention to pedestrians who may be crossing the roadway
- Yield to cyclists and drivers already in the roundabout, as they will have the right-of-way
- Stop if there are vehicles already inside the roundabout and the way is not clear
- Enter when there is a safe gap in traffic

## DRIVING IN THE ROUNDABOUT

- Keep to the right of the centre island and drive in a counter-clockwise direction until you reach your exit
- Don't pass other vehicles or change lanes; give large vehicles extra space because they might use both lanes
- Don't stop inside the roundabout, except to avoid a collision

## EXITING THE ROUNDABOUT

- Use your right-turn signal
- If you miss your exit, continue around the roundabout again and then exit

## YIELDING TO EMERGENCY VEHICLES

### • If you are still outside the roundabout

Pull over to the right, if you can do so safely. Let the emergency vehicle pass you before you enter.

### • If you are inside the roundabout already

Drive to your intended exit. Leave the roundabout completely before you pull over to the right. Then let the emergency vehicle pass you.

## FOR FURTHER INFORMATION PLEASE REFER TO:

[www.mto.gov.on.ca/english/ontario-511/roundabouts.shtml](http://www.mto.gov.on.ca/english/ontario-511/roundabouts.shtml)



A one-way sign is installed in the roundabout central island facing entering traffic to identify the direction of travel (counter-clockwise).



These signs mark the exits from the roundabout and show the road name and its destination.



Large trucks may need both lanes to pass through the roundabout.



Traffic must yield to pedestrians.

# 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.



Proud to support the  
2019 Drive Safe Campaign

**Canpar**  
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# SAFE AND RESPONSIBLE STARTS WITH YOU



## THANK YOU FOR BEING A RESPONSIBLE DRIVER.

Whatever your plans are, make sure you plan a safe ride home. Over **1.5 Million** people have been responsibly trained and certified by Smart Serve® Ontario, since 1995. Please drink responsibly.



### Responsible Alcohol Beverage Sales and Service Training Program

For a safer and healthier Ontario.

To learn more, please visit:

[smartserve.ca/about-us](https://smartserve.ca/about-us)



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 2019 Drive Safe Campaign. If you would like more information on this or any other campaigns, please email [oacpadmin@oacp.ca](mailto:oacpadmin@oacp.ca).

Jeff McGuire  
EXECUTIVE DIRECTOR, OACP



LCBO



#DRIVESAFE