

Driven to Distraction

10 Minutes to a Safer Driving Experience

"But I just looked away for a second"

"Our new program will help drivers understand their capabilities and limitations behind the wheel."

— Émile-J. Thérien,
President of the Canada Safety Council

For every blink of an eye at highway speeds, your vehicle travels more than 15 meters – if you're not in control, that's a critical distance.

Driving is one of the most demanding activities we do – but too many people treat it as the secondary activity when they're behind the wheel. Safety is the priority.

Driven to Distraction is a video produced by the Canada Safety Council (CSC) with the support of the Canadian Wireless Telecommunications Association (CWTA). Driven to Distraction reminds all drivers – novice to experienced – that behind the wheel, safety is the number one priority.

The CSC and the CWTA have worked closely with national and regional safety organizations ranging from driving schools, insurance bureaus and government departments to identify driving distractions and recommend safe driving practices around those activities.



How long does it take to:

- Reach for your coffee cup?
 - Think about dinner?
 - Change the CD?
 - Adjust the radio?
 - Dial your cell phone?
- Stop your kids from fighting in the back seat?
 - Check your make-up?
 - Check the map?
- Look for a street address?

Driven to Distraction is produced in cooperation with:

- Young Drivers of Canada
- Insurance Bureau of Canada
- Driving Association of Ontario
- Ontario Ministry of Transportation
- Alberta Ministry of Transportation
- Insurance Corporation of British Columbia
- Société de l'assurance automobile du Québec
- The Road Safety Educators Association

For more information about Driven to Distraction or to obtain a copy of the video for your school, youth or safety group, service club or other interested parties, please contact:

A public service video of the:

Canadian Wireless Telecommunications Association
www.cwta.ca and www.driveresponsibly.ca
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