

A key feature of the campaign is a new, interactive website, clickonthis.ca, pictured below.



- The clickonthis.ca website includes a wealth of information on driver distraction, as well as injury prevention and insurance in general. To learn about driver distraction, users have the chance to play the on-line driving game depicted above. Other features include a **Speakers Corner** link where users can upload their own stories/rants about driver distraction. In late February, **Citytv** will run a half-hour episode of **Speakers Corner** devoted to driver distraction.

TAKING ACTION ON DISTRACTION

Canada's home, car and business insurers are taking a leadership role in tackling one of the most serious road safety issues in the country today – driver distraction.

Drivers have always had the radio, coffee and other attention-grabbers in their cars to distract them from the task at hand. Now, increasingly, they've also got high-tech gadgets like cellphones and MP3 players to occupy them when they should be paying attention to the road.

It's a serious and growing problem, so Insurance Bureau of Canada has launched a new public education campaign to tackle the issue. Along with the slogan, "**What Are You Doing Behind the Wheel?**" the campaign features TV, radio and print ads, as well as community outreach and a partnership with Citytv and its *Speakers Corner* feature.

It's time to make the leap from research to common sense.

Recognizing that driver distraction can be deadly, Canada's home, car and business insurers are spearheading a new awareness campaign.

The campaign is based on sound research. Canada's home, car and business insurers funded a groundbreaking study of the effects of cellphone use on driving. Key findings included:

- All drivers were slower to identify hazards when on the phone.
- When on the phone, drivers restricted their visual scanning.

The list of potential distractions faced by drivers is long, ever changing and difficult to monitor. That is why the industry believes that the best way to combat this problem is to promote awareness and urge drivers to change their behaviour.

A recent public opinion poll conducted by POLLARA, Canada's largest public opinion and market research firm, suggests that it is time to adjust Canadians' attitudes. Though 89% of respondents were concerned about distracted drivers, an alarming 60% of drivers indicated they would not stop using their cellphones when driving – even when told that their cellphone use makes them four times more likely to be involved in a collision.

Here's a sample of images from the campaign. For more, see the back page.

- **Print ads** like this one are appearing in newspapers across the province.
- The campaign's **television commercials** send the message, in a very powerful way, that driver distraction can have devastating consequences.
- D.U.M.B. stands for **Distractions Undermining Motorist Behaviour**. This driving simulator is outfitted with distracting gadgets that deliver a serious message in an entertaining way. The D.U.M.B. Car will be featured at community outreach events, including presentations and speeches to community groups.



D.U.M.B. Car (*Distractions Undermining Motorist Behaviour*)

