

ICBC Distracted Driving Campaign - February

The month-long campaign will include increased police enforcement throughout the province and community volunteers conducting cell watch surveys to remind drivers to leave the phone alone. We'll also have radio and online advertising, together with social media, to help remind drivers to avoid distractions.

Distracted driving remains the third leading cause of fatal car crashes in B.C., trailing behind speed and impaired driving. On average, 91 people are killed each year in B.C. due to driver distractions, such as using a hand-held electronic device behind the wheel.

We can all do our part to help make B.C. roads safer by leaving our phones alone when behind the wheel. Here are some suggestions on ways you can help us promote the road safety message:

1. Post a link on your website or email signature: www.icbc.com/road-safety/safety-campaigns

The campaign website features tips, common misconceptions, links to free ringtones and the television ad. Three web banners are attached to use with the link.

2. Include campaign graphics (attached) and tips in employee communications:

Common misconceptions and tips to help avoid distractions behind the wheel can be found here: www.icbc.com/road-safety/safer-drivers/distractions

3. Share campaign-related messages via Twitter and Facebook:

Social media is an effective tool in helping to change driver behavior. Here are some suggested tweets you can use to help share the message:

- Distracted driving is a common cause of rear-end crashes and injuries.
#getoffyourphone <http://ow.ly/t0xCp>
- You're 23x more likely to crash if you text while driving.
#getoffyourphone <http://ow.ly/t0xCp>
- There's no safe following distance when your mind is not on the road.
#getoffyourphone <http://ow.ly/t0xCp>
- Take a message. Let your phone go to voicemail while you're driving.
#LetItRing <http://ow.ly/t0xCp>
- Stuck in traffic or stopped at a red light? #getoffyourphone – you're still driving! <http://ow.ly/t0AdK>

Campaign hashtags

#GetOffYourPhone

#MindonRoad

#LetItRing

For campaign-related posts, follow us on Twitter ([@ICBC](https://twitter.com/ICBC)) and Facebook (www.facebook.com/theICBC).

4. Talk to your community:

Please encourage your local partners, such as recreation centers, schools and libraries to share the distracted driving message via their community boards, websites and social media. Together, we can help change driver behaviour and make our roads safer for everyone.

If you have any questions, please contact me. Thanks for your support!

Cheers,

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Colleen Woodger

Road Safety Coordinator

South Vancouver Island

ICBC building trust. driving confidence.

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Road Risk Forecast

Hey hon, what's 4 dinn_

STOP

23x Drivers who text and drive are 23x more likely to crash.

The banner features a stylized illustration of two cars, one orange and one green, on a road. A speech bubble from the orange car says "Hey hon, what's 4 dinn_". A red stop sign is visible on the road. The background includes a sun, a cloud, and a road with lane markings.