

One second to crash

Starting January 1, 2016, the Province will add three demerits to the \$287 penalty for distracted driving.

"It only takes seconds to read your cell phone message, check your hair in the mirror, or pull a burger out of the drive-through bag ... but it takes just one second to crash," said Senior Research Coordinator, Laura Thue, of the City of Edmonton's Office of Traffic Safety. At 70 kilometres per hour, a vehicle travels almost four car lengths in one second.

The distracted-driving laws have been in place for several years, but Edmontonians continue to cite distracted driving as the number one threat to their safety on the road. According to the [Edmonton and Area Traffic Culture Survey](#), 89 per cent of respondents consider drivers text messaging, emailing, or using social media to be a very serious threat to their personal safety.

"By adding the demerits, the Province is strengthening the message that distracted driving is not acceptable in our society," said Thue. "As drivers, we have a responsibility for our own safety and that of others."

Distracted driving includes using hand-held cell phones, texting, grooming, entering information into GPS units, reading, and most any activity that takes drivers' eyes off the road. "Let's work towards zero traffic fatalities and major injuries," said Thue.



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