



# Abbotsford Police Department

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*Chief Constable Mike Serr*

*"Strength in Community"*

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## NEWS RELEASE

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### **#EyesForwardBC**

BC's Spring 2020 Distracted Driving Campaign will run this year throughout the month of March. The campaign will focus on enhanced enforcement of distracted driving legislation, and on educating the public about the risks associated with distracted driving.

Sgt Desi Sansalone of the Traffic Enforcement Unit states, "1 in 4 fatal collisions in BC is the result of distracted driving. During the month of March, the Abby PD will focus its enforcement efforts on drivers who continue to put people at risk by using their electronic devices while driving. We want to educate the public on the dangers of this behaviour and ensure that everyone's family arrives home safely."

The campaign will include targeted social media messages and signage reminding Abbotsford residents that when behind the wheel, everything else can wait.

British Columbia's distracted driving law states that while driving (including when stopped in traffic or at a red light), a driver must not:

- hold, operate, communicate or watch the screen of a hand-held electronic communication device;
- send or receive text messages or email on any type of electronic device; and/or
- hold, operate, communicate or watch the screen of a hand-held electronic computing device, one of the purposes of which is to process or compute data.

*Our Mission:*

*To make Abbotsford the safest city in B.C.*

These devices cannot be used unless the driver is safely parked off the roadway or is making an emergency call to 9-1-1.

The Abbotsford Police Department encourages you to:

- Let calls go to voicemail and ignore your text messages while driving. No call, text or email is so important it's worth risking your life or the lives of others.
- Turn your device off and put it out of sight or switch it to airplane mode to avoid the temptation to check your phone.
- Assign a designated texter. Ask your passengers to make or receive calls and texts for you.
- Pull over – when safe to do so - to make or receive a call. For longer journeys, look for signs at highway rest areas which indicate free Wi-Fi is available.
- Use the 'Do Not Disturb While Driving' feature on iOS devices, 'In-Traffic Reply' on Samsung phones, or download a similar app to help you avoid using your phone while driving.

For more tips on how to avoid distracted driving, and to engage in the conversation, follow #EyesForwardBC over social media or visit icbc.ca.

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