



Distracted driving

On September 3rd ICBC launched their Distracted Driving campaign to raise awareness and educate British Columbians on the importance of safe and focused driving.

Distracted and inattentive driving is one of the leading contributing factors in fatal car crashes in B.C. On average, distraction is a factor in 5,788 police-reported injuries and 78 deaths each year.

Police across B.C. will be ramping up enforcement throughout September and will be working with community volunteers to set up Cell Watch deployments to remind drivers to leave their phones alone.

For more information about distracted driving, visit www.icbc.com/distracted-driving

