

Did you know ...

Every day in Alberta at least one person is killed in a motor vehicle collision.³

Motor vehicle collisions are the leading cause of unintentional injury for Albertans under age 30.⁴

89% of traffic collisions are caused by driver error.³

Taking Responsibility for Traffic Injuries

Most collisions are not caused by so-called "bad drivers." Statistics from the Insurance Bureau of Canada show that half of all collisions are caused by 'preferred' drivers – those who had qualified for the best rates available from their insurance companies.¹

Who is responsible? – All of us

In a recent survey, nearly 80% of all drivers rated their driving skills as very good or excellent. Fewer than half said they had any bad driving behaviours that needed changing.²

Yet, haven't we all:

- caught ourselves speeding?
- run red lights and stop signs?
- followed too closely?
- switched lanes without shoulder checking?
- failed to use our signal lights?

Improper driver actions such as following too close, running off the road, and making improper left turns can lead to motor vehicle injuries and death.³

Who is at risk? – All of us

Motor vehicle collisions are responsible for the deaths of over 400 people on Alberta roads each year³, yet most traffic collisions are preventable if we all work to recognize and change our own dangerous driving habits.

Motor vehicle injuries affect people of all ages and are the leading cause of unintentional injury in Alberta, and are the leading cause of injury death in children.⁴

(continued on other side)



1 Partners in Collision Prevention Week (1998). Information Kit.

2 Alberta Motor Association. Mission Possible. 1998 Baseline Report Summary

3 Alberta Infrastructure. Alberta Traffic Collision Statistics (1998)

4 Injury Prevention Centre. Alberta Injury Data Report: Injury Deaths and Hospitalizations Province-wide (1992-1994) and by Health Region

A safe driver is a person who drives defensively, knows what's going on around them and is courteous. Never assume that other drivers are going to drive safely or obey the rules of the road.

Become a Safe Driver

Follow these rules of the road: Courtesy, Caution, Common Sense

Courtesy

- Be patient and cooperate in traffic.
- If someone cuts you off, slow down and give them room to merge into your lane.
- Accommodate other drivers who are signaling to enter your lane.
- Recognize that pedestrians and bicyclists are legitimate road users as well.
- Share the road!

Caution

- Stop and check traffic in all directions before entering an intersection.
- Maintain a 2-second following distance under normal driving conditions and 5-6 seconds on icy or snow-packed roads.
- Obey the speed limit.
- Keep your hands on the wheel – don't eat or talk on the phone while driving.
- Leave space around your vehicle to maneuver in an emergency.
- Always check your blind spot before changing lanes – find out where your blind spot is.
- Yield the right-of-way when you are supposed to. If in doubt, let the other driver go first.
- Obey stop signs and other traffic control devices.
- Drive with your headlights on.
- Use your signal lights to let other drivers know of your intentions.

Common Sense

- Drive alert – alcohol, medication, fatigue or stress will affect your driving.
- Never drink and drive. Even one drink can reduce your ability to concentrate and react.
- Buckle up! Seatbelts are an effective road safety device that reduce the risk of injury in collisions.
- Always use CMVSS certified child safety seats according to manufacturer instructions.

Traffic safety in Alberta is a shared responsibility.

If you would like more information on this topic, contact:

The Mission Possible Traffic Safety Initiative • phone (780) 430-5541 • www.ama.ab.ca

The Alberta Traffic Safety Initiative • phone (780) 422-8839

The Alberta Centre for Injury Control and Research (ACICR) provides coordination and support for organizations and professionals in injury control.
phone (780) 492-6019 • fax (780) 492-7154 • acicr@ualberta.ca

To receive additional copies of this Act sheet, contact the Alberta Centre for Injury Control and Research or check out our website at www.med.ualberta.ca/acicr

