

OPP looking for distracted drivers during Canada Road Safety Week

This is Canada's Road Safety Week, a national campaign aimed at making this country's roads the safest in the world.

The week officially started Tuesday (May 17), according to a release issued by Caledon OPP.

This year's objectives will focus on the 'Big 4': impaired driving, seatbelts, distracted and aggressive driving. The campaign is a collaborative effort by police services across the country, and is designed to remind motorists that an essential part of officers' traffic enforcement is aimed at reducing injuries and fatalities on the roadways.

This initiative will run until May 23.

Looking at statistics from OPP's Central Region, police said they have observed an increase in fatal and personal injury collisions by 7.87 per cent in 2015, compared to 2014.

Distracted driving is the number one cause of collisions.

'It's time for all Canadians to take distracted driving seriously,' Inspector Tim Melanson, detachment commander of Caledon OPP, declared. 'This matter deserves not only attention from the police, but also from all those who utilize our highways - no matter what your method of transportation is. In the age of technology, we are connected to one another 24/7; but for the sake of your safety and those around you, disconnect, drive sensibly and put an end to distracted driving.'

In support of Canada Road Safety Week, Central Region OPP members are continuing their commitment to the Provincial Traffic Safety Program.

Canada Road Safety Week is sponsored by the Canadian Association of Chiefs of Police (CACP) and Transport Canada and is part of Canada's Road Safety Strategy 2025, which has a goal of making Canada's roads the safest in the world by 2025.