

## Social media engagement confirms distracted driving is a safety threat

OPP wrapped up their distracted driving campaign with strong support from the public, media and other road safety partners. Throughout the campaign, they remained heavily engaged in OPP's continuous flow of messaging about distracted driving. As OPP officers kept busy conducting targeted enforcement of distracted driving laws on roads and highways across the province, OPP's social media highway was equally busy with followers, including children who viewed, shared and chimed in on this road safety topic.

Over and above enforcement, public education is an important component of OPP's Provincial Traffic Safety Program and the traffic safety campaigns it supports.

Whether you were a follower who showed support through social media, a driver who set a good example behind the wheel, or a passenger who spoke up to a distracted driver in the vehicle, thank you and please keep working towards making distracted driving a socially unacceptable behaviour on our roads, said Deputy Commissioner Brad Blair, provincial commander of traffic safety and operational support.