



Drive Focus Challenge



Promote safe driving by reducing screen usage, aiming to change the driving culture positively

CHALLENGE DESCRIPTION:

Every year, distracted driving leads to countless accidents on our roads. Every glance at a screen, whether it's a text message, a social media notification, or a quick check of GPS, takes precious seconds away from our attention on the road. These moments of distraction can have serious, even life-threatening, consequences.

This challenge is about reclaiming those moments and committing to safer driving habits. By pledging to keep our screens off while behind the wheel, we can significantly reduce the risk of accidents and make our roads safer for everyone. Join us in taking a stand against distracted driving with this 7-day Drive Focus Challenge. Use the tips below to reduce your screen time on the road.

WHAT IS DISTRACTED DRIVING?

Distracted driving is when a driver isn't paying full attention to the road because they're focused on something else. This could be things like:

- Texting
- Talking on the phone or to people in the car
- Eating or drinking
- Using the radio or GPS

When drivers take their eyes off the road, even for a moment, the chance of a crash goes up. That's because distractions make it harder to drive well and notice what's happening around you. It can slow down reactions or make drivers miss important things on the road. According to data from [Transport Canada](#), distracted driving contributed to about 22.5% of deadly crashes and 25.5% of serious injury crashes in 2021. These numbers are higher than they were ten years earlier, when distracted driving was a factor in about 21.3% of deadly crashes and 23.8% of serious injury crashes in 2011.

DRIVE FOCUS

TIPS TO STAY FOCUSED ON THE ROAD

Prepare Beforehand

Set up your music, GPS, and snacks before you start driving, so you don't need to mess with them while on the road.

Put your phone out of reach

Always keep your phone away from you when you're driving, even if you're just waiting in traffic or at a red light.

Ask a passenger for help

Ask one of your passengers to help you stay focused by:

- Helping with the GPS or reading maps.
- Handling phone calls, answering texts, or managing messages for the driver so they can concentrate on driving.
- Having conversations that aren't distracting, like avoiding arguments or emotional discussions.

Turn on 'Do Not Disturb While Driving' mode

Do Not Disturb Mode helps you avoid distractions when you're driving. On Android phones, you can turn it on by swiping down and tapping the Do Not Disturb icon. This stops notifications, like sounds or vibrations, from bothering you. For some phones, instead of the icon, you might see "Notification settings" at the bottom. Tap on that, find "Do not disturb," and choose how long you want it to be on. You can even schedule it to turn on every night when you sleep.

- If you have an iPhone, go to "Settings," then "Do Not Disturb." You can set it to activate "Do Not Disturb While Driving" automatically when it detects you're in a car. This mode stops notifications so you can focus on driving safely.
- Both Android and iPhone let you set up automatic replies to messages so people know you're busy and will get back to them later. These features help keep you safe on the road by reducing distractions.

Take advantage of 'Car Mode' features on your favourite apps

Car mode features on apps like Amazon Music, Spotify, Apple Maps, and Google Maps help you stay safe by offering hands-free options.

- **Amazon Music:** With Car Mode, you can use voice commands through Alexa to play music while driving. It connects automatically to your car's Bluetooth or can be set up manually for older cars.
- **Spotify:** Car View mode makes controls larger and easier to use quickly, reducing the time you look away from the road. You can also use voice commands to request music by artist, song, playlist, or genre.
- **Apple Maps:** Siri, Apple's voice assistant, helps with tasks like reading messages, checking email, and giving navigation directions—all without taking your hands off the wheel.
- **Google Maps:** On Android phones, Google Assistant lets you navigate hands-free. You can activate it with a voice command ("Hey, Google") to get directions, read messages, or play music while driving.

These features make it safer to use your favorite apps while driving by minimizing distractions and keeping your focus on the road.

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THE CHALLENGE

Join us in taking a stand against distracted driving with this 7-day Drive Focus Challenge. Each day, make a conscious effort to avoid using your phone while driving and check off your progress. Use the tips above to reduce your screen time on the road.

The challenge

DAY 1 DAY 2 DAY 3 DAY 4 DAY 5 DAY 6 DAY 7

CHALLENGE COMPLETE!

Congratulations on completing the Drive Focus Challenge! By committing to keeping your phone off while driving for the past week, you've taken an important step towards safer driving habits. Your dedication to reducing distractions on the road helps make our roads safer for everyone.

While the challenge may be over, the journey towards safer driving continues. Keep practicing the habits you've developed this week and encourage others to join you in making our roads safer. Remember, every moment of focus counts.

Thank you for participating in the Drive Focus Challenge. Here's to safer roads and more attentive driving!



Congratulations on completing the **Drive Focus** Challenge

The journey of wellness is ongoing, and each step, no matter how small, is a victory to be celebrated. Keep pushing forward, embracing each day as an opportunity to live your best life.

