

IHSA.ca Road Safety Solutions

// e-Toolkit //

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About the Road Safety Solutions Campaign

The Road Safety Solutions campaign seeks to enhance the reach of IHSA's safety message across Ontario. As the General Trucking sector continues to face a high number of fatalities, critical injuries, lost-time, and stress-related claims, IHSA is working hard to provide education solutions that can assist workers and employers to prevent such incidents.

Through a risk assessment initiative lead by IHSA and the Ministry of Labour, Training, and Skills Development, distracted driving among other drivers was identified as the top safety concern among truck drivers in Ontario.

One of the campaign's core messages is that distracted driving is entirely preventable, yet is a leading cause of motor vehicle incidents, with truck drivers being particularly affected by other distracted drivers. The campaign focuses on preventing distracted driving through awareness and education that IHSA.ca provides in the form of no-cost resources, including eLearning.

These resources are available at ihsa.ca/roadsafetysolutions.



Distracted Driving
eLearning

Learn more



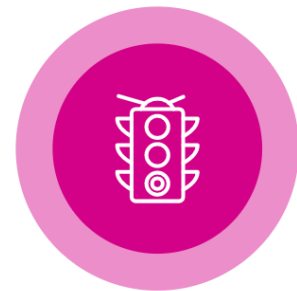
Distracted Driving
Tool Kit

Learn more



Preventing MVIs
eLearning

Learn more



Road Safety
Tool Kit

Learn more

Objectives

1) Educate

Education and awareness is the key to reducing distracted driving risks. This e-toolkit provides valuable information and resources that stakeholders can share across their social networks and companies to promote education, compliance, and safety for workers, supervisors, and employers. IHSA asks drivers and employers to implement this training and knowledge into their workplace road safety plan and daily driving habits.

2) Elevate

Raise awareness of distracted driving and how to prevent the associated risks. [IHSA.ca/roadsafetysolutions](https://www.ihsa.ca/roadsafetysolutions) is a hub for resources on preventing distracted driving, supporting employers and drivers alike with the information and tools they need.

3) Engage

Encourage partners and stakeholders to support and share the message of prevention and safety with their networks.

You can help IHSA increase awareness of the Road Safety Solutions resources and strengthen the health and safety culture in Ontario by engaging with this e-Toolkit and sharing the important messages and content found inside.

Messaging

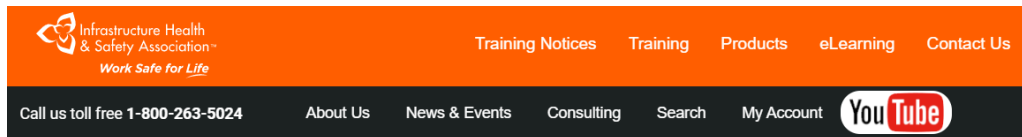
- 1) MVIs are the leading cause of workplace fatalities in Ontario and distracted driving is a leading cause of driving-related deaths in Ontario.
- 2) Distracted driving among other drivers is the top self-identified risk for transport truck drivers in Ontario. Statistics show that the majority of fatal collisions between cars and trucks are caused by the driver of the car.
- 3) Education and awareness is the key to reducing distracted driving risks. Employers and drivers need to work together to create and implement clear policies and procedures that are supported by effective training and resources.
- 4) [IHSA.ca/roadsafetysolutions](https://www.ihsa.ca/roadsafetysolutions) has everything you need to get started on your workplace road safety plan. Access no-cost tip sheets, policy templates, workplace posters and on-demand training that will guide you through building your road safety plan.

“Workplaces need to actively engage with their employees to minimize distracted driving and ensure it is a mandatory aspect of their health and safety routine,” says Michelle Roberts, Director, Stakeholder and Client Engagement at IHSA. “The most effective way to eliminate the root causes of distracted driving in the workplace is to inform, educate, and train workers.”

“Workers need to be 100% focussed on the task of driving,” says Charlie Charalambous, Coordinator, Research and Stakeholder & Public Relations at IHSA. “Eliminating distractions, like turning off your cell phone, is key in helping to reduce motor vehicle incidents and staying safe.”

Ready-to-Share: Digital

Website: [IHSA.ca/roadsafetysolutions](https://www.ihsa.ca/roadsafetysolutions)



Get Started on Your Workplace Road Safety Plan Today.

Start by taking IHSA's no-cost, on-demand eLearning courses, Distracted Driving and Preventing Work-Related Motor Vehicle Incidents. Follow up on your training with the free resources in the Distracted Driving Tool Kit and Road Safety Solutions Tool Kit. Each tool kit contains ready-to-use resources such as training, policy and procedure templates, safety talks, tip sheets and more.



Distracted Driving
eLearning

[Learn more](#)



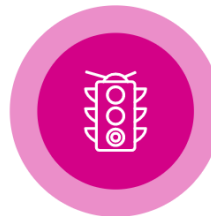
Distracted Driving
Tool Kit

[Learn more](#)



Preventing MVIs
eLearning

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Road Safety
Tool Kit

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Additional Digital Publications:


[IHSA.ca Magazine Vol. 20, Issue 1: Transportation](https://www.ihsa.ca/magazine)




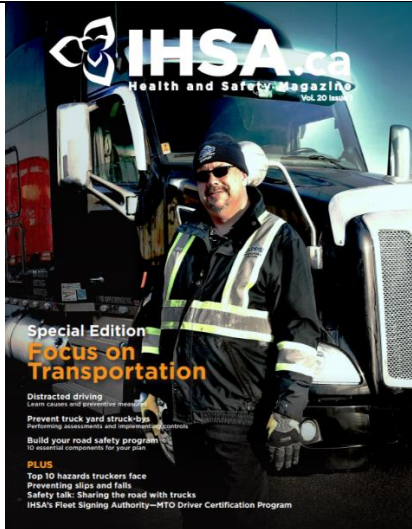
Ready-to-Share: Social

Share the content below on any of your social media channels.

Release Date	September 9, 2020
Social Copy	<p>#Distracteddriving among other drivers is the top self-identified risk for transport truck drivers in Ontario. Let's share the road more responsibly with transport trucks and prevent distracted driving: ihsa.ca/roadsafetysolutions #RoadSafetySolutions</p> <p>#NationalTruckingWeek</p>
Shareable Graphic	 <p>The graphic shows a driver's perspective from inside a vehicle, looking out at a large red semi-truck on a highway under a blue sky with clouds. A white text box in the bottom right corner contains the text: "Share the road responsibly." followed by the IHSA.ca logo and tagline "Work Safe for Life".</p>
Release Date	September 14, 2020
Social Copy	<p>If your employees drive for work, you're legally responsible for their safety. IHSA helps employers support workers with free road safety tips, policies and e-learning. Ihsa.ca/roadsafetysolutions</p> <p>#RoadSafetySolutions</p>
Shareable Graphic	 <p>The graphic shows a close-up of a person's hands on a steering wheel, wearing a plaid shirt. A white text box in the bottom right corner contains the text: "If your employees drive for work, you're legally responsible for their safety." followed by the IHSA.ca logo and tagline "Work Safe for Life".</p>

Release Date	September 24, 2020
Social Copy	Distractions create entirely preventable risks for you and for other drivers. Driving requires your full attention. Access tips and on-demand training through IHSA ihsa.ca/roadsafetysolutions #RoadSafetySolutions
Shareable Graphic	 <p>The graphic shows a close-up of a person's hand on a steering wheel. In the background, a car's dashboard with a red digital display is visible. A white text box is overlaid on the bottom right of the image, containing the text: "Driving requires your full attention." Below this text is the IHSA.ca logo and the tagline "Work Safe for Life".</p>

Release Date	October 9, 2020
Social Copy	The most effective way to prevent distracted driving in the workplace is to inform, educate, and train workers. Access free IHSA road safety tips, policies, and no-cost, on-demand eLearning courses ihsa.ca/roadsafetysolutions #Roadsafetysolutions
Shareable Graphic	 <p>The graphic features a close-up of a hand on a steering wheel. A white text box is overlaid on the top left of the image, containing the text: "The most effective way to prevent distracted driving in the workplace is to inform, educate, and train workers." Below this text is the IHSA.ca logo and the tagline "Work Safe for Life".</p>

Release Date	October 22, 2020
Social Copy	<p>FREE DOWNLOAD IHSA.ca Magazine 'Focus on Transportation' Special Edition includes tips on preventing distracted driving and how to build a road safety plan for your workplace --> https://www.ihsa.ca/pdfs/products/IHSAV201-IHSA-Magazine-Vol-20-i1.pdf #RoadSafetySolutions</p>
Shareable Graphic	

IHSA Platforms & Hashtag

Find more shareable content on any of the IHSA social channels below. Re-tweet, like, and share to help spread IHSA's road safety message.



Twitter

@IHSAnews



LinkedIn

Infrastructure Health
& Safety Association
(IHSA)



Instagram

@IHSAnews

#roadsafetysolutions