



IHSA is launching Road Safety Solutions campaign to prevent motor vehicle incidents in the trucking sector

Toronto, Ontario – September 7, 2020 – Starting this week, National Trucking Week, a new promotional campaign will seek to enhance the reach of IHSA’s road safety message across Ontario. With truck drivers continuing their vital work as essential workers during the Coronavirus pandemic, and 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 these 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.

Radio commercials will air on Bell Media and Corus Entertainment channels all along the 401 corridor, in some of Ontario’s highest-risk areas for trucking incidents. Print ads have also been published for both the truck industry and commuter publications.

In addition, because over one fifth of transport drivers in Ontario list their primary language as Punjabi, IHSA has developed promotional communication in Punjabi for the first time in order to reach a growing sector of the industry demographic. Advertisements in Punjabi will air on multicultural radio in the GTA, as well as in *Road Today* magazine.

Road Safety Solutions is an initiative led by IHSA, in partnership with key road safety industry partners with the goal of reducing the risks that all road users face on Ontario’s roads and highways. To reduce the risks of distracted driving, employers and drivers need to work together to create and implement clear policies and procedures that are supported by effective training and resources.

“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.”

Open to employers and workers IHSA.ca offers a variety of free resources, including road safety tips, policies, posters, resources, and two no-cost, on-demand eLearning courses – Distracted Driving and Preventing Work-Related Motor Vehicle Incidents. Visit [IHSA.ca/roadsafetysolutions](https://www.ihsa.ca/roadsafetysolutions) for more information.

About IHSA

The Infrastructure Health and Safety Association (IHSA) is Ontario’s trusted health and safety resource. Our goal is to improve the lives of Ontario workers. We provide the resources and training that control and eliminate safety hazards in work environments involving high-risk activities.

For more information on what IHSA is doing to promote safe driving, contact Michelle Roberts Director, Stakeholder and Client Engagement at roadsafety@ihsa.ca.