

(UPDATE) Distracted Driving Campaign - November 24 to November 27, 2025

Written by Shawna Fowler | November 24, 2025 at 02:53:pm



Update: November 28, 2025, at 11:55 a.m.

The Saint John Police issued 34 traffic violations under the New Brunswick *Motor Vehicle Act* during the Distracted Driving Campaign. A suspended driver was given a court date, and one vehicle was towed.

The Saint John Police will continue to conduct regular, targeted traffic enforcement throughout the city with the goal of improving safety for all road users and educating motorists about traffic laws to reduce serious injury and fatal collisions.

The Saint John Police will be conducting a Distracted Driving Campaign between November 24 and November 27, 2025. The campaign will focus on the enforcement of distracted driving legislation and on educating the public about the dangers associated with distracted driving.

What is distracted driving?

“Distracted driving happens when a driver’s attention is taken away from the driving task because they are focused on something else. This could be, for example:

- texting;
- talking on the phone or to passengers;
- eating or drinking;

- using the entertainment or navigation system.

The risk of a collision goes up when a driver's eyes are taken off the road even for a second. This is because distraction impairs performance and reduces a driver's awareness. It makes drivers slower to notice and less able to safely respond to critical events on the road. Or they may miss them entirely." (Transport Canada, 2024)

What are possible consequences of distracted driving?

- Fines
- Loss of demerit points
- Causing a tragedy

What can you do to prevent distracted driving?

- Pull over to a safe location before using any electronic devices.
- Have a passenger help with GPS, answer calls or texts for you.
- Set up navigation before you start driving.
- Keep your eyes on the road and your hands on the steering wheel.

Together, a safe, secure, healthy community

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