**Credit Union Insurance Services Association** 

## **Newsletter**

## **CUISA 2018 Conference & Trade Show**





The 2018 Conference & Trade Show is booked!

Back by popular demand! Based on your feedback from last year's Post Conference survey, CUISA will be returning to the Delta Grand Okanagan.

Mark your calendars for

June 12 - 14, 2018

Registration for the Conference is available online at www.cuisa.com under the Conference 2018 tab.

Hotel registration is available by calling 1 888 236 2427.

The group is booked under CUISA or the special booking code "CUI".

## A Message from your Executive Director

It seems like we just wrapped up the 2017 Conference and here we are already talking about next year. To avoid disappointment regarding hotel bookings, please take a moment now and make your reservation. Year over year our attendance numbers increase and there are always people who miss out either on the group rate or staying at the hotel because of late bookings. Your attention to this matter is greatly appreciated.

#### **Contact Us**

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# ICBC News: Crashes on the rise in B.C.; new ICBC campaign targets bad driving habits

According to a new survey completed by Insights West, most drivers say that driving in the province has gotten worse in the last five years – pointing at bad driving behaviours as one of the top contributors to B.C.'s road problems.

Respondents feel that drivers today are more distracted, more aggressive and more impatient, making driving in B.C. more dangerous.

Despite this, the survey also found that 99% of all respondents considered themselves to be good or excellent drivers. Yet the same respondents:

- incorrectly answered road test questions (over 3/4 of respondents, 78%, got at least one incorrect),
- admitted to being an aggressive driver (1/5 of respondents, 18%),
- said they might not follow road rules to make up time while driving (over 1/3 of respondents, 37%)
- felt that it was OK to 'bend the rules' every once in a while if no other drivers were around (1/3 of respondents, 32%), and
- confessed to driving in an emotional state at least some of the time (99% of all respondents).

ICBC has seen a marked increase in crashes in the last few years. The number of crashes across B.C. has jumped by 23 per cent in just three years – from 260,000 in 2013 to 320,000 in 2016. That's an average of 875 crashes per day in the province.

To help combat this growing issue, ICBC is launching a new road safety campaign to encourage all drivers to reflect on their driving habits. The campaign will focus on many critical components to being a safe driver: our knowledge of the rules of the road, how we behave behind the wheel, and our attitude toward our responsibility as a driver. The campaign will include media advertisements, partnerships, public outreach and online resources, including an online quiz to help shine a light on areas where drivers may need improvement.

Do you have news or information to share with CUISA members? Just drop us a line and we'll get the info out - cuisa@centrall.com



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