



# Pledge to be an **attentive driver**

Car crashes are the #1 cause of workplace deaths, but there are steps employers can take to reduce risk. One of the best risk reduction measures is having a cell phone policy – one that bans all employees from using phones, handheld or hands-free, for any reason. Cell phone policies not only protect employees, but they help protect employers from being held legally responsible if an employee is involved in a distracted driving crash.

## Here are some tips for building employee buy-in around a cell phone policy:

- Before policy implementation, hold open meetings to discuss the need for a policy with employees. Request feedback from employees, anonymously if that's helpful.
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- Ask employees to offer solutions to these objections. This makes employees part of the decision-making and the solutions become things they choose to do.
- Employees must see and hear that top management supports and complies with the policy. Employees will sense the level of commitment.
- Employees may be concerned about job productivity – especially staff who frequently drive on the job and the supervisors responsible for their performance. Invite discussion about these concerns.
- Ask employees to share ideas to maintain productivity. Employees will then have a plan to meet job goals without temptation to use the phone while driving.
- After policy implementation, communicate positive results to employees. Consider surveying the impact on productivity and share the results.

Empower your employees to **“Take Back Your Drive”** for their own safety as much as others’.

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drive**