



# “How To” Guide

## Congratulations!

The National Safety Council Cell Phone Policy Kit can help you take a major step toward reducing crash risks associated with using cell phones while driving. NSC realizes a policy prohibiting cell phone use while driving may be met with resistance. We developed this kit to provide you with ready-made communications for the variety of audiences you will need to address in order to gain support and successfully implement your company cell phone ban.

### How the Cell Phone Policy Kit Can Help

Implementing an effective policy to reduce distracted driving risks involves more than publishing the policy in a handbook. It requires changing behaviors and people’s opinions about the behavior.

This kit includes resources to help you:

- Build buy-in from senior management and others to implement a policy
- Create a policy based on what research identifies as unsafe driving behaviors that increase crash risk
- Inform and educate employees about the risks of using cell phones while driving, including dispelling common myths and misunderstandings
- Implement your policy and gain acceptance from your employees
- Enforce the policy for long-term success

### You have the kit. Now what?

#### *Materials for executives*

The kit includes a section titled “Materials for Executives.” These are the documents that we feel your executives need to read, review and discuss prior to making the decision to implement a policy. If during this discussion there are questions or if you would like to engage an NSC executive, please notify [roadsafety@nsc.org](mailto:roadsafety@nsc.org) with a description of what is needed.

It’s important to understand NSC recommends a total cell phone ban. By this we mean that the company policy bans **handheld and hands-free** devices by **all** employees. Research is clear that hands-free devices are not safer than handheld because the cognitive distraction still exists.

Included in the kit is a sample policy that NSC recommends businesses implement.

### When you are ready to roll out your policy

Providing ongoing education to staff doesn’t have to be a huge undertaking. NSC recommends creating an Implementation Team. You should include someone from Marketing/Communications, HR, your safety team and others interested in this issue. This team will be responsible for



executing the **One-Year Roll Out Plan** that is included in the kit. Have this team review the documents in the 'Start Here' section.

We have developed a variety of educational materials to help you. Share these with employees and ask them to share what they learn with their friends and families. You may also use this content to make your own materials for your employees.

People learn in different ways, so it's important to mix up how information is presented. For example don't just provide written content.

In our effort to make this resource easy to download, there were limitations to what we could include. There are some items such as victim impact videos and short educational videos that we couldn't include due to file size. We felt these items would be of great value to you and your implementation team so we've made the available for download. You can find links to these resources and more on the Additional Resources document.

### Check back

Be sure to check [distracteddriving.nsc.org](http://distracteddriving.nsc.org) for new materials. Because you downloaded this kit you will automatically receive our quarterly Focus on the Drive e-Newsletter.

In addition to this kit, many resources are available from NSC to support the successful implementation of your policy and reduce the potential for crashes:

- Fact sheets, data and research about cell phone use while driving are on our Website at <http://distracteddriving.nsc.org>.

### Who We Are

Founded in 1913 and chartered by Congress, the National Safety Council ([nsc.org](http://nsc.org)) is a nonprofit organization whose mission is to save lives by preventing injuries and deaths at work, in homes and communities, and on the road through leadership, research, education and advocacy. NSC advances this mission by partnering with businesses, government agencies, elected officials and the public in areas where we can make the most impact – distracted driving, teen driving, workplace safety and safety beyond the workplace.