



# One Year Roll-Out Plan

Once you've decided to implement a policy, this calendar will help you keep the issue top of mind year round. Educating staff year round is work that is best shared among employees. Include your Marketing/Communications, HR, Safety Team and others in this process. We encourage you to post these materials to your corporate intranet, hang them around your facility and ask that employees share what they learn with their friends and families. *Note: CPPK means cell phone policy kit.*

## Month 1

- Send 'Letter from company president' to all company employees – in CPPK
- Have employees sign policy and submit to Human Resource – sample in CPPK
- Order parking lot signs and print signs to be hung at exits – artwork in CPPK
- Pick 1 of the [12 short video segments](#) and share it with employees via the company intranet
- FAQs – release when policy is announced or takes effect

## Month 2

## Month 2

- Hang CPPK posters around building – don't forget remote locations!
- Include messaging in monthly employee newsletter
- Ask employees to change their cell phone voicemail greetings. Examples in CPPK
- Pick 1 of the [12 short video segments](#) and share it with employees
- Send the Myth Buster sheet to employees

## Month 3

- At your next all-staff meeting, include activities from our Activities Guide
- Include tips in employee communication
- Post the "Understanding the Distracted Brain" white paper to your intranet. Ask employees to read and share it with their friends and families
- Share a [victim impact video](#) with staff
- Pick 1 of the [12 short video segments](#) and share it with employees via the company intranet
- Check the [website](#) for new kit materials
- Share postcard of John Sligting

## Month 4

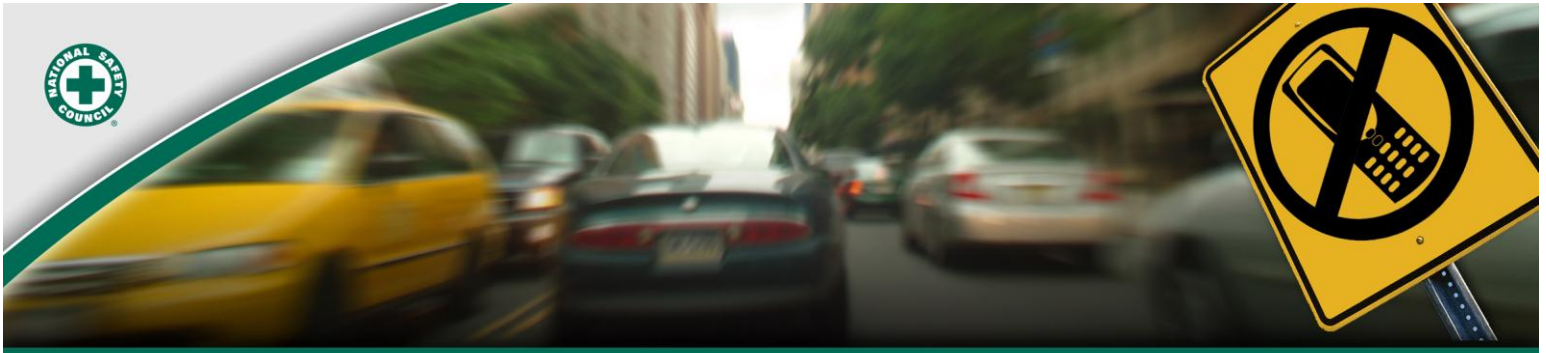
- Rotate the posters out with other posters from the CPPK
- Include "What is Cognitive Distraction" article from CPPK in all employee communication
- Check in with employees with a quick survey – sample included
- Have the president or Safety Team record a voicemail that goes to all staff thanking them for making our roads safer
- Pick 1 of the [12 short video segments](#) and share it with employees

## Month 5

- Include tips in employee communication
- Share the article "Changing Social Acceptance" with employees
- Pick 1 of the [12 short video segments](#) and share it with employees via the company intranet

## Month 6

- Include messaging in monthly employee newsletter
- At your next all-staff meeting, include activities from our Activities Guide
- Pick 1 of the [12 short video segments](#) and share it with employees



- Conduct “Growing Epidemic of Cell Phone Use While Driving”

- Check the NSC [website](#) for new materials

### Month 7

- Include messaging in monthly employee newsletter
- Pick 1 of the [12 short video segments](#) and share it with employees via the company intranet
- Rotate posters that are hung around the building – including remote locations
- Profile an employee - share his/her experience with this process
- Hang Cell Phone Distracted Driving Top 10 Poster

### Month 8

- Include messaging in monthly employee newsletter
- Pick 1 of the [12 short video segments](#) and share it with employees via the company intranet
- Make a “Why We Drive Cell Free” poster – ask employees to bring in photos of their loved ones. Make a collage and hang the poster in an area that’s viewable to staff and guests
- Share postcard of Matt Wilhelm

### Month 9

- Include messaging in monthly employee newsletter
- At your next all-staff meeting, include activities from our Activities Guide
- Pick 1 of the [12 short video segments](#) and share it with employees via the company intranet
- Check the NSC [website](#) for new materials
- Share “Tips for Driving Cell Free”

### Month 10

- Include messaging in monthly employee newsletter
- Pick 1 of the [12 short video segments](#) and share it with employees via the company intranet
- Profile an employee who is willing to share his/her experience with this process
- Order Pocket Policy Card and distribute to employees

### Month 11

- Include messaging in monthly employee newsletter
- Pick 1 of the [12 short video segments](#) and share it with employees via the company intranet
- Check the NSC [website](#) for new materials
- Share Gizmo Gus article

### Month 12

- Include messaging in monthly employee newsletter
- Pick 1 of the [12 short video segments](#) and share it with employees via the company intranet
- Profile an employee who is willing to share his/her experience with this process
- Swap out posters with Cell Phone Poster set in CPPK

### NEED HELP?

If you have questions or need help finding materials, please contact [roadsafety@nsc.org](mailto:roadsafety@nsc.org).