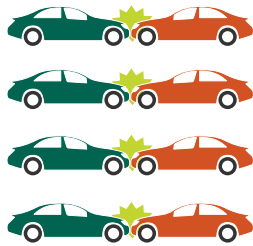


DRIVING DOWN DISTRACTION

Reducing the Risk of the #1 Cause of Workplace Deaths

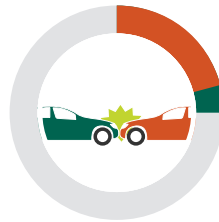
Cell phone distracted driving policies help employers keep employees safe and also protect their bottom lines.

HIGHWAY HAZARD



Drivers using handheld or hands-free cell phones are **4x** as likely to crash.

The National Safety Council estimates 25% of crashes involve cell phones.



21% Phone Conversations
4% Text Messaging

WORKPLACE DANGER

#1 Cause of Workplace Death: Car Crashes



Motor vehicle crashes



Assaults



Incidents involving objects or equipment



Falls

INCREASING EMPLOYER LIABILITY

Companies have paid big for cell phone-related crashes.
Go to nsc.org/liability to learn more.

\$16.1
MILLION



For a salesperson who was talking on his cell phone en route to a sales appointment and crashed, injuring another driver

\$21
MILLION



For a driver talking on a hands-free headset—in accordance with her company's policy—who struck another vehicle, seriously injuring the other driver

\$24.7
MILLION



For a tractor-trailer driver who, while checking text messages, ran into 10 vehicles stopped in traffic on the freeway, killing 3 people and injuring 15 others



IMPROVING COMPANY POLICIES

Thousands of employers prohibit employees from using cell phones while driving. Federal and state laws fall short of best practice safety standards. It's up to employers to keep their employees safe with cell phone distracted driving policies.

The best cell phone policies cover:



All employees



All handheld and hands-free devices



All company vehicles



All company mobile phone devices



All work-related communications, even in personal vehicles or on personal cell phones

COMPANIES WITH TOTAL BANS ARE NO LESS PRODUCTIVE



1%

An NSC survey of companies of all sizes found a mere 1% of employers with cell phone distracted driving policies saw a productivity decrease.



Employers can find everything they need to start a cell phone distracted driving policy in our free Cell Phone Policy Kit at cellphonekit.nsc.org