



“How To” Guide

The National Safety Council cell phone policy materials can help you take a major step toward reducing crash risks associated with distracted driving. NSC realizes a policy prohibiting cell phone use while driving may be met with resistance. We developed these materials to provide you with ready-made communications for the variety of audiences you will need to work with, in order to gain support and successfully implement a cell phone ban.

How the Kit Can Help

Implementing an effective policy to reduce distracted driving 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?

REVIEW THE MATERIALS FOR SENIOR MANAGEMENT

These are the documents for your organization's leaders to read, review and discuss when making the decision to implement a policy.

NSC recommends a total cell phone ban. By this we mean that the company policy bans handheld and hands-free devices by all employees while driving. Research is clear that hands-free devices are not safer than handheld because the mental distraction still exists. Many materials in this kit explain hands-free and voice recognition distraction, to help you educate about the risks.

Implement your
policy and gain
acceptance from
your employees

Included in the kit is a sample policy that NSC recommends employers 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, human resources, your fleet operations if you have fleet vehicles, your safety team and others interested in this issue.

Some organizations have followed a two-step process:

- 1) Involve senior leadership, human resources, safety and fleet leaders from throughout the organization to develop and approve the policy.
- 2) Involve an organization-wide team of safety representatives and communicators to educate employees about the policy.

We have developed a variety of educational materials to help you. You can share these with employees as written, directly from the kit. 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, provide more than just written content. Share some videos, graphics and images, and also hands-on activities.

Check Back

Be sure to check nsc.org/safedrivingkit for new materials. When you downloaded this kit you will also automatically receive emails when there are significant additions to the kit.

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>
- Videos can be found at our YouTube channel at <https://www.youtube.com/user/NatlSafetyCouncil>



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