



Winter 2014

Seminar on employer cell phone distracted driving policies

When:
Friday, March 21, 2014

Where:
DoubleTree Hotel
Newark, New Jersey

What you'll learn:

- Why cell phone distracted driving is a significant crash risk for your employees
- How employers can be held financially liable for job-related crashes involving cell phones
- What to include in a cell phone policy
- How to build management support for a cell phone policy
- How to educate employees and ensure compliance

Registration is only \$50 and closes **March 14**.

This is the only seminar of its kind scheduled this year.

[Reserve your spot today!](#)

*Discounted room rates are available through **March 5**.*

Start preparing for Distracted Driving Awareness Month

Each April, the National Safety Council observes Distracted Driving Awareness Month to help raise public awareness of the dangers of cell phone use while driving. This year's campaign, *Hands-free is not risk-free*, seeks to explain why drivers cannot rely on hands-free devices for safety.

Beyond where a driver's hands and eyes are, where their mind is focused also matters. Our brains won't let us focus intently on two things at the same time, so drivers talking on any kind of cell phone are not solely focused on the road. When the brain is distracted in this way, drivers can miss seeing up to half of the roadway environment right in front of them. Drivers could be looking straight out of their windshields and still miss seeing stop signs, traffic lights or even bicyclists and pedestrians.

Find a variety of posters, fact sheets and videos to help spread the word this Distracted Driving Awareness Month at nsc.org/ddmonth.

NSC, which participates in the U.S. Department of Transportation Distracted Driving Stakeholder Meetings with Secretary Foxx, recently shared its plans for April among the group at its February meeting. It is encouraging to see DOT discussing Distracted Driving Awareness Month among all the stakeholders so that we can amplify this very important message.



**NSC Texas Safety Conference & Expo
March 31 - April 1**

Join NSC in Galveston, TX this spring as we discuss [Moving Safety Forward](#).

An in-conjunction session entitled, [Distracted Driving: Employer Policies](#) will take place on **March 30**.

Calling Texas businesses

The Council's [Our Driving Concern: Texas Employers Safety Program](#) has launched a new awards recognition program for Texas businesses that encourage positive driver behaviors among employees on-and-off the job.

Any Texas business is eligible to submit an application - deadline is **March 31**.

[Apply for the awards](#) today.

Resources

Want to learn more about the issue? Visit distracteddriving.nsc.org for more information and materials.



Cell phone distracted driving is an issue that touches all of us. [Your contribution](#) will help NSC continue to save lives by reducing crashes on our roadways.

NSC applauds the NTSB's Most Wanted List for 2014

NSC is very pleased to see the National Transportation Safety Board again including distraction in transportation - specifically the use of portable electronic devices - on its 2014 Most Wanted List. The list outlines the agency's highest transportation safety priorities, which is why it is so encouraging to see distraction included. The Most Wanted List is designed to not only educate about the most pressing issues, but also gain support for the changes necessary to reduce crashes involving vehicles, planes, vessels and trains.

Along with the Council, NTSB is a leader on the issue of distracted driving and it became the first federal agency to call for a total ban on all cell phone use in 2011. The move sent a strong message about the dangers of both handheld and hands-free device use, which numerous studies show is not any safer. Learn more about the entire list in the NTSB [press release](#).

NSC participates in summit on technological solutions to distracted driving

In early February, Senate Commerce, Science and Transportation Committee Chairman Jay Rockefeller IV hosted a day-long summit on technological solutions to distracted driving. The summit, Over-Connected and Behind the Wheel, included roundtable discussions, "The State of Technology" and "Where Do We Go From Here?" in which the Council's Senior Director of Transportation Initiatives David Teater participated.

Among other technological advances, the summit addressed voice-operated in-vehicle infotainment systems. Teater shared how the rapid advancement and adoption of communications technology has resulted in a new and dangerous level of driver distraction. While it is likely that technology can go a long way in reducing distraction, if the nation continues down the current path of enabling drivers to engage in all sorts of infotainment and communications activities, it may be normalizing a dangerous practice that will be difficult to unwind in the future.

New research has shown voice-to-text infotainment features are dangerous and do not offer drivers any safety benefit. The Council does not want to stop any kind of technology development, it just wants them to be used at the right time and place. Learn more about the summit and this growing issue of [infotainment systems in vehicles](#).

Does your organization have a cell phone policy?

Employer policies to help prevent distracted driving on the job are being passed by a growing number of employers. Are you one of them?

The Council would greatly appreciate if you could provide your feedback in a [short survey](#). It will not only help NSC understand what employers are including in cell phone policies, but also how the Council can better help companies implement their policies.

Thank you for taking a couple minutes out of your day, and for your dedication to keeping our roads safe.



Join the discussion and get social

The Council has a variety of social media channels for you to join the discussion on distracted driving. This includes:

- [Facebook](#)
- [Twitter](#)
- A variety of [LinkedIn](#) groups, including one on [Employer Policies](#)

Sharing the Council's infographics are a great way to get started. Check out our latest infographic [Driving Down Distraction](#) to help raise awareness, prevent injuries and save lives.