



Ways to **Engage Staff** During Distracted Driving Awareness Month

LEARN

- Understand why cell phone use while driving is risky by reading NSC white papers including, *Understanding the Distracted Brain*, *Crashes Involving Cell Phones: Challenges of Collecting and Reporting Reliable Crash Data* and *Employer Liability and the Case for Comprehensive Cell Phone Policies*.
- Watch the videos on the Distracted Driving Awareness Month web page – including a video series covering 12 FAQs about cell phone distracted driving – and develop a plan to share videos with staff in April
- Download and review the most recent version of the free NSC Cell Phone Policy Kit
 - The kit includes materials for executives to help convince management about the need for a policy
 - Read the “Building Employee Buy-In” document to brainstorm ways to make all your employees comfortable with the process

ACT

- Create a Distracted Driving Awareness Month team to brainstorm ways to effectively promote the distracted driving messages among your staff
- Download the Council’s Distracted Driving Awareness Month materials and think about how to share this information with staff in April
- Plan a Distracted Driving Awareness Month kick-off event at your organization – check out the Activity Guide in the Cell Phone Policy Kit for possible ideas
- Hang posters around your building and switch them out throughout the month
- Pass out the Distracted Driving Awareness Month fact sheets to all staff

ENGAGE

- Encourage employees to register for the NSC Distracted Driving Awareness Month webinars
- Email one of the Council’s infographics to staff and encourage them to share it with family and friends via social media using the hashtag #DDAM
- Distribute the Distracted Driving Awareness Month Family Contract and encourage staff to bring it home to their loved ones
- With staff having a better understanding of the dangers of cell phone distracted driving, encourage them to take the pledge to drive cell free at nsc.org/pledge
- Ask managers to start one of their regular meetings with a 5-minute Safety Talk about the topic of cell phone distracted driving to get the dialogue started for April

Once April is over, have a recap meeting with your team and share feedback on how the staff embraced the distracted driving messages. If your organization hasn’t already implemented a cell phone policy, review the NSC Cell Phone Policy Kit for next steps at cellphonekit.nsc.org.

Find materials at nsc.org/handsfree.



members
get more

