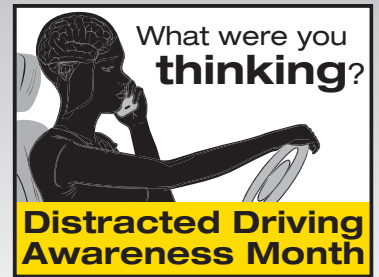




CELEBRATING
100 YEARS
OF SAFETY



Distracted Driving Awareness Month Planner's Guide

NSC members are encouraged to use this guide to recognize Distracted Driving Awareness Month in April. With a little planning and preparation, you can help educate your staff and their families to help make our roads safer for everyone.

Find these materials at nsc.org/ddmonth

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|-----------------|--|---|--|---|
| February | <ul style="list-style-type: none"> • Create a Distracted Driving Awareness Month team to assist you in planning • Download and review the most recent version of the free NSC Cell Phone Policy Kit <ul style="list-style-type: none"> - Share the materials for executives if you need help convincing your management team about the need for a policy - Form an implementation team including someone from Marketing/Communications, HR, your safety team and others interested in this issue - Read the "Building Employee Buy-In" document to brainstorm ways to make all your employees comfortable with the process • Since this year's theme surrounds the concept of cognitive distraction, read the NSC white paper, "Understanding the Distracted Brain" • 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 | | | |
| March | <ul style="list-style-type: none"> • Download the NSC Distracted Driving Awareness Month materials and think about how to share this information with staff in April • Watch the Distracted Driving video series covering 12 of the most frequently asked questions about cell phone distracted driving and develop a plan to share them with staff in April • 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 • Encourage employees to register for the NSC Distracted Driving Awareness Month webinar • Finalize the details for your kick-off event | | | |
| | Week 1 | Week 2 | Week 3 | Week 4 |
| April | <ul style="list-style-type: none"> • Hang posters around your building • Email one of the Council's distracted driving videos to staff and encourage them to share it with family and friends • Distribute one of the fact sheets • Hold your kick-off event | <ul style="list-style-type: none"> • Switch out the posters in your building • Share another one of the NSC distracted driving videos | <ul style="list-style-type: none"> • Switch out the posters in your building • Share another of the NSC distracted driving videos • Distribute the other fact sheet | <ul style="list-style-type: none"> • Switch out the posters in your building • Share one of the victim impact videos • Now that staff has 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 |
| May | <ul style="list-style-type: none"> • Have a recap meeting with your team and share feedback from April with one another • If you haven't already implemented a cell phone policy at your organization, review the Cell Phone Policy Kit for next steps | | | |

For more safety tips from the National Safety Council, visit distracteddriving.nsc.org

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members get more

