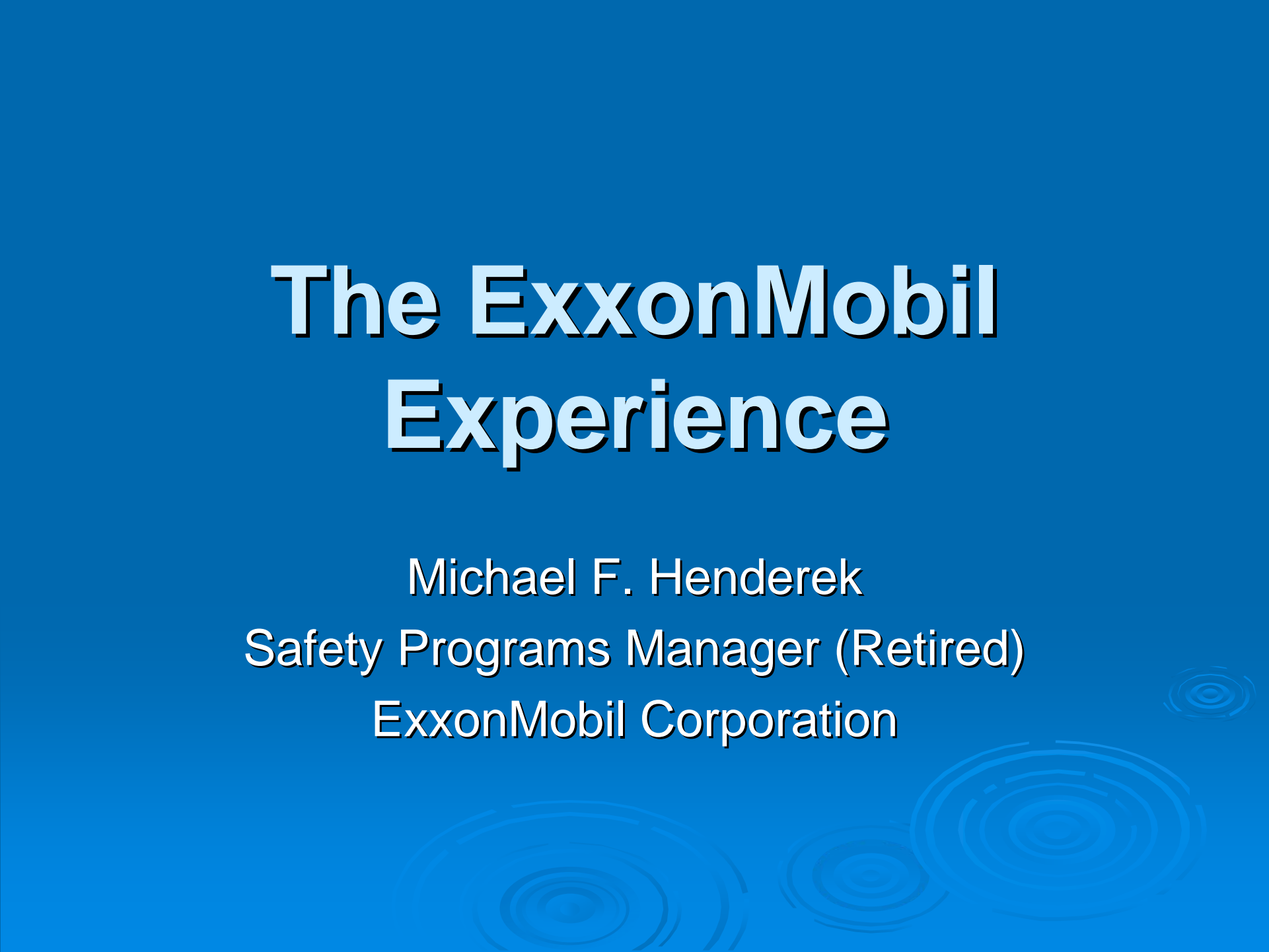


The ExxonMobil Experience

Michael F. Henderik
Safety Programs Manager (Retired)
ExxonMobil Corporation



What ExxonMobil Did

1. Undertook research to identify risks of cell phone usage.
 - Review literature related to the impairment of driving caused by cell phone use
 - Determine if current literature has empirically shown that cell phone use while driving significantly affects driving impairment.


Research Findings: Phone Use While Driving Means...

- Delay in brake activation 3x that of drivers under the influence of alcohol;
- 4x increase in risk compared to not using a cell phone while driving;
- Increase the risk of a crash to that of a driver with .08 BAC;
- Diversion of the driver's attention and situational awareness;
- Compromise in the safety margin (e.g., following distance in adverse driving conditions) provided by a fully aware and responsive driver;
- Reduction in the ability to maintain lane position while operating a heavy vehicle;
- No difference in the level of safety for the use of hands-free compared to hand-held design cell phones.

What Exxon-Mobil Did

2. Developed clear, simple messages from the results of the research.
 - Used professional communicators to deliver a simple message to workforce.

What Exxon-Mobil Did

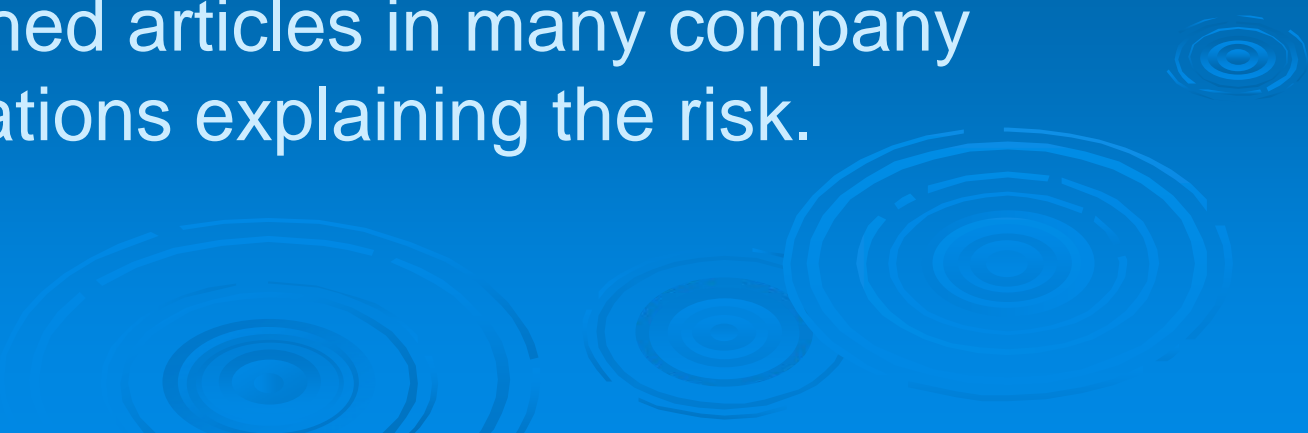
3. Piloted the requirement with a US based sales organization to determine behavior changes needed.
 - e.g. Call next customer from the current customer before pulling into traffic.
 - Sales force agreed the changes were practical and improved safe driving practices.
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What Exxon-Mobil Did

4. Secured buy in from CEO and most senior management team by reviewing facts and result of pilot.

Asked for and secured their commitment for own behavior change and leadership for company wide initiative.

What Exxon-Mobil Did

5. About 2 months before implementation, began major communication through line management to all organizations world wide including contractor companies.
 - Used simplified data and provided full research on company website
 - Published articles in many company publications explaining the risk.
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What Exxon-Mobil Did

6. Explained change in context of ExxonMobil's "Nobody Gets Hurt" vision.
7. Asked all to participate for their own safety and to take the message home to family and friends.

What Exxon-Mobil Did

8. Explained that with start of the policy, investigation of all motor vehicle incidents while on company business would include checks for cell phone or PDA usage and that violations, if any, would be dealt with seriously.

What Exxon-Mobil Did

9. Essence of the Policy

- Employees and contractors will not use a cell phone or digital device while operating a motor vehicle.
- Employees are not required to turn off their cell phones while driving, but are expected to allow incoming calls to be answered by voicemail and to wait for a safe stopping place before making outgoing calls or checking messages.

4 Years Later: What We Know Now

Effects on Crash Involvement

Productivity Impact

Impact on Off-the-job safety of employees & families

Lessons Learned

The background of the slide is a solid blue color. In the lower right quadrant, there are several decorative elements consisting of concentric circles, resembling ripples in water. These circles are light blue and vary in size and opacity, creating a subtle pattern.