



Take the Safe Road

The ability to perform multiple work tasks is a skill most managers desire in their employees. However, when these tasks are attempted behind the wheel of a moving vehicle, they can place the employee and the general public at-risk. Collisions due to this behavior not only cause injuries but have a negative impact on the company's bottom line.

In order to meet the increased demands of their hectic schedules, people are relying more than ever on mobile technology and are now doing almost everything in their vehicles except driving. Their attention is distracted from the changing traffic conditions by tasks such as tuning the radio, eating, shaving, applying or repairing makeup, using cell phones, faxes, laptops and navigation systems! A driver using a cell phone is as mentally impaired as if his/her BAC were .08-legally intoxicated.

With distracted driving being a major contributing factor in an estimated 4,000 to 8,000 crashes every day; it's evident this type of at-risk behavior needs to be modified. Whether your employees drive for work or just to and from work, collisions pose a personal risk. On the job crashes resulting in injury cost the employer an average of \$25,000 per occurrence, according to the National Highway Safety Administration.

Initiating a Defensive Driving Program throughout the organization can reduce losses and is an employee-relations opportunity. Helping employees learn to drive defensively, both on and off-the-job, demonstrates that you truly care about their safety and personal welfare.

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