

DRIVE EMPLOYEES...

TO A COMPANY-WIDE TRAFFIC SAFETY POLICY: STOP AGGRESSIVE DRIVING



HOW TO PROMOTE DEFENSIVE DRIVING

How do you educate your employees about the risks associated with aggressive driving and encourage them to adopt safe defensive driving habits whenever they are behind the wheel? Here are a few ideas.

1. ANNOUNCE YOUR COMMITMENT TO EMPLOYEE SAFETY ON AND OFF THE JOB.

Introduce your new defensive driving policy and emphasize that the company is enacting this safety policy to help prevent injury crashes when employees are working and when they are off the clock. Explain the risks of aggressive driving and highlight ways employees can avoid becoming an aggressive driver. Tell them the company expects them to obey traffic laws and drive defensively, which keeps everyone safe on the road.

Distribute the policy and give employees time to read it and react to it. Explain what the ramifications are if employees violate the policy—and commit to enforcing them. Let employees know to turn in a signed policy to their supervisor by a specified date.

You may also want to provide your employees with information about local in-person and online defensive driving programs.

2. PRINT THE POSTERS INCLUDED ON THE CD FROM THE NATIONAL SAFETY COUNCIL, AND HANG THEM IN COMMON AREAS.

You can use posters provided or other posters you may have. Replace them frequently.

3. USE WEB BANNERS PROVIDED ON THE CD FROM THE NATIONAL SAFETY COUNCIL.

Place the web banners on your company's home page to publicize your organization's commitment to safety to your customers. Use the web banners on your Intranet page if you have one to remind employees of your organization's safety priorities. You can also use the banners in newsletters or other forms of communication.

4. DISTRIBUTE FACT SHEETS TO EMPLOYEES.

You'll find paycheck stuffers and colorful fact sheets on the CD from the National Safety Council. Distribute fact sheets by email, or print one for each employee and leave it at their workstation. Include a payroll stuffer with each paycheck.

5. HOLD AN END-OF-YEAR RECOGNITION EVENT.

Reward your employees for a year of safety by hosting an end-of-year celebration. Present plaques to those with the best driving record, present gift certificates to those who helped organize safety events throughout the year and publicly thank all employees for their safe on- and off-the-job behavior.



**Create A COMPANY
OF safe drivers!**
txdrivingconcern.org/safecompany

The National Safety Council saves lives by preventing injuries and deaths at work, in homes and communities, and on the roads, through leadership, research, education and advocacy. For more information about safe driving in Texas, please visit the Texas Chapter of the National Safety Council at txdrivingconcern.org/safecompany, call 888-222-4143 or email texas@nsc.org.