

Drive Employees...

**TO A COMPANY-WIDE TRAFFIC SAFETY POLICY:
NO MORE DISTRACTED DRIVING**



HOW TO PROMOTE DISTRACTION-FREE DRIVING

Three out of four drivers who are using their cell phone commit a traffic violation. Research shows that the use of cell phones and PDAs puts drivers at high risk for a crash, endangering themselves and others. But cell phone use while driving is so widespread...how do you promote distraction-free driving among your staff? Here are a few ideas.

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

Introduce your distraction-free driving policy and remind employees that drivers who are engaged in cell phone conversations are four times more likely to crash, and drivers who text are 23 times more likely to crash. Be straightforward: Tell them that the company is enacting this safety policy as a way to ensure a safe workplace. By not using cell phones or PDAs while behind the wheel, your employees are more likely to arrive at their destination safely.

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

2. CREATE A 12-MONTH SAFETY CALENDAR, AND PUBLICIZE THE SAFETY EVENTS DURING LOGICAL TIMES OF YEAR.

You will find multiple resources online to develop your own workplace safety calendar if you don't have one already. You can promote distraction-free driving any time of the year, but an especially good time is during state and national distracted driving campaigns, such as during November's national "Teens Don't Text and Drive" week.

3. 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.

4. 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.



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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.

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5. DISTRIBUTE FACT SHEETS TO EMPLOYEES TO COINCIDE WITH SAFETY MONTHS.

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

6. 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.



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