

Distracted Driving Awareness Month Member Implementation Guide

Use this step-by-step guide from the National Safety Council to enhance your road safety culture-building activities during Distracted Driving Awareness Month.

Now through October 1

1. **Resources:** Download and review materials.
2. **Social media toolkit:** Access ready-to-use content to engage with your social community about the risks of distracted driving. Social graphics are customized for Facebook, LinkedIn and Twitter. Use the hashtag: #JustDrive

October 1-9

1. **Pledge to drive distraction-free:** Encourage employees and their family members to take the NSC pledge to drive distraction-free.
2. **5-Minute Safety Talk and accompanying PowerPoint presentation:** This member-exclusive content can help you educate your co-workers about three ways drivers can be distracted: visually, manually and cognitively.
3. **Digital slideshow for TV monitors:** Play the slideshow on TV monitors at your workplace to catch the attention of employees and keep safety forefront in their minds.
4. **Posters:** Print and display posters in public areas to raise awareness of the risks associated with distracted driving.

October 12-16

1. **Fact sheet and quiz:** Put your team to the test, help them gain a greater understanding of issues related to driver distraction and dispel the myth of multitasking.
2. **Videos:** Share a new member-exclusive workplace-focused distracted driving “intervention” video from NSC. Also, learn how to safely set up for your drive before you depart, and hear from a Florida trooper who survived a crash that involved a texting driver.

October 19-23

1. **5-Minute Safety Talk and accompanying PowerPoint presentation:** Grab a blindfold and introduce the concept of “inattention blindness.” Then, break into a brief group discussion to identify things drivers do that might be distracting
2. **E-blast reminder:** Driving distraction-free is a lifelong commitment. Attach a poster in an email to employees and link to the NSC distracted driving pledge. NSC materials have been created to promote safe driving behaviors all year long.
3. **Put the “social” back in social:** Encourage employees to “comment” and “share” your organization’s distracted driving posts. Talk about strength in numbers. Link employees to the NSC social media toolkit, and urge them to join the conversation from their own channels.

October 26-30

1. **Continuing education:** Register for a free NSC webinar on Oct. 22. Learn how the issue of distracted driving has evolved over the years as we mark the 10-year anniversary of Distracted Driving Awareness Month.
2. **Safe driving policy:** Use this tool to implement your own safe driving policy or to upgrade an existing policy. Be sure your policy addresses concerns over distracted driving, speeding and aggressive driving, impaired driving and seat belt use. Reserve space at the end of your policy for employee acknowledgement, with signature required.
3. **Report:** In “Understanding Driver Distraction,” NSC presents research behind recommendations to ban the use of cell phones and in-vehicle technologies while driving.