

DROWSY, DISTRACTED OR FOCUSED... YOUR DECISIONS DRIVE YOUR SAFETY.

It's time to kick off the Drive Safely Work Week™ (DSWW) campaign! This year's campaign encourages ALL employees to take a hard look at what they do behind the wheel—or before getting behind the wheel—that could make them a contributor to the 94% of all traffic crashes in which driver behavior is a factor.¹

This week we provide resources for long-term planning that can help you develop or update safe driving policies. You'll also find turnkey options on ways to engage employees during the campaign week and help drive home the topic of the day.

Research tells us that an important first step toward changing a behavior is to begin to think actively about the need to change the behavior. That may seem obvious, but the truth is, *sometimes we don't know what we don't know.*

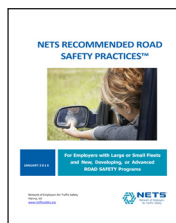
Most people tend to think they are pretty good drivers. But given that more than nine out of ten traffic crashes are attributed to driver behavior, it's safe to say that many of us could benefit from some self-reflection.

GOT COMPANY DRIVERS?

In addition to targeted training for issues that could be putting drivers at an increased risk of a crash, an important component of being a safe driver is driving defensively to avoid becoming a victim of someone else's poor driving behavior.

The recently released *NETS Guide to Defensive Driver Training™* outlines components of an effective and sustainable Defensive Driver Training (DDT) program. Organizations can use this guide to learn what to look for when selecting training providers and to implement a defensive driver training program that can help improve drivers' performance and reduce vehicle crashes, injuries and crash-related costs. The guide may be downloaded FREE at www.trafficsafety.org.

Additional information on implementing an IVMS program may be found in the new guide, *NETS Recommended Road Safety Practices™*, available as a free download at www.trafficsafety.org



Nearly 100% of NETS member companies take steps to identify high-risk/at-risk company drivers

Nearly one-quarter of NETS STRENGTH IN NUMBERS® member companies have indicated they provide some component of driver training to all employees (not just company drivers).



WHAT ABOUT TELEMATICS?

In-vehicle monitoring systems (IVMS) are gaining in popularity among companies with fleets. Through advanced telematics devices installed in vehicles, IVMS can detect risky driving behaviors such as speeding, harsh braking or acceleration, and not using a seat belt. Some IVMS involves real-time alerts in the vehicle and video recording of risky behaviors. Using the data captured, supervisors then coach drivers on how to improve their driving performance.

An IVMS program rollout can be a comprehensive process. Several NETS board member and member companies have presented at various safety conferences on the process, challenges, successes and Return On Investment of implementing a fleet telematics program. For information on joining the NETS STRENGTH IN NUMBERS® network of fleet safety professionals, visit: www.trafficsafety.org/join-nets

Nearly 60% of NETS member companies currently use IVMS to identify patterns of individual driving behavior or to provide feedback to the driver and/or management.



DROWSY, DISTRACTED, OR FOCUSED... YOUR DECISIONS DRIVE YOUR SAFETY

References for all pages can be found at <http://trafficsafety.org/dsww/dsww-2016-materials/references>

This information is provided as a courtesy by NETS to its members and also to the general public. It is provided "as is," without any representations or guarantees as to its accuracy, and neither NETS nor any contributing company is liable for the content or use of this information.



DAY 1 ACTIVITIES

Resources can be downloaded from the Drive Safely Work Week website: trafficsafety.org/dsww/dsww-2016-materials

RESOURCES:

- Twitter graphic
- DSWW Launch Letter
- *Drowsy, Distracted, or Focused... Your Decisions Drive Your Safety* employee handout
- The eDriving RoadRISK® Self Assessment can be accessed here: www.virtualriskmanager.net/dsww/

TWEET/POST

Many drivers admit they engage in the behaviors they find unacceptable in others. It's Drive Safely Work Week. How's your driving? #DSWW2016

Driver behavior contributes to 94% of all crashes. YOUR DECISIONS DRIVE YOUR SAFETY. #DSWW2016



EMPLOYEE ENGAGEMENT PLAN

- 1 Send the **DSWW launch letter** to let employees know about the campaign. (Note: you might consider doing this in the week prior to the campaign)
- 2 Distribute the ***Drowsy, Distracted, or Focused...Your Decisions Drive Your Safety*** employee handout.
- 3 A great way to kick off Drive Safely Work Week™ is to ask everyone to take a few minutes to complete RoadRISK®, a short self-assessment for drivers.



About eDriving RoadRISK®



RoadRISK® is a pro-active DRIVER RISK ASSESSMENT designed to help drivers assess the likelihood of being involved in an incident or collision. RoadRISK® will explore your knowledge of defensive driving best practices, the trips you make, the vehicle you use and your previous road safety performance record. At the end of the assessment you will be able to compare your risk rating to all other drivers completing the self-assessment during this year's NETS Drive Safely Work Week™.

The eDriving RoadRISK® Self Assessment may be accessed here: www.virtualriskmanager.net/dsww/

Legal Notice: RoadRISK Pro® and RoadRISK® are registered trademarks of eDriving LLC.

DROWSY, DISTRACTED, OR FOCUSED... YOUR DECISIONS DRIVE YOUR SAFETY

References for all pages can be found at <http://trafficsafety.org/dsww/dsww-2016-materials/references>

This information is provided as a courtesy by NETS to its members and also to the general public. It is provided "as is," without any representations or guarantees as to its accuracy, and neither NETS nor any contributing company is liable for the content or use of this information.

