

**"It will take a cultural change for drivers to understand that their safety depends on disconnecting from deadly distractions."**

*National Transportation Safety Board (NTSB) Most Wanted List 2016*

Although there are many things that contribute to distracted driving, according to the National Safety Council, the use of cell phones occurs with such frequency and duration that it is more likely to lead to a crash or near-crash than other forms of distraction.

# PROTECTING YOUR PEOPLE. AND YOUR BUSINESS.

**It's Day 4 of Drive Safely Work Week!**™ Next to home, there is no better place to make an effort to instill core safety values than in the workplace. If you have company drivers, you have most likely dialed in on the dangers of mobile device use while driving and the potential liability of your driver being the cause of a distracted-driving crash.

But did you know that generally speaking, any employee is acting within the scope of employment if his or her conduct benefits the employer—in any way?

Courts have routinely allowed claims against employers to proceed in court, even when a crash occurred when employees were:<sup>1</sup>

- ✓ Driving after normal business hours
- ✓ On the way to a personal event
- ✓ Sightseeing on a business trip
- ✓ Operating a personal vehicle and/or using a personal mobile device

Additionally, employees who do the following while driving put their safety, the safety of other road users and the employer's bottom line at risk—even if on a personal device and driving a personal vehicle:

- ✓ Participate in conference calls
- ✓ Talk by phone with managers or coworkers
- ✓ Read or respond to work-related email
- ✓ Conduct any type of business

## MOBILE DEVICE POLICIES ARE CONTINUALLY EVOLVING

Rolling out and enforcing a mobile device policy, particularly in a global operation, can be a challenge.

Policies come in various forms:

- Some ban handheld devices, while others implement a total ban (handheld and hands-free.)
- Some organizations' mobile device bans extend to all vehicles while on company property (i.e., employees driving their own vehicles to/from work, as well as visitors.)
- Some extend policies to contractors or vendors working on behalf of the company.
- Some have policies that extend to employee family members who are permitted to drive the company vehicle.

## NO FLEET SAFETY LEADER HAS TO GO IT ALONE

NETS members have collaborated on strategies when faced with challenges, and many are regularly invited to speak at safety conferences to share their case studies covering topics like:

- Preparing employees for a global total mobile device ban
- Enforcing a mobile device policy
- Extending the policy to contractors
- Communicating the policy to family members

### THERE IS STRENGTH IN NUMBERS®

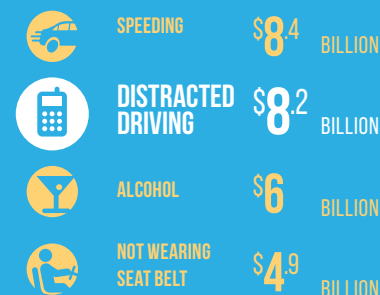
When it comes to implementing, enforcing and sustaining a mobile device policy, there may not be a one-size-fits-all solution, but having a network with which to collaborate and work through challenges can make all the difference. If you would like to know more about NETS and its network of fleet safety professionals, visit [trafficsafety.org/join-nets](http://trafficsafety.org/join-nets)

Nearly all NETS members have some form of mobile device and/or distracted driving policy in place.



- 56% ban the use of handheld devices
- 37% ban all mobile devices- handheld and hands-free
- 3% ban texting only

### Total Costs by Behavior Type (2013 Data)



See Tables 9, 8, 7 and 5 in The Cost of Motor Vehicle Crashes to Employers—2015™

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

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

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# DAY 4 ACTIVITIES

## TWEET/POST

*Help others help themselves. Never text or call if u know they're driving. YOUR decisions could help drive THEIR safety. #DSWW2016*

*Handheld or Hands-free, they are equally risky. Silence and stow before you go. #DSWW2016*



## EMPLOYEE ENGAGEMENT PLAN

- 1 Distribute the **Dial in to the Task at Hand...Driving** employee handout.
- 2 Choose from additional activities.

## MAKE A VISIBLE PLEDGE TO FOCUS WHILE DRIVING

Ask employees to think about who is counting on them to drive focused so that they get there safely... every time. Use the template provided to print pledge cards and distribute to employees, including all levels of management. Ask employees to add their signature to the pledge. Employees may display the cards where they will see them often, such as on their desk or car visor. Or, use the cards to create a display in one or more high-visibility areas to carry the

message from the campaign into the following weeks. This is a great opportunity for all levels of management to show their commitment to drive focused and for your organization to share your safety culture with customers, vendors and guests that may visit your place of business. Offer the employees who participate the opportunity to dress casually or wear jeans on this day in recognition of their pledge and to create even more visibility of their support.

## MANAGEMENT PLEDGE

If your organization already has a formal mobile device policy in place, is considering issuing a policy, or is working to combat the issue of distracted driving through education, you may need to make some changes to help ensure success. It's important to look at the way your organization does business and communicate a shift in regard to management's expectations of employee availability and response times. To help you move in this direction, we suggest a Management Pledge. Use the template provided to print pledge cards and distribute to all levels of management for their signature (assuming you have obtained executive leadership's buy-in.) Once signed, place the pledges in an area visible to all employees. Or, consider producing an enlarged version of the pledge, request that all managers put their signature on it and keep it displayed in a high-visibility area. You could invite employees to attend a pledge-signing ceremony, kicked-off with remarks of support from senior management.

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

### RESOURCES:

- *Dial In To the Task at Hand...Driving* employee handout
- *Focus Pledge Card*
- *Management Pledge Card*

**I PLEDGE TO DRIVE FOCUSED**



☐ I will not text while driving.

☐ I will let calls go to voicemail when I am driving and will safely pull over to retrieve messages and make calls.

☐ I will quickly and any calls I've initiated if I determine the person I have reached is driving.

SIGNATURE \_\_\_\_\_

MANAGE EXPECTATIONS OF OTHERS... YOUR DECISIONS DRIVE YOUR SAFETY

**I PLEDGE TO:**

☐ Refrain from contacting my colleagues and staff members via cell phone or text during times that I know to be their drive-time.



☐ Not expect immediate responses to calls or texts because my colleagues and staff members may be driving when I am attempting to reach them.

☐ Work with my staff members to put together a plan for acceptable response times and back-up contacts in the event they are driving when I need to reach them.

☐ Ensure none of my colleagues and staff members are driving while participating in conference calls.

SIGNATURE \_\_\_\_\_

MANAGE EXPECTATIONS OF OTHERS... YOUR DECISIONS DRIVE YOUR SAFETY

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

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