

DSWW 2010 & 2011 survey responses say:

- ✓ 4379 organizations have mobile device policies in place
- ✓ 1587 or 37% had total bans
- ✓ 2754 or 63% banned hand-held devices only
- ✓ 1518 organizations planned to implement a policy in the next 12 months

1 MOBILE DEVICE POLICY

If you have a mobile device policy in place, re-distribute it on this day as a reminder to employees. For information on establishing a mobile device policy, visit www.distraction.gov.

2 SEND THE MESSAGE THAT YOU ARE A FOCUSED DRIVER

Resources Provided

- Electronic or printable card stating voicemail has been changed or already says "I am away from my phone or driving."



Encourage employees to take the time today to change the voicemail on their mobile phone to say something like, "I'm sorry I missed your call. I'm either away from my phone or driving. Your call is important and I will get right back to you as soon as I am safely able to."

Adding a message such as this will help raise awareness that taking calls while driving and making a call to someone who is driving puts many people at risk including the driver, their passengers, and anyone sharing the roads with them.

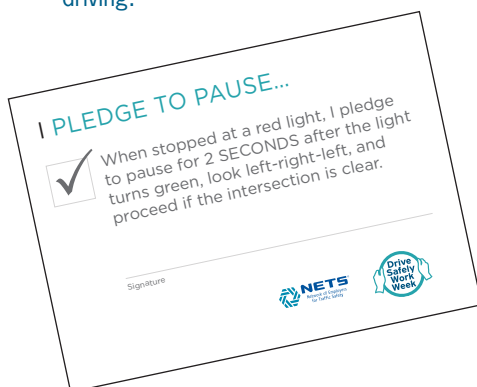
As an option, employees can either print or submit a card electronically to an address you designate that indicates they have participated in this activity. You might consider entering them into a drawing or rewarding each participant with a token of your choice.

3 ENCOURAGE EMPLOYEES TO PLEDGE TO PAUSE

Resources Provided

- Pledge card

When stopped at an intersection, make the pledge to pause for 2 seconds when the traffic light goes from red to green. This will give you the opportunity to look in both directions before proceeding so you can ensure the intersection is clear of any distracted drivers who may run the red light. It is also a good time to take a deep breath and refocus your attention on the important task of driving.



PUT A FACE ON DISTRACTED DRIVING

Resources Provided:

- Faces of Distracted Driving videos for download

Everyone thinks it could never happen to them. The Faces of Distracted Driving campaign, launched by U.S. Transportation Secretary LaHood, puts a face on the issue through the stories of children, parents, families and friends whose lives have been torn apart as a result of senseless crashes caused by distracted drivers. A series of "faces" videos has been made available for download. You might choose to loop the videos together to run on your organization's monitors in break rooms, the lobby or cafeteria, or distribute them individually throughout the day via e-mail. If distributed via e-mail, employees can easily share them with family members. A file format has also been made available so you can embed the videos into PowerPoint if you wish. If you have an IT department, you may want to involve it in your campaign planning.

