

ENGAGE

mobile device responsibility

Need help initiating a mobile device policy? The National Safety Council has developed the free employer Cell Phone Policy Kit. You'll find the link to download in the Additional Resources tab.

MAKE A VISIBLE PLEDGE TO FOCUS

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 as a recognition of their pledge and to create even more visibility of their support.



Print table tents on card stock and place in conference rooms as a reminder to ensure no call participants are driving.

ADOPT A CULTURE SHIFT

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, be sure the pledge is placed in an area visible to all employees or distributed to each one individually.

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.

You may even want to involve your organization's public relations department to make this activity a community/public-relations opportunity by inviting the local media to attend your "pledge-signing" event.

