

Addressing Benefits & Concerns

If your organization is planning to move toward a zero-tolerance policy on employee cell phone use while driving, you'll want to be ready to address common barriers that are certain to present themselves.

According to the National Safety Council survey of members (approximately 2,000 organizations), companies without a policy in place reported the following barriers:

1. Lack of employee support
2. Competing job priorities
3. Lack of management commitment

DISCUSSION GUIDE

Building support for your cell phone policy

Note: This session should be led by an experienced facilitator

Start the conversation

1. Share real-life stories about distracted driving
"What have you seen on the road that scared you?"
2. Share research data
See campaign fact sheets
3. If applicable, review the organization's policy and/or the state law regarding distracted driving

Review the benefits of a distracted driving policy

Discussion-starters:

1. Safer employees
2. Reduced risk of liability
3. Positive corporate role model



Tips to build support

1. Have a well-planned roll out: don't spring the policy on employees
2. Involve employees in deciding how your policy will be monitored for compliance and in deciding consequences for non-compliance
3. Meet routinely to discuss obstacles and solutions after the policy has been implemented. Invite employees to share success stories, etc.



Address barriers to employee acceptance

Invite employees to submit concerns ahead of time, anonymously, if necessary

Discussion-starters:

1. Conflicting work priorities (the need to be available while driving)
"My clients expect me to be available"
"What is the competition doing?" (sales)
2. Pressure from families
"I need to use drive time to take care of personal calls"
3. Drive time is viewed as down time
"Driving is wasted time if I'm not getting something else done"
4. Lack of management support
"My boss calls me during my commute to catch up on projects"
5. Skepticism of real/perceived risk as a result of media reports

Solicit Solutions

Discussion-starters:

1. Change your voice mail greeting to indicate that you are driving
2. Make arrangements for someone to serve as a backup
3. Technology solutions (See campaign materials for more information)

Wrap up

1. Review the company's policy
2. Review key points of the discussion
3. Note ideas or issues that will be forwarded to management
4. Commit to a follow-up mechanism for unanswered questions or issues requiring further action