block distractions

1 ACTIVITY: TEST DRIVE CALL BLOCKING TECHNOLOGY

Whether your organization is considering a distracted driving policy, already has one in place, or is working to simply raise awareness of the issue, technology may offer solutions to help reduce the dangers of distracted driving.

There are many new software solutions available now that use GPS to determine when a phone is in motion and block in-coming calls and texts. When a call or text is intercepted, an automated response is sent indicating the person trying to be reached is driving.

Designate a team of employees to "test drive" one or more call blocking technologies. During your campaign, have these employees present their experiences to the organization. This can be done in all-employee meetings, team meetings or lunch-and-learn settings. Take care to select employees who are well-respected among their peers, are receptive to change and have strong presentation skills. If you have a dedicated IT team, consider leveraging its expertise for this project.

Many software manufacturers offer free trial periods with monthly or annual fees that are nominal. Information on a variety of products available is summarized in this article by Automotive Fleet: www.automotive-fleet.com, or at the FCC Distracted Driving Information Clearinghouse at: www.fcc.gov/cgb/driving_clearinghouse.html in the industry and technology section.

2 ACTIVITY: SEND A CLEAR MESSAGE

Encourage employees to take the time today to change the voicemail on their mobile phone to 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.

Asking employees to restrict their use of cell phones while driving may be met with resistance. Tips and information addressing concerns are located in the Addressing Benefits & Concerns sheet. You may choose to use this information as a part of the "technology test drive" presentation.

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