Cell Phone Policy Kit

Congratulations!

The National Safety Council's Cell Phone Policy Kit can help you take a major step toward reducing crash risks associated with using cell phones while driving.

NSC realizes a policy prohibiting cell phone use while driving may be met with resistance. We developed this kit to provide you with ready-made communications for the variety of audiences you will need to address in order to gain support and successfully implement your company cell phone ban.

How the Cell Phone Policy Kit Can Help

Implementing an effective policy to reduce distracted driving risks involves more than publishing it in a handbook. It requires changing behaviors and people's opinions about the behavior.
This kit includes resources to help you:

- Inform and educate employees about the risks of using cell phones while driving, including dispelling common myths and misunderstandings
- Build buy-in from senior management and others to implement a policy
- Create a policy based on what research identifies as unsafe driving behaviors that increase crash risk
- Implement your policy and gain acceptance from your employees
- Enforce the policy for long-term success

The following table gives you a sample timeline for implementing the employee communications in this kit, which you can use as is or adapt it to meet your organization's needs.

Week 1	Week 2	Week 3	Week 4
Inform	Educate	Implement	Reinforce
Customizable Press Release	Frequently Asked Questions	Presentation Script for Policy Rollout	Tips for Distraction Free Driving
Call to Action	Distracted Driving List	Policy	Pocket Policy Card
Article to Inform	Distracted Driving One-Hour Training Course	Voice Mail Greeting	Safety Stuffer
Voice Mail to Employees	"Pull Over" Poster		"Focus on Your Driving" Poster

In addition to this kit, many resources are available from NSC to support the successful implementation of your policy and reduce the potential for crashes:

- Fact sheets, data and research about cell phone use while driving are on our Website at *distracteddriving.nsc.org.*
- Local NSC chapters offer classroom, online and self study Defensive Driving Courses that can lower transportation operating expenses. They also have classes available on the "Dynamics of Fleet Safety," which will assist in developing a full fleet program and policy for your employee drivers.

Who We Are

The National Safety Council saves lives by preventing injuries and deaths at work, in homes and communities, and on the roads, through leadership, research, education and advocacy. Our more than 53,000 member companies, representing 8.5 million employees, turn to NSC for professional development and strategies to advance safety as a core value.

NSC's strategic priorities are based on scientific research. This allows us to better identify and understand issues and trends in unintentional injuries and deaths, and develop programs to address these trends and ultimately save lives.

NSC works at the local level through its nationwide network of 39 state and regional chapters that invites members and the public to more fully engage in industry-specific injury prevention issues. Chapters identify safety needs of particular interest to their areas and deliver community-based programs and services, training, conferences, workshops, and consultation, and also serve as a local voice for safety advocacy.

NSC was founded in 1913 and formally recognized as a safety leader by an Act of Congress in 1953 that granted a Congressional Charter to the National Safety Council. We are a 501(c)(3) nonprofit organization and the only major national entity dedicated to safety of people in all aspects of their lives: at work, on the roads, and in homes and communities.

Disclaimer: Although the informtion and recommendations contained in this publication have been compiled from sources believed to be reliable, the National Safety Council makes no guarantee as to, and assumes no responsibility for, the correctness, sufficiency or completeness of such information or recommendations. Other or additonal safety measures may be required under particular circumstances. Visit *distracteddriving.nsc.org* for the latest material and updated content for the Cell Phone Policy Kit.

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