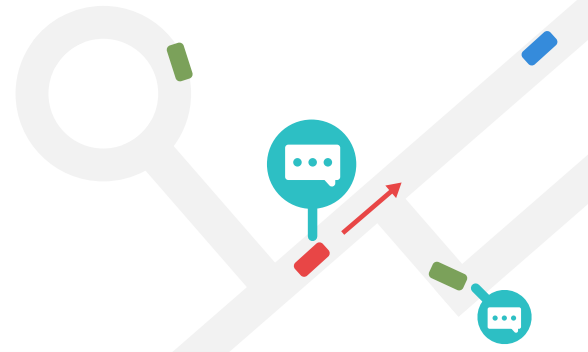


5 Components of an Effective Distracted Driving Policy



An average of nine people are killed every day in crashes that involve distracted driving, according to the U.S. Centers for Disease Control and Prevention. By implementing a distracted driving policy, employers can help protect their employees, clients and the public from accidents while minimizing legal and financial risks. As an employer, you should consider the following components in order to implement effective distracted driving policies:



1 Written Policy

Develop a written policy that provides employees with a clear understanding of what is being asked of them. It should also provide the company's stance on distracted driving and what happens if the policy is not followed. This document should continually be updated to reflect any changes.



2 Best Practices

Provide employees with a list of actions that are considered distracted driving and suggested practices to reduce the risk of distracted driving.



3 Policy Communication

It's vital to communicate to employees that a policy exists and must be followed. Explain the requirements of the policy. Discuss the policy in stand-up meetings and ensure that employees can ask questions about the policy.



4 Enforcement

Monitor employee participation and intervene when necessary. Corrective actions must be administered if an employee is not following the policy. A policy is meaningless if it is not being followed.



5 Leadership Involvement

All employees need to buy into the policy requirements. Management should lead by example. Top-down involvement is what drives compliance with the policy.