



Focused Driving at Work

Developing distracted driving policies in the workplace

Presenter

Organization

Meeting Name

Date

THE ISSUE

20%



THE GOOD NEWS

93%



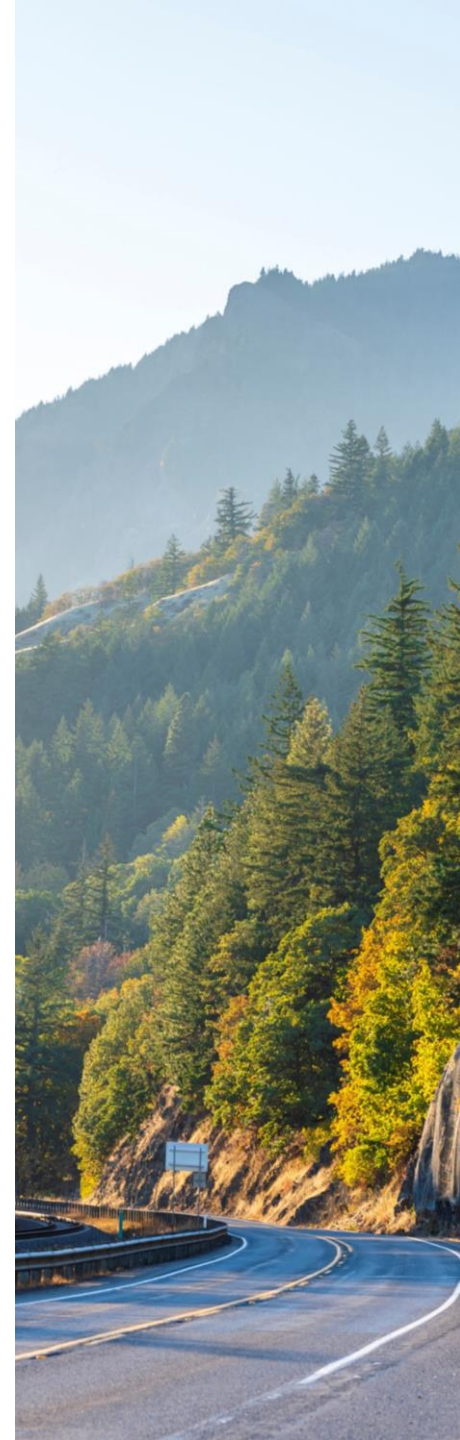
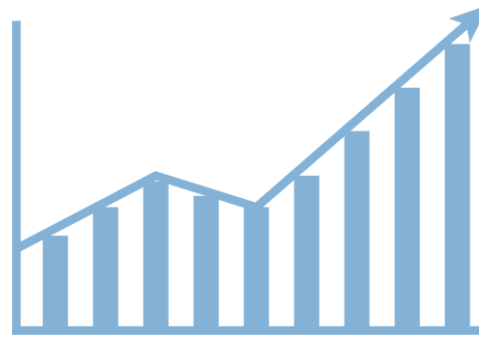
WHY THE WORKPLACE?

Safety starts at work . . .

and travels home.



WHAT MOTIVATES AN EMPLOYER?



IMPACTS: SAFETY



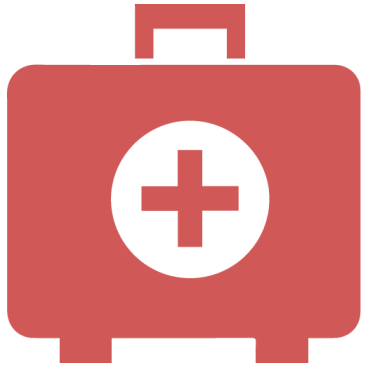
SAFETY



WORKPLACE HAZARDS



IMPACTS: PRODUCTIVITY



SAFETY



PRODUCTIVITY



IMPACTS: REPUTATION



SAFETY



PRODUCTIVITY



REPUTATION



MOST PEOPLE THINK DISTRACTED DRIVING IS A SERIOUS THREAT

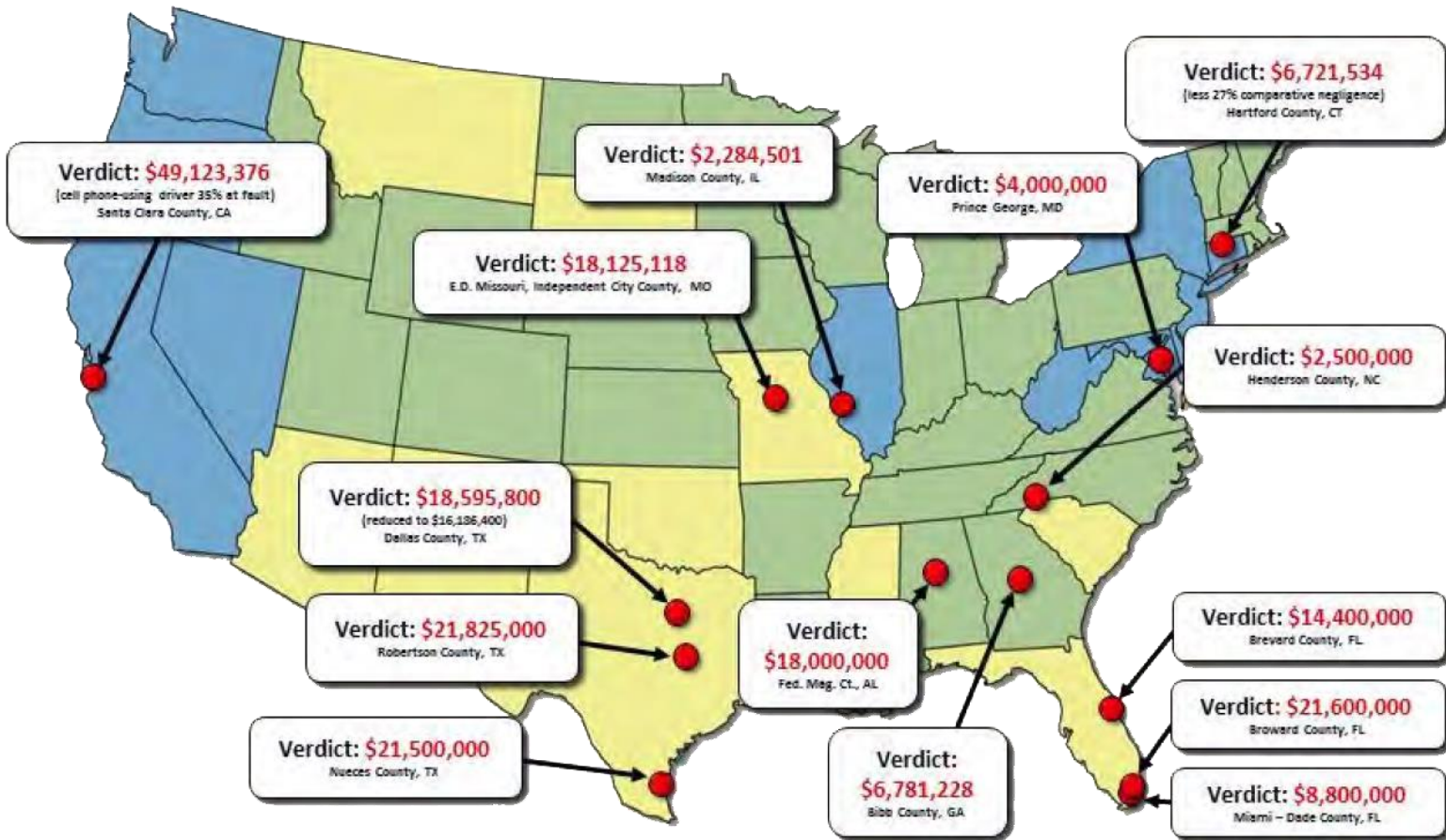
80%

talking while driving

96%

texting while driving

VERDICT MAP



WORKPLACE HAZARDS

\$16.1
MILLION

For a salesperson talking on a cell phone en route to a sales appointment

\$21
MILLION

For a driver talking on a hands-free set according to her company policy

\$24.7
MILLION

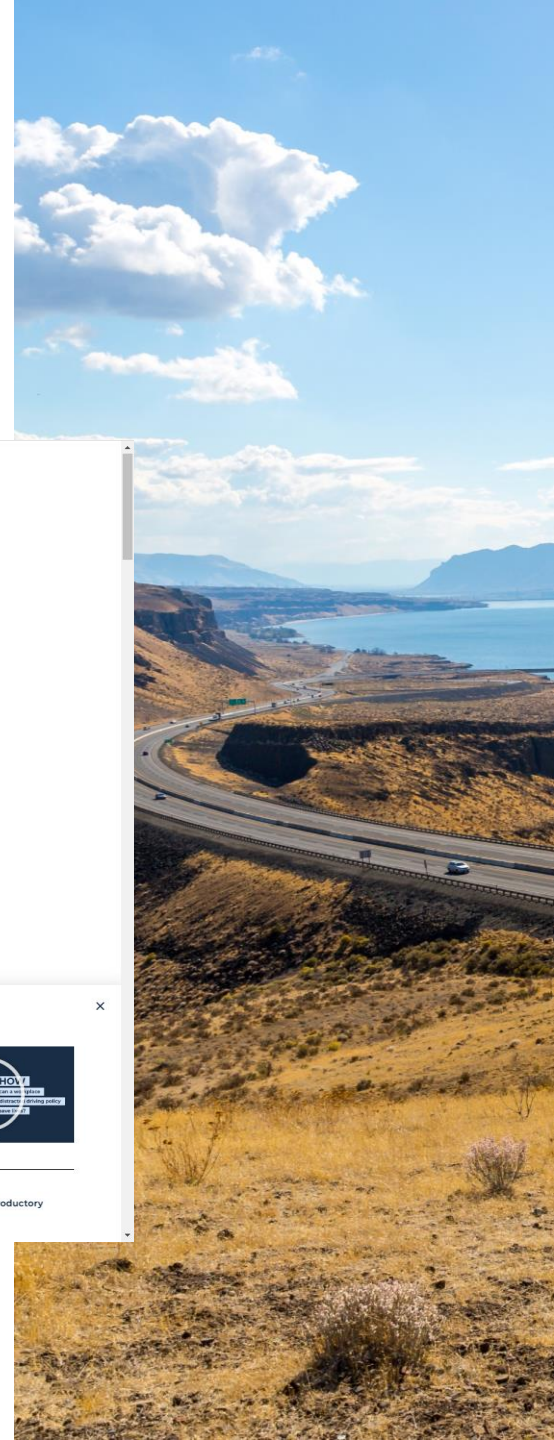
For a tractor-trailer driver checking text messages

WHAT WE'RE DOING

DriveFocusedAtWork.com

The screenshot displays the website's interface. At the top left is the logo "TOGETHER WE GET THERE" with a green and white graphic. The main content area features a video player with a green play button. The video title is "Employers Can't Afford to Ignore Distracted Driving". Below the title, the text reads: "Companies lose billions of dollars through motor vehicle crashes. Educating your workforce about distracted driving will help keep employees safe and may lower costs." A green button with a white arrow and the text "Learn More" is positioned below the text. In the top right corner of the website, it says "Get Started: Take the Journey".

This block shows a video thumbnail with an upward-pointing arrow and a close button. The thumbnail features a man in a dark jacket and a circular graphic with the text "HOV 1" and "HOV 2+". Below the thumbnail, the text reads: "Watch the short introductory video."





STEP 1

Understand
Distracted Driving in
Your Workplace

STEP 3

Educate Employees
About Distracted
Driving and Workplace
Expectations

STEP 4

Grow a Culture of
Safety

STEP 2

Establish Workplace
Expectations

STEP 1 – UNDERSTANDING DISTRACTED DRIVING

STEP 1

Tool 1A

Workplace Survey on Distracted Driving



Download the survey

English

Spanish

Table 1

"Thinking back over the past 30 days, when driving FOR WORK, have you done the following WHILE THE VEHICLE WAS MOVING?"	Never/Rarely	Sometimes	Often/Always
Had a conversation on a cell phone while holding it in your hand	78%	14%	8%
Had a conversation on a cell phone without holding it ("hands free")	15%	45%	40%
Typed or read on a cell phone	72%	28%	0%
Adjusted a navigation system (on a phone or built into the vehicle)	22%	63%	15%
Adjusted the radio, sound system, or vehicle devices	10%	68%	22%
Reached for an object in the vehicle	21%	70%	9%
Had a conversation with a passenger in the vehicle	29%	40%	31%

Research has shown that engaging in conversations on a cell phone (hand-held or hands-free) or even with other passengers while driving increases the risk of a crash. Furthermore, adjusting navigation systems, the radio, or other vehicle devices as well as reaching for an object while the vehicle is moving are all dangerous.

It should be pointed out that many employees are making safe decisions. For example, most employees did not regularly (i.e., often or always) engage in distracting behaviors. Growing these safe decisions is critical to growing an overall strong safety culture. However, many employees have misperceptions about what other employees are doing. For example:



• 78% never or rarely had a conversation on a cell phone while holding it their hand.



However, two-thirds (65%) of employees thought that MOST employees regularly engage in "hand-held" cell phone conversations while driving.



• 72% never or rarely typed or read on a cell phone while driving.



However, two-thirds (65%) of employees thought that MOST employees do regularly type or read on cell phones while driving.

Correcting misperceptions about what most employees do will be an important component of growing safe behaviors. Leaders, managers, and supervisors can reinforce and grow safer decisions by regularly reminding employees about the safe choices that most employees are making.

STEP 2 – ESTABLISH WORKPLACE EXPECTATIONS

STEP 2

Tool 2G

Sample Policies



Draft Sample Policy

This policy is intended to reduce the risk of distracted driving crashes while using state-issued personal electronic devices or driving state vehicles, and to clarify expectations that employees should focus on driving, not working, when they are behind the wheel.

Definitions

Driving – To operate a motor vehicle on a public roadway, including while temporarily stationary because of traffic, traffic control device, or other momentary delays. "Driving" does not include when the driver has pulled the vehicle over to the side of, or off, an active roadway and has stopped in a location where the vehicle can safely remain stationary.

Hand-held or hands-free cell phone use – (1) Talking on a cell phone. (2) Using your hand or finger to compose, send, read, view, access, browse, transmit, save, or retrieve email, text messages, instant messages, photographs, or other electronic data. (3) Watching video.

Personal electronic device – Any portable electronic device that is capable of wireless communication or electronic data retrieval and is not manufactured primarily for handsfree use in a motor vehicle. "Personal electronic device" includes, but is not limited to, a cell phone, tablet, laptop, two-way messaging device, or electronic game.

It is the policy of the WTSC to promote employee safety; therefore, when conducting state business, employees shall not use hand-held or hands-free personal electronic devices while driving – whether the vehicle is in motion or stopped in traffic. This applies whether the employee is using a state vehicle or a privately-owned vehicle and whether the employee is using a state-issued or personally-owned electronic device.

Employees shall ensure that secondary tasks, such as eating, drinking, or grooming do not cause unsafe driving.

The WTSC does not require or expect employees to conduct work while driving. This includes responding to or initiating messages, e-mails, or phone calls, or participating on conference calls.

While driving on work-related business, employees are expected to focus their full attention on the task of driving.

All hand-held or hands-free personal electronic device use is prohibited, except that an employee may use navigation, music, or other non-interactive apps as long as the use of these apps is initiated or updated while the vehicle is parked.

If a driver needs to use their electronic device, they must pull over to the side of, or off, an active roadway and to a location where the vehicle can safely remain stationary. The shoulder of the freeway is not considered a safe location.

Electronic signature by each employee is required.

Copy

STEP 3 – EDUCATE EMPLOYEES


STEP 3

Tool 3B

Policy Education Outline & Teaching Plan



Workshop Outline

Topic and Purpose / Time	Instructor Notes
Set-Up (before the session)	Before session: <ul style="list-style-type: none"> → Write agenda on flip chart or white board → Set up computer and projector to present PowerPoint slides → Have copies of policy and handouts
Welcome & Introductions  10 min Introduce self and any policy team members present Set the stage: Why are we addressing distracted driving? ANCHOR ACTIVITY (see below) Think – Pair – Share <ul style="list-style-type: none"> • Clarifying what distracted driving is and how many distracting behaviors increase risk of a crash 	Slide 1: Welcome! Thank everyone for participating on the survey Slide 2: Why are we addressing distracted driving at work? We need your support to shift toward a culture of safe, responsible driving at work and throughout our communities. Complying with existing laws and regulations is essential, but our goal is to achieve higher levels of safety by going beyond compliance to commitment – a commitment to safety for one’s self and others. Slide 3: Distracted driving is... Slide 4: Definition of Distracted Driving
Introduce the New Policy  20 min Share & Discuss the Policy: <ul style="list-style-type: none"> ✓ Participants read & become familiar with the new (revised) workplace policy ✓ Highlight that the policy has 3 important priorities. ADD ACTIVITY: Test Driving the New Policy Consider Policy Impacts <ul style="list-style-type: none"> ✓ How will the policy impact YOU? ✓ Your DEPARTMENT or DIVISION? ✓ Our WORKPLACE? ✓ Our COMMUNITY? 	HANDOUT: Hand out a copy of the workplace policy with each person. Slide 5: The 3 priorities include: <ul style="list-style-type: none"> → Drivers never drive distracted—to protect self, passengers, and bystanders. → Speak out if you are with a driver who is distracted. → Employees should encourage coworkers, friends, and family to drive distraction-free. Be prepared to share information on: <ul style="list-style-type: none"> → Implementation timeline (When does it or did it go in effect?) → Enforcement (Who will be enforcing the policy? What will be involved? Are there sanctions for noncompliance?) → Feedback (How would managers or leaders like to receive feedback on the policy once it is in place?) → Manager/Supervisor commitment to not expect calls to be answered when someone is driving or assign employees to participate on handsfree conference calls while they are driving. HANDOUT: Hand out a copy of “Policy Impacts” worksheet Slide 6: Graphic of Workplace Impacts (Corresponding with worksheet)

STEP 4 – GROW A CULTURE OF SAFETY

STEP 4

Tool 4A

Applying the Policy in Your Setting



Examples:

 What I see:



You are a passenger in a vehicle, and the driver reaches for their mobile phone.

 What I say:

Let me help you look for a spot to pull over. It will only take a moment to find a safe place, and then you can make the call, so you don't have to talk while you are driving.

 What I see:



Your manager mentions that she is going to review a report on her commute, since she always gets stuck in stop-and-go traffic between work and home.

 What I say:

That report isn't nearly as important as getting home safely. Please leave it here and take a few minutes to review it in the morning.

 What I see:

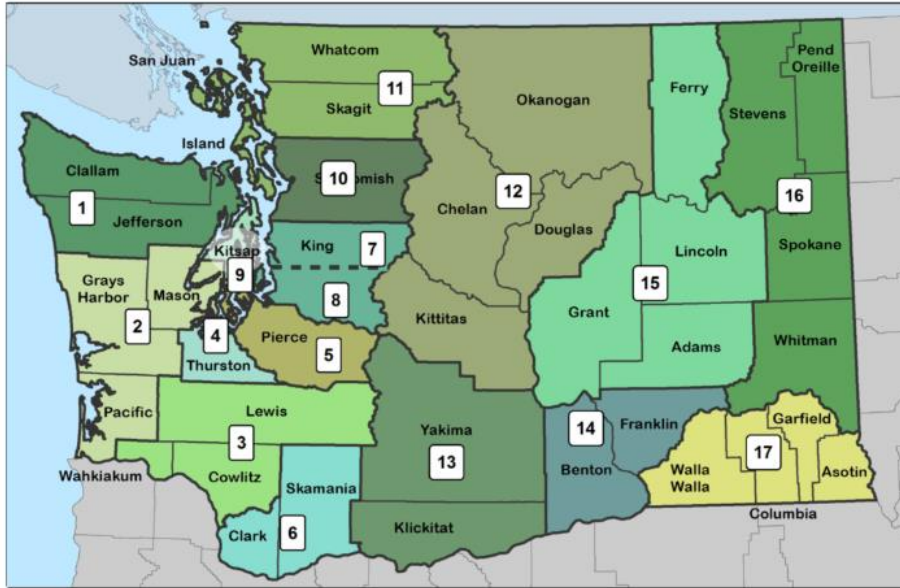


Your coworker joins a conference call from his mobile phone while he is driving.

 What I say:

Your input is important, but not as important as your safety. Why don't you hang up and call back in when you arrive? Or, I'll take notes, and we will review them when you're back in the office.

DEPLOYMENT – TZM NETWORK



Region 1

Clallam & Jefferson Counties

[Josh Ley, Target Zero Manager](#)

[Contact](#)

Region 4

Thurston County

[Tara Tehelana, Target Zero Manager](#)

[Contact](#)

Region 7

King County (North)

[Rebecca Lla, Target Zero Manager](#)

[Contact](#)

Region 10

Snohomish County

[Stacey McShane, Target Zero Manager](#)

[Contact](#)

Region 13

Klickitat & Yakima Counties

[Charlotte Layman, Target Zero Manager](#)

[Contact](#)

Region 16

Pend Oreille, Spokane, Stevens & Whitman Counties

[John Griffin, Target Zero Manager](#)

[Contact](#)

Region 2

Grays Harbor, Mason & Pacific Counties

VACANT

Region 5

Pierce County

VACANT

Region 8

King County (South)

[Sara Wood, Target Zero Manager](#)

[Contact](#)

Region 11

Island, San Juan, Skagit & Whatcom Counties

[Carr Lanham, Target Zero Manager](#)

[Contact](#)

Region 14

Benton & Franklin Counties

[Jen Dorsett, Target Zero Manager](#)

[Contact](#)

Region 17

Asotin, Columbia, Garfield & Walla Walla Counties

[Ruben Hernandez, Target Zero Manager](#)

[Contact](#)

Region 3

Lewis, Wahkiakum & Cowlitz Counties

[Dianne Swanson, Target Zero Manager](#)

[Contact](#)

Region 6

Clark & Skamania Counties

[Jesamie Pelers, Target Zero Manager](#)

[Contact](#)

Region 9

Kitsap County

[Marsha Masfara, Target Zero Manager](#)

[Contact](#)

Region 12

Chelan, Douglas, Kittitas & Okanogan Counties

[Eveline Roy, Target Zero Manager](#)

[Contact](#)

Region 15

Adams, Ferry, Grant & Lincoln Counties

VACANT

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Roger Millar
Department of Transportation



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Washington State Patrol



Teresa Berntsen
Department of Licensing



Umair Shah
Department of Health



George A. Steele
Judicial Representative



Chris Reykdal
Superintendent of
Public Instruction



Sue Birch
Health Care Authority



Sam Low
Washington State
Association of Counties



Brandi Peetz
Association of Washington
Cities



Questions



Thank You

Presenter

Organization

Meeting Name

Date