



Cell Phone Policy Kit

Dear Business Leader:

Thank you for your interest in the National Safety Council's Cell Phone Policy Kit. You are among a group of leading-edge employers seeking information to better understand the risks associated with cell phone use while driving. This is an important first step. We encourage you to use this knowledge to take actions that will protect your employees and reduce these risks.

In January 2009, NSC became the first national organization to call on states to ban cell phone use while driving. We called for this ban based on more than 50 research reports showing similar results. It's been found that drivers using cell phones are four times more likely to be involved in crashes resulting in injury. We also called on businesses to enact policies prohibiting their employees from using cell phones while driving. Employers have responded to the call. At least 470 NSC member organizations have already enacted policies. Many more organizations are examining the issue. The best practice is to ban all employees from using cell phones while driving.

It is our hope this kit will provide the research and practical tools to help achieve buy-in among senior management for the implementation of a policy and any needed safety culture changes. Many organizations are finding it important to involve employees in accepting the safety benefits of a policy, and this kit provides a suite of ready-made communications. If your organization already has a policy in place, you can use the information provided to strengthen it. We're finding many employers are revising policies that may have previously allowed hands-free use of cell phones while driving once they understand the crash risks associated with hands-free devices.

Using cell phones while driving has become part of American culture, but business executives are leading the cultural change. In a recent survey of NSC members, only 7 out of the 470 organizations with policies reported any perceived decrease in productivity. Forty organizations said they perceived a positive impact on productivity, and the vast majority said they perceived no effect. Most important, employees are safer because they are not engaging in this high-risk activity. We hope you will soon join this growing list of our nation's safety leaders who are taking action.

Thank you again for your interest in this important issue. Let us know how we can help you along your journey to safety excellence.

Sincerely,

A handwritten signature in black ink that reads "Janet Froetscher".

Janet Froetscher
President & CEO
National Safety Council