



Cell Phone Policy Kit

Sample Presentation Script for Rollout of Policy on Cell Phone Use While Driving

Recommended Usage

The following presentation script can be used during a meeting to support the rollout of the new policy on cell phone use while driving.

Script

Here's a question...

What are the worst examples you have seen, or heard, of people doing unsafe things while driving and talking/texting on a cell phone? (Audience offers answers.)

As you can see, cell phones cause a lot of dangerous driving situations.

The distraction we're most worried about right now is cell phone use while driving. We are concerned about your safety on this issue for these reasons:

- About 16 percent of fatal crashes and 22 percent of injury crashes involve driver inattention.
- Talking and texting on cell phones while driving is a factor in 28 percent of all crashes, including property damage crashes.
- Cell phone users are four times more likely to be involved in collisions resulting in injury.
- Cell phones are a unique distraction because they involve all three types of driver distraction: taking your hands off the wheel, eyes off the road and mind off driving.

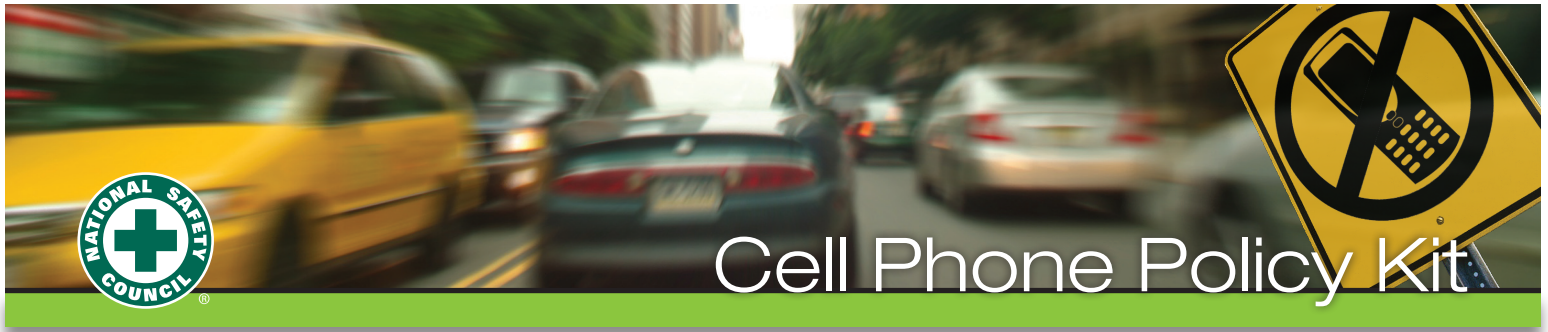
As a result, we have decided to implement a new policy on cell phone use while driving. Briefly, the policy is intended to keep you and others safe.

Instructions to Speaker

Explain the policy. For example:

Here are three main requirements of the policy:

1. *Employees are not permitted to use cell phones (handheld or hands-free) while driving.*
2. *Employees are not permitted to answer calls while driving. Incoming calls must be directed to voice mail.*
3. *If it is necessary for an employee to make an emergency 911 call, he or she must park the vehicle in a safe location before making the call.*



The penalties for ignoring these rules range from...

Instructions to Speaker

Explain the repercussions if an employee violates the policy.

I am sure you have a number of questions regarding the new policy. We are going to open the floor to your questions right now.

Instructions to Speaker

Answer employee questions regarding the policy. Explain that you understand their concerns, but the goal of the policy is to ensure employee safety while driving. The company does not want anyone to risk injury and death because of a cell phone call, text message or e-mail. Nothing is so important that it can't wait until the car is in "Park."

Refer to the Frequently Asked Questions handout to assist in preparing for the types of questions employees may ask.

To sum up the key points:

- Driving while using a cell phone is very dangerous.
- We have a new policy that says "don't use them" when you are driving.
- Let people know in advance or with a voice mail greeting that you are driving and will get back to them at a specific time.
- If you have to make a call, pull over to the side of the road, put the car in "Park" and make the call.

Remember, this policy is intended to ensure your safety, enabling you to return home to your family and friends each day. After all, no cell phone call is worth risking your life or the lives of others.

Thank you.

Any questions?