



Talking on the phone while driving – **decreases brain function by as much as 37%.**

Managing Compliance

Enforcing a Cell Phone Policy

Encouraging employee buy-in for a new cell phone policy comes with clear communication. Once employees understand the crash risk, and the safety protection provided by the policy, enforcement becomes a more manageable task.

A survey of National Safety Council members found the following methods are being used to manage compliance:

- Honor system
- Reports by others (colleagues, passengers, etc.)
- Parking lot observations
- Drivers' records/traffic citations
- In-vehicle monitoring with cameras and other technologies
- Technologies that prohibit cell phone use while driving

Tips for managers

- Stress the importance of trip planning
- Avoid scheduling conference calls during travel times for staff
- Help employees with time management. Plan the workday ahead to avoid using electronic communications while driving
- Encourage employees to have a voicemail greeting that informs callers they are driving and cannot answer the phone
- Employees should make or take important calls when they are pulled over and parked safely

A study done by Carnegie Mellon University showed a decrease in the brain activity of drivers who were using a cell phone while driving. The part of the brain that processes moving visual images while driving decreases by as much as 37% when talking on a phone.

It is important for all organizations with policies to enforce the policy through year-round education and also by educating new employees.

Explore technologies that limit usability of cell phones while driving at:
<https://www.nsc.org/road/safety-topics/distracted-driving/technology-solutions>

Distractions can wait. Driving can't.