

Resources to Promote Workplace Conversations About Engaged Driving

Distracted driving contributes to more than 6 out of every 10 crashes.¹ A driver's odds of crash involvement nearly double when engaging in any form of cell phone use (even more so when texting).²

Distractions are anything that takes a driver's eyes off the road, hands off the wheel or mind off driving, like using a cell phone, adjusting music, or even reaching for an object.

The Pooled Fund on Traffic Safety Culture (mdt.mt.gov/research/projects/trafficsafety.shtml) sponsored a project completed by the Center for Health and Safety Culture (CHSCulture.org) to develop resources for families and workplaces to reduce distracted driving and promote engaged driving.

These resources include guidance on workplace conversations to support engaged driving, presentation slides, a webinar, and a final report (mdt.mt.gov/research/projects/trafficsafety-engaged.shtml).

The following are ways to use these resources.

- State and local traffic safety stakeholders can post the conversation guidance documents on their websites.
- This informational sheet includes sample language for a public service announcement, draft social media posts, and a brief description of the conversation guidance that could be placed in newsletters or in email blasts. All these messages can help promote the guidance for workplaces.
- Traffic safety leaders can reach out to their state and local partners to use this document to promote the workplace conversation guide. Local public health educators, local chambers of commerce, large businesses, state and local agencies, law enforcement agencies, and health care providers can all assist with promoting the workplace conversation guide.
- Traffic safety leaders could facilitate recording the public service announcements using state and local voices. The audio files could be made available to local communities and radio stations for distribution.
- Draft PowerPoint slides are available, which can be downloaded and modified by state and local organizations to use in presentations about traffic safety.

60-Second Public Service Announcement

"As supervisor at work, I play an important role in keeping everyone safe.

Often, the key to workplace safety is finding ways to have conversations with people I supervise.

Conversations about distracted and engaged driving are critical-- especially with employees who drive for work.

Distractions are anything that takes a driver's eyes off the road, hands off the wheel or mind off driving, like using a cell phone, adjusting the radio, or even reaching for an object.

Distracted driving significantly contributes to motor vehicle crashes.

I chose to have conversations about engaged driving with those I supervise. Together, we discuss our workplace's values and policies. A resource called Workplace Conversations to Support Engaged Driving

¹ Dingus, T., Guo, F., Lee, S., Antin, J., Perex, M., Buchanan-King, M., & Hankey, J. (2016). Driver crash risk factors and prevalence evaluation using naturalistic driving data. *PNAS*, *113*(10), 2636-2641.

² Owens, J.M., Dingus, T.A., Guo, F., Fang, Y., Perez, M. & McClafferty, J. (2018). Crash risk of cell phone use while driving: A case – crossover analysis of naturalistic driving data. AAA Foundation for Traffic Safety.

gave me the words to use so I could have constructive conversations with them in ways that strengthened our relationship and improved safety.

To learn how you can have conversations to support engaged driving, visit <website>.”

Brief Newsletter or Email Announcement

Distracted driving significantly contributes to motor vehicle crashes – a leading source of workplace injuries and fatalities. Distractions include anything that takes a driver’s eyes off the road, hands off the wheel or mind off driving, like using a cell phone, adjusting music, or even reaching for an object.

Supervisors can plan an important role in keeping employees safe and avoiding costly workplace traffic safety incidents. Often, the key to keeping employees safe is finding ways to have constructive conversations between supervisors and those they oversee.

[Agency Name] has a resource for workplaces that provides guidance on conversations to reduce distracted driving and support engaged driving. The resource includes ways to clarify policies and expectations about what is and isn’t acceptable while driving. Visit our website at XX to download Workplace Conversations to Support Engaged Driving.

Social Media Posts

- Distracted driving significantly contributes to motor vehicle crashes – a leading source of workplace injuries and fatalities. If you supervise employees who drive for work, download Workplace Conversations to Support Engaged Driving [link] and clarify your workplaces policies and expectations about what is and isn’t acceptable while driving.
- Distracted driving includes anything that takes a driver’s eyes off the road, hands off the wheel or mind off driving, like using a cell phone, adjusting music, or even reaching for an object. If your employees drive for work, download the resource Workplace Conversations to Support Engaged Driving [link] and clarify your policies and expectations about what is and isn’t acceptable while driving.
- Workplaces – reduce distracted driving by your employees: Workplace Conversations to Support Engaged Driving [link]
- Workplaces – clarify your policies and expectations about what is and isn’t acceptable for your employees while driving: Workplace Conversations to Support Engaged Driving [link]



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