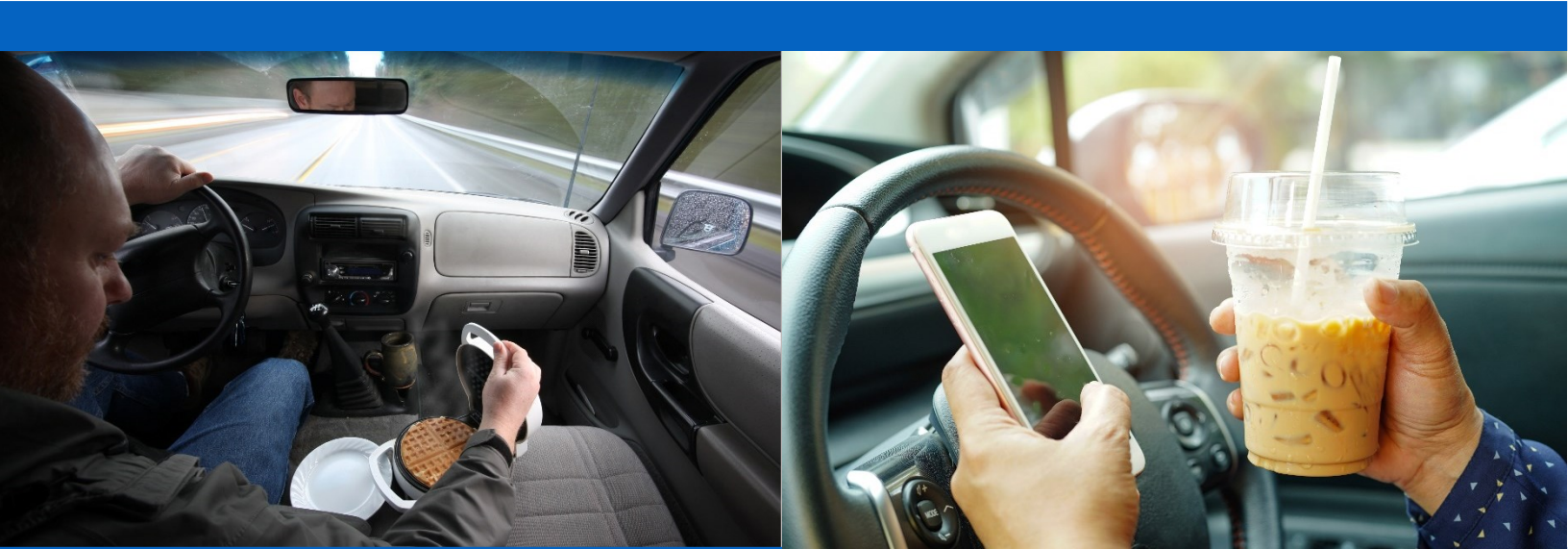




# Distracted Driving Prevention Success Company Awareness Raising and Campaign Launch



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# Distracted Driving Prevention Month - Public Awareness

## Overview and Activities

### ➤ Overview

Distracted Driving Prevention Month is an annual campaign held every April to raise awareness about the dangers of distracted driving and to promote safe driving practices. This initiative is spearheaded by various national and local organizations, including the National Highway Traffic Safety Administration (NHTSA) and the National Safety Council (NSC). The goal of the campaign is to educate drivers about the risks associated with distracted driving and to encourage them to adopt safer driving habits.

Distracted driving is defined as any activity that diverts attention from driving, including talking or texting on your phone, eating and drinking, talking to people in your vehicle, or fiddling with the stereo, entertainment, or navigation system. According to the NHTSA, distracted driving claimed 3,142 lives in 2019 alone. By dedicating a month to preventing this dangerous behavior, organizations aim to reduce the number of accidents and fatalities caused by distracted driving.

### ➤ Activities

- **Public Awareness Campaigns**

During Distracted Driving Prevention Month, numerous public awareness campaigns are launched to inform the public about the dangers of distracted driving. These campaigns utilize various media platforms, including television, radio, social media, and billboards, to spread their message. Key elements of these campaigns often include statistics on distracted driving accidents, personal stories from those affected, and tips for avoiding distractions while driving.

- **Educational Programs**

Schools, community centers, and businesses often host educational programs during April to teach individuals about the risks of distracted driving. These programs may include guest speakers, interactive presentations, and workshops that focus on safe driving practices. Many of these programs are designed to engage young drivers, who are particularly at risk for distracted driving accidents.

- **Hands-Free Pledge**

One popular activity during Distracted Driving Prevention Month is encouraging drivers to take a pledge to drive hands-free. This pledge involves committing to avoid using handheld devices while driving, and instead utilizing hands-free technology if necessary. Organizations often promote this pledge through social media campaigns and community events, encouraging people to publicly commit to safer driving practices.

- **Law Enforcement Initiatives**

Many law enforcement agencies increase their efforts to combat distracted driving during the month of April. This may include setting up checkpoints, conducting targeted patrols, and issuing citations to drivers caught engaging in distracted behaviors. These initiatives serve both as a deterrent to distracted driving and as a way to reinforce the importance of staying focused on the road.

- **Employer Involvement**

Employers can play a significant role in promoting distracted driving prevention by implementing policies that discourage phone use while driving for work purposes. During Distracted Driving Prevention Month, companies may offer training sessions, distribute educational materials, and encourage employees to take the hands-free pledge. By fostering a culture of safe driving within the workplace, employers can help reduce the risk of distracted driving accidents among their staff.

- **Community Events**

Local communities often organize events to raise awareness about distracted driving and promote safe driving habits. These events may include car safety checks, driving simulators that demonstrate the effects of distractions, and family-friendly activities that emphasize the importance of focused driving. Community events provide an opportunity for individuals to come together and support the cause of distracted driving prevention.

- **Social Media Challenges**

Social media challenges are a fun and engaging way to spread the message of distracted driving prevention. Participants are encouraged to share photos or videos of themselves practicing safe driving habits, nominate friends to do the same, and use specific hashtags to increase visibility. These challenges can create a sense of community and accountability, making it more likely that individuals will commit to driving distraction-free.

By participating in these activities and supporting Distracted Driving Prevention Month, individuals and organizations can help make our roads safer for everyone. Remember, it only takes a moment of distraction to cause a lifetime of regret. Stay focused, stay safe, and drive responsibly.

# Promoting Safe Driving Through Company Campaigns

Every April, communities and organizations across the United States come together to observe Distracted Driving Awareness Month. This significant movement aims to raise awareness about the dangers of distracted driving and encourages drivers to adopt safer practices behind the wheel. This month-long campaign is crucial in reducing the number of accidents and fatalities caused by distractions while driving.

- **Understanding Distracted Driving**

Distracted driving is any activity that diverts attention from driving, including talking or texting on your phone, eating and drinking, talking to people in your vehicle, or fiddling with the stereo, entertainment, or navigation system. These distractions can pose serious safety risks, not only for the driver but also for passengers and other roadway users.

- **The Scope of the Problem**

The statistics surrounding distracted driving are alarming. According to the National Highway Traffic Safety Administration (NHTSA), distracted driving claimed 3,142 lives in 2019 alone. This figure underscores the critical need for public awareness and education to address this dangerous behavior.

- **Company Campaigns for Distracted Driving Awareness**

Many companies recognize the importance of promoting safe driving habits among their employees and the broader community. Throughout April, numerous businesses launch campaigns aimed at increasing awareness and encouraging safer driving practices. These campaigns often include educational programs, pledges, and various initiatives designed to reduce distracted driving incidents.

- **Educational Programs**

Educational programs are at the heart of many company campaigns. These programs often involve workshops, seminars, and training sessions that educate employees about the dangers of distracted driving. Companies might bring in guest speakers, such as safety experts or individuals who have been personally affected by distracted driving, to share their stories and insights.

- **Pledges and Commitments**

Encouraging employees to take a pledge against distracted driving is another common strategy. By signing a pledge, employees commit to focusing on the road and avoiding distractions while driving. These pledges serve as a powerful reminder of the importance of safe driving practices and can help foster a culture of safety within the company.

- **Technology Solutions**

Some companies leverage technology to combat distracted driving. For instance, they may implement apps or devices that limit phone functionality while driving. These tools can prevent drivers from using their phones for texting, emailing, or browsing the internet, thereby reducing the temptation to engage in distracting activities.

- **Incentive Programs**

Incentivizing safe driving behaviors can also be an effective approach. Companies might offer rewards or recognition to employees who demonstrate a commitment to distraction-free driving. This could include gift cards, extra vacation days, or public acknowledgment of their efforts.

## ▪ Community Outreach

Beyond internal efforts, companies often extend their campaigns to the broader community. This might involve partnering with local schools, non-profits, or law enforcement agencies to raise awareness about distracted driving. Through these partnerships, companies can amplify their message and reach a wider audience.

## ▪ Case Studies of Successful Campaigns

Examining successful company campaigns can provide valuable insights into effective strategies for promoting distracted driving awareness.

Example 1: XYZ Corporation	Example 2: ABC Industries	Example 3: MNO Enterprises
XYZ Corporation launched a comprehensive distracted driving awareness campaign that included interactive workshops, a no-texting-while-driving pledge, and the distribution of educational materials. The company also partnered with a local high school to host a community event featuring a driving simulator that demonstrated the dangers of distracted driving.	ABC Industries implemented a safe driving incentive program, offering gift cards and other rewards to employees who adhered to distraction-free driving practices. The campaign also included the installation of phone-blocking technology in company vehicles, significantly reducing the incidence of distracted driving among employees.	MNO Enterprises focused on leveraging technology to combat distracted driving. The company developed an in-house app that automatically silenced notifications and restricted phone use while driving. Employees were encouraged to use the app and were rewarded for their participation with monthly safety awards.

Distracted Driving Awareness Month in April serves as a critical reminder of the dangers posed by distracted driving. Through comprehensive and well-executed campaigns, companies can play a significant role in promoting safe driving habits and reducing the number of distracted driving incidents. By educating employees, encouraging pledges, leveraging technology, and engaging with the community, businesses can make a meaningful impact and help save lives on the road.

## Campaign Strategy

- ✓ One week to weekly in April
- ✓ Company launch note (talking points and organization relevance)
- ✓ Building Employee Buy In – National Safety Council
- ✓ Brief recorded Distracted Driving Prevention message
- ✓ Employee and management acknowledgement/pledge
- ✓ Social media posts
- ✓ Educational e-mails- brief video(s) and/or safe driving graphics
- ✓ “Touch” each employee with visor and/or wallet cards
- ✓ Gift card raffle–best success stories and/or drawn acknowledgements
- ✓ Closure thank you and success summary
- ✓ Assessment of event and consideration for repeat in 2026 or different topic like speeding or backing.

## Free Resources

• Infographics • Launch letter • Presentations/Videos • Tip sheets • E-mail and Social Media

### ➤ Network of Employers for Traffic Safety

#### ▪ Drive Safely Work Week Campaign – Distracted Driving Module All Vehicles



[Drive Safely Work Week™ Distracted Driving Module – Network of Employers for Traffic Safety](#)

#### ▪ Safe Driving Is Serious Business

Drive Safely Work Week™ (DSWW) has been an annual campaign sponsored by the Network of Employers for Traffic Safety (NETS) for many years. In order to continue this successful campaign, we are updating the structure to focus more tightly on changing specific behaviors. That is why DSWW is now being offered on a more frequent basis, with modules focused on specific driving behaviors and the latest road safety challenges facing employers.

## Let's Get Started!



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The Drive Safely Work Week™ campaign materials include meaningful activities that reinforce the program's safe-driving messages yet won't take significant time away from the work day. Note that materials are not dated, providing the flexibility you need to schedule Drive Safely Work Week activities for the time that works best with your organization's work schedule.

- [Employee Launch letter](#)
- [Drive Focused PPT Presentation](#)
- [Fact Sheet 1: Drive Focused](#)
- [Fact Sheet 2: Safe Driving Is Serious Business](#)
- [Fact Sheet 3: Dial Into the Task at Hand](#)
- [Fact Sheet 4: Drive Focused. Drive Smart.](#)
- [Employee Pledge to Drive Focused](#)
- [Management Pledge to Drive Focused](#)
- [Social Media Graphic: Don't Text and Drive](#)
- [Social Media Graphic: Equally Risky](#)
- [Social Media Graphic: The Disconnect](#)



### Terms of Use

NETS grants express consent to use the DSWW toolkit as-is. You may modify the materials by adding your own logos and color scheme, providing you also include the NETS logo and DSWW branding. Organizations promoting the DSWW toolkit may not alter or delete any of the materials without the express written consent of NETS. In addition, organizations promoting DSWW must direct downloading of the DSWW toolkit exclusively to links provided by NETS.

## ➤ FMCSA and DOT

### ▪ Distracted Driving Campaign – Commercial Motor Vehicle (CMV)

Every trip begins with a commitment to safety. Help remind CMV drivers of the importance of staying focused behind the wheel with the shareable materials on this page.

### ▪ FMCSA

The Federal Motor Carrier Safety Administration (FMCSA) has regulations that prohibit the use of handheld mobile phones by commercial motor vehicle (CMV) drivers while driving or temporarily stopped. These rules are intended to keep drivers focused on the road and to prevent unsafe driving behaviors.

PROHIBITED ACTIVITIES	PERMISSIBLE ACTIVITIES
<ul style="list-style-type: none"><li>• Texting</li><li>• Reading</li><li>• Holding a phone to make a call</li><li>• Dialing by pressing more than one button</li></ul>	<ul style="list-style-type: none"><li>• Using a hands-free phone in close proximity</li><li>• Using a phone for dispatching as part of the company's fleet management system</li><li>• Using a phone to communicate with law enforcement or other emergency services</li></ul>

PENALTIES
<ul style="list-style-type: none"><li>• Drivers can face fines of up to \$2,750</li><li>• Employers who allow or require drivers to use a handheld phone can face fines of up to \$11,000</li><li>• Drivers can be disqualified</li><li>• Drivers can be put out-of-service</li></ul>

### ▪ FMCSA Distracted Driving Talking Points for Safety Stakeholders

#### How is Distracted Driving Impacting Our Roadways?

- Distracted driving is dangerous, claiming 3,522 lives on America's roadways in 2021.
- In 2021, distraction or inattention was the second most common large truck driver-related crash factor, accounting for 278 fatal crashes.
- To reach zero deaths on America's roadways, we must educate road users on the dangers of driving distracted.
- Interacting with a navigational device, using your cell phone, reading maps, or any other activity that takes the focus off the road is considered distracted driving.
- The large size and weight of commercial motor vehicles (CMVs) increase driving challenges such as including acceleration, braking, and maneuverability. It's critical CMV drivers stay focused while operating large trucks and buses.

<sup>1</sup> NHTSA Traffic Safety Facts Research Note – May 2023

<sup>2</sup> FMCSA Large Truck and Bus Crash Facts 2021

#### Safety Tips and calls to action

It's important for everyone sharing the road to be aware of the dangers of driving while distracted. Before getting behind the wheel, remember the tips below.

- When driving your vehicle, prioritize safety and stay focused at all times.

- Texting takes your eyes, hands, and mind off the important job of driving safely. Do not text or take calls while behind the wheel.
- Entering information on your GPS while driving is unsafe and can cause a distraction. Before hitting the road, review your route and set your navigation.
- Driving while tired can cause your eyes—and potentially vehicle—to drift. Get adequate sleep before leaving for your destination to stay focused while driving.

Our Roads, Our Safety helps improve safety on America's roadways by providing safety tips to passenger vehicle drivers, CMV drivers, cyclists, and pedestrians.

- For downloadable resources on key safety topics, check out FMCSA's Outreach Toolkit: <https://www.fmcsa.dot.gov/ourroads/general-safe-driving-resources>
- For additional resources specific to CMV drivers, check out the CMV Driver Toolkit: <https://www.fmcsa.dot.gov/ourroads/cmv-driver-health-safety-resources>

### Driver Health Tip Sheet

## Prioritizing Health and Safety as a CMV Driver

#### Being Aware of Your Health

Your physical health is a priority and directly impacts your ability to be a safe and effective CMV driver. Before getting behind the wheel, consider checking your:

**Blood pressure**  
High blood pressure can cause harm by increasing the workload of the heart and blood vessels.

Lower your blood pressure through exercise, reducing salt, drinking less alcohol, and eating more potassium-rich foods.

**Blood sugar**  
High blood sugar damages blood vessels over time, which can lead to an increased risk of heart attack, stroke, and kidney and eye problems.

Maintain healthy blood sugar with cardio, light lifting, and hydration.

**Cholesterol**  
Cholesterol helps your body make hormones, vitamin D, and bile acids for food digestion. Too much cholesterol can accumulate in the artery walls causing them to tighten or cause a blockage.

Lower cholesterol levels with physical exercise and proper nutrition. Replace saturated fats with unsaturated fatty acids such as omega 3.

**OUR PLAN To Share The Road|Safety**

March 2022

### Driver Health Tip Sheet: PRIORITIZING HEALTH AND SAFETY AS A CMV DRIVER

#### Tips for Driving Healthy and Safely

The following tips are intended to help you keep health top-of-mind and drive safely.

**Naps and good sleep**

- It is important to get 7-8 hours of sleep per night.
- Take a 15-minute power nap while at a truck stop or rest area.
- Stop if you feel tired, yawn repeatedly, or if your vision is blurry.
- Try not to exercise within a few hours of bedtime.

**Healthy eating**

- Avoid salty food, eat lots of vegetables, fruits, and other foods high in fiber.
- Legumes such as beans, peas, soybeans, and peanuts can lower "bad cholesterol."
- Eat potassium-rich foods such as bananas, avocado, spinach, and more.
- Keep a cooler full of nutritious foods with you.

**Exercise**

- Walking around a tractor trailer 33 times is equal to walking a mile.
- Consider jumping rope for 15 minutes each day as it's easy to store and takes up little space in your cab.
- Evaluate what exercises you can do that don't require equipment like bench presses, lunges, jumping jacks, squats, and more, and build a routine you enjoy alongside your cab.

**Properly scheduling medicine**

- Make sure your prescription and over-the-counter medications aren't causing drowsiness and schedule them appropriately.

FIND MORE CMV DRIVING TIPS AT:

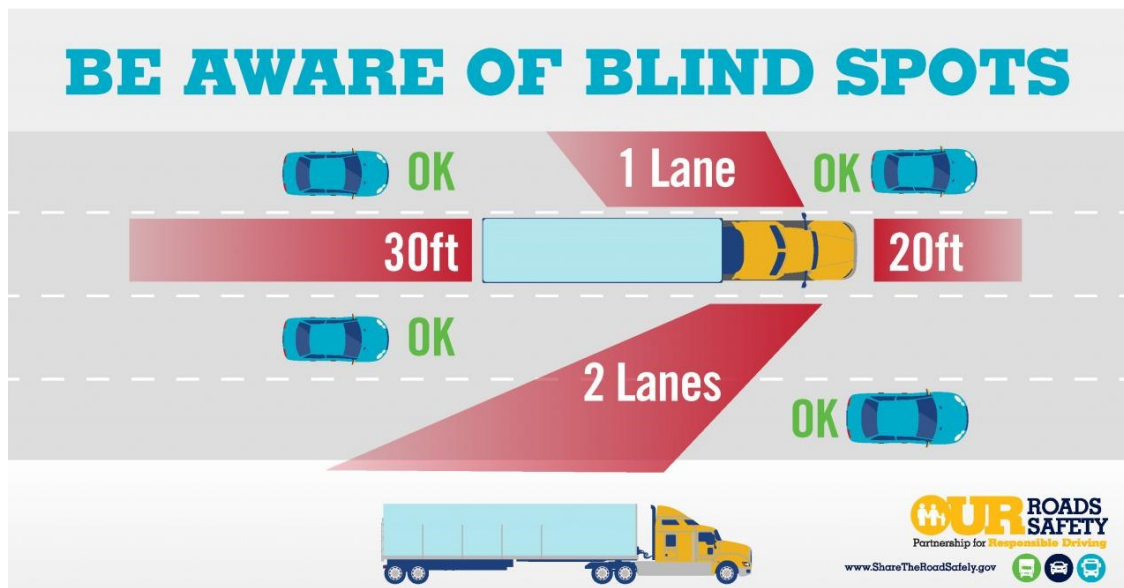
[www.fmcsa.dot.gov/ourroads/cmv-driver-toolkit](http://www.fmcsa.dot.gov/ourroads/cmv-driver-toolkit)

**OUR ROADS SAFETY**  
Partnership for Responsible Driving

U.S. Department of Transportation  
Federal Motor Carrier Safety Administration

March 2022

[Driver Health Tip Sheet](#)



[Blind Spots Info Graphic](#)

- DOT Infographic



### WHAT IS DISTRACTED DRIVING?

ANY activity that can take a person's attention from the primary task of driving



### THREE TYPES OF DISTRACTION:

#### COGNITIVE DISTRACTION



Cognitive distraction occurs when a driver diverts his or her attention to another mentally demanding task, like talking on a hands-free cell phone and using a voice-activated electronic system.

#### VISUAL DISTRACTION



Visual distractions are the most common type of distraction – basically, anything that takes a driver's eyes from the road. It could be looking for items in the vehicle, or looking down at a device to view a text or watch a video.

#### PHYSICAL DISTRACTION



A manual distraction involves the driver taking their hands off the steering wheel for any reason, such as changing the radio station, sending a text message, or eating that breakfast burrito on the way to work or school.



- Texting is considered the most dangerous form of distraction because it involves all three types (cognitive, visual, and physical).
- The impairment caused by a person using a cell phone while driving can be as extreme as a drunk driver.
- You're 23 times more likely to crash if you text while you drive.
- Distractions aren't just phones. Other dangerous distractions can include: eating, grooming, reading, smoking, interacting with car infotainment systems, adjusting the radio, and **PASSENGERS**.

### WHAT CAN YOU DO?

#### NEVER TEXT OR TALK ON YOUR CELL PHONE WHILE DRIVING:

Even though hands-free systems seem helpful, they're not the solution. Keep your mind on the road.

**MAKE A PLAN:** Know where you are going before you get in the car. Program the GPS before you drive. Check weather and road conditions beforehand to be prepared.

**MANAGE YOUR TIME:** Don't be in such a hurry that you have to speed or drive aggressively on the road.

**SCAN AND LOOK AHEAD:** Look down the roadway to make sure that you are aware of others on the road at all times. Be prepared for the unpredictability of others.

**CONCENTRATE:** Think about what you are doing while driving. Make sure you are not upset or tired when getting on the road. Keep passengers quiet and calm.

**PULL OVER:** If you need to do something that will take your eyes and/or mind off of the road, pull over and stop first. Do not reach or lean while driving.

**SLOW DOWN:** Drive at a safe speed so you can be aware of what other drivers are doing and have time to react.

**BUCKLE UP:** Always wear your seat belt and make sure all passengers are buckled up, too. You are less likely to be distracted or involved in a crash if you and your passengers are secured in your seat.



[NEW 4x9 Distracted Driving Basic Rack Card Guide V4](#)

## ➤ National Highway Transportation Safety Association (NHTSA) – All Vehicles Distracted Driving Campaign

### ▪ Earned Media Materials

Download and amplify these critical safety messages in your market with an earned media toolkit, including talking points to use as a guide when talking about the campaign with your community, press release to share with local press for a broader announcement, and a pitch email to share with local media to help amplify the importance of staying focused behind the wheel. Sharing these messages to your broader audience and community will help keep our roads even safer.

- [Talking Points](#)
- [Sample Press Release](#)
- [Sample Pitch Email](#)
- [Sample Radio Reader](#)

### ▪ Social Media

Distracted driving is dangerous for everyone on the road. Share these graphics to remind drivers to remain focused when behind the wheel. These can be used throughout the year and fit in with your current social media strategy. Download the graphic, upload it to the social platform of your choosing, and then copy and paste your selected message into the post. A full editorial calendar of posts for Distracted Driving Awareness Month (April), can be [downloaded here](#).

### ▪ Graphics



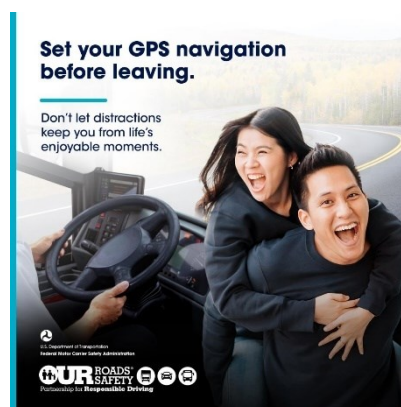
#### [General Graphic](#)

**Copy:** Distracted driving is dangerous. Stay focused on #OurRoads when behind the wheel



#### [Texting/Phone Graphic](#)

**Copy:** Texting while driving takes your eyes off the road and puts your safety and others at risk. Don't drive distracted. #OurRoads



#### [GPS Graphic](#)

**Copy:** Set your GPS when you first get in your truck or bus to avoid unnecessary distractions while driving. Don't drive distracted. #OurRoads

## ▪ Tip Sheet & Visor Card

### Stay Focused Behind the Wheel

Distracted driving is dangerous, claiming 3,522 lives in 2021. Before getting behind the wheel, remember these safety tips:



**Store your phone out of sight**  
Texting while driving is illegal. It takes your eyes, hands, and mind off your priority—driving safely. Avoid texting or calling while driving.



**Set your navigation before leaving**  
Entering a destination in your GPS while driving takes your eyes off the road. Before hitting the road, review your route and set your navigation.



**Get a good night's rest**  
Being tired can cause your eyes—and vehicle—to drift. Before you leave, get enough sleep to stay focused while driving.



### Tip Sheet

Download this one-pager for tips on how to stay focused on the road while driving.

### Visor Card

Download this visor card to keep safe driving behaviors top of mind while on the road

Access materials: [Earned Media](#) | [Social Media](#) | [Tip Sheet](#) | [Visor Card](#)

## ➤ National Safety Council

- Safe Driving Kit Free Download – Sign up here: <https://www.nsc.org/faforms/safe-driving-kit>
- Building Employee Buy In <https://www.nsc.org/getmedia/4b611a8f-0642-47a4-8318-65c85fa98786/building-employee-buy-in.pdf.aspx>

## ➤ Awareness/Training Videos

- National Highway Transportation Safety Association “Phone Personalities” <https://www.nhtsa.gov/campaign/distracted-driving>
- Ad Council “The Dive - Really Scary” <https://www.nhtsa.gov/campaign/distracted-driving>
- National Safety Council
  - “April is Distracted Driving Awareness Month” Trucks <https://www.youtube.com/watch?v=DCPH8Fxp8s>
  - Multi-tasking: Fact or Fiction <https://www.safenebraska.org/safe-home-play/distracted-driving/media>
- FMCSA Voices of Safety – A Truck Drivers Perspective [https://youtu.be/b1-rmbx\\_Zec](https://youtu.be/b1-rmbx_Zec)