

# top 5

## Tips for distracted driving policies

### Reduce risk with a distracted driving policy.

It may seem like an easy decision to roll out a policy with a total ban on cell phone use while driving. However, with today's increasing reliance on mobile devices, and the growing notion to always stay connected, it could be a challenge to enforce. Consider these helpful tips and ideas when implementing a distracted driving policy.

1.

#### Know the risks of distracted driving.

First, thoroughly research the impact a distracted driver can have on your company. In one case, a driver cost his employer \$21.6 million following a chain reaction crash.

Best-in-class fleets have a sound policy in place that not only protects the bottom line, but more importantly, keeps employees, and others, safe.

Understanding the risks of distracted driving will make it clear why a defined distracted driving policy is necessary.

2.

#### Present your case to executives.

Next, take some time to review your existing policy for improvement opportunities.

Your fleet provider can perform a detailed audit that will identify ways to enhance your policy. Make sure to work with your legal and human resources teams to create a policy enforceable by all levels of management.

Offering basic alternatives to distracted driving in your policy is also important. For example, pulling over in a safe location to respond to a call instead.

3.

#### Create a timeline for utilization.

Create a timeline for implementation and enforcement of your distracted driving policy.

Set a time by which you want to have the policy implemented. Then make sure to send it to your entire organization and require acknowledgement from each employee that has access to a company vehicle.

Also, encourage employees without company vehicles to take a pledge to not drive when distracted.

4.

#### Reinforce the policy with follow-ups.

Spend time gathering feedback about your new distracted driving policy.

Follow up with each employee or set up meetings with different departments where you can hear your drivers' opinions.

Make sure to continue reinforcing the importance of following the newly implemented policy.

5.

#### Know the challenges of implementation.

It's important to acknowledge the potential challenges that could arise when instilling a new policy into your company's culture.

By taking the initiative to recognize these in advance, you can reduce or eliminate some of the hurdles that come with introducing a new policy.



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Stumped with distracted driving policies? LeasePlan can help. Call an expert today at 855.588.3677. Or visit us online at [www.leaseplan.ca](http://www.leaseplan.ca).