



## Business Implementation Manual

*“71% of people between the ages of 18 and 49 talk or text on the phone while driving.”*

Presented by:



**TRINITY**  
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*“ Statistics show that talking on the phone or texting while driving is just as dangerous as driving drunk.”*

*“ You are four times more likely to get in an accident while on the phone.”*

Distracted driving is not just a problem, it is an epidemic. Nearly 200,000 people are injured and 6,000 killed per year due to drivers talking, texting and emailing behind the wheel. Trinity Regional Health System is taking the lead in the Quad-City region to help reduce the number of distracted drivers.

It started in September 2010 with an employee campaign encouraging Trinity’s 2500 employees to take the “ Just Drive” pledge. By taking the pledge they promise to:

- Focus on driving.
- Not text while driving.
- Not email while driving.
- Not allow distractions to affect your driving.
- Use a hands-free device when talking on the phone in the car

## ***How can you join the Just Drive effort?***

Everyone has a role in stopping distracted driving – everyone is part of the solution. It’s time to serve as good examples to our children, our peers, our community.

Nationally, employers are implementing cell phone policies – private corporations, non-profits, government agencies, municipalities, educational institutions, mass transit – not only for their fleets and commercial drivers, but for all employees. Trinity’s Just Drive program encourages individuals to take the pledge, but also offers tips for employers that choose to develop a company policy banning distracted driving.

Just Drive offers your organization the tools to help you reduce the risk both to your company, and to your employees.



Trinity's FREE Just Drive implementation guide will help your company:

- Engage employees in joining the effort.
- Offer tips to engage your customers, families and friends to join the effort.

And should you decide to develop a company policy against distracted driving, the guide offers suggestions to:

- Build leadership support in your company for a cell phone policy.
- Communicate to employees the crash risks and the need for a policy.

## ***Just Drive Tools***

The Trinity Just Drive Guide includes:

- Pledge cards
- Window clings
- Posters
- Tips on building employee buy-in
- Distracted driving factoids
- Business policy/memo resources

## ***Implementing the Program for Employees***

Just Drive is easy to implement and can be done at no cost to your business. By following the simple steps below you can encourage employees to participate in the Just Drive program.

### **Step 1: Assign a program champion to lead the effort**

- Choose one or more individuals that will be willing to promote this program internally and motivate others to join. The employee must have the flexibility to be able to communicate through email and other correspondence as well as have an outgoing personality and be willing to encourage others to participate.

### **Step 2: Announce the program to employees**

- Depending on the size of your organization, you may want to pull together a Just Drive team and initially introduce the program to these key players



- Review the ‘Tips on Building Employee Buy-In’ in the Addendum prior to making your announcement. These tips offer suggestions on dealing with barriers and objections.
- Once you have reviewed these tips, send out a company-wide memo via email or internal mail describing the program and encouraging employees to sign up.
- Include an article in your company newsletter.
- Hang posters in employee break rooms and other highly trafficked areas.
- Set up times for employees to sign the pledge cards and return to the champion.
- Send a follow-up email to all employees with program details and announcing who to return their pledge cards to and by what date.
- Have the champion(s) gather all pledge cards and return to Trinity.

### **Step 3: Employee sign-up**

- Set up a Just Drive table at specific times for employees to sign the pledge forms and receive their window clings or ask your HR department, or program champion to organize. This can also be done at employee meetings, in employee break rooms, etc.
- Offer incentives for employees to pledge: drawings, snacks, bring in lunch, ice cream break, etc.
- New employees – keep additional pledge cards and window clings on hand and as new employee orientation is scheduled, invite them to participate in Just Drive.
- Once you have signed up your employees, return the pledge cards to:

Trinity Marketing Communications Department  
 2701 17<sup>th</sup> St.  
 Rock Island, IL 61201

### **Step 4: Program maintenance**

- Initially it may not be difficult to encourage employees to sign the Just Drive pledge as most will realize the importance of not driving while distracted. But, it can be easy to fall into old habits so we encourage you to periodically send out reminders, factoids and other program tips to continue communication regarding the importance of Just Drive and its social and safety implications.
- Periodically, Trinity will also send information to program champions to encourage ongoing communication.

## ***How do you get started?***

Now that you are ready to get started, simply fax or email the order form located in this guide’s addendum. Trinity will provide you with the materials requested to initiate Just Drive at your organization.



## ***What else can you do?***

Some organizations have asked us what else they can do to encourage participation in Just Drive throughout the Quad-City region. Below are some tips Trinity offers to expand on your participation:

- Share information with your customers through posters and informational flyers in your lobbies. Encourage them to visit the Just Drive website [www.trinityqc.com/justdrive](http://www.trinityqc.com/justdrive) to sign the pledge and receive their window cling.
- Share it with family and friends. Encourage them to visit the Just Drive website to sign the pledge form.
- Reader boards – place a message on your company’s reader board announcing your participation and commitment to Just Drive.
- Company vehicles – if your company has a distracted driving policy, place signage on your vehicles announcing your commitment to safety.
- Drive Safely Work Week – schedule a special lunch or event, or daily activities during this nationally recognized week – October 4 – 8, 2010.
- Social media – announce your commitment to Just Drive and the ban on distracted driving through your Facebook page, Twitter accounts.
- Company website – add a banner ad about your company’s commitment on your website along with a program description and link to the Just Drive pledge.

## ***Just Drive Program Contact Information:***

If you have any questions about Just Drive, or would like to learn more information about the program, you may contact us at:

**Trinity Regional Health System**

**Erin Lounsberry, Media Relations/Marketing Coordinator**

**2701 17<sup>th</sup> Street**

**Rock Island, IL 61201**

**(309) 779-2981**

**[lounsberrye@trinityqc.com](mailto:lounsberrye@trinityqc.com)**



## ***Just Drive Addendum:***

### ***Addendum Contents:***

Pledge cards sample

Window cling and poster/flyer sample

Tips on building employee buy-in

Distracted driving factoids

Additional resources

Business policy/memo resources



## Pledge Cards Samples

**Behind  
the  
Wheel?**

**Just Drive!**

Distracted driving is a danger you can avoid. Do your part. Learn more about risks, what you can do to increase safety and take the **Just Drive pledge.**

[www.trinityqc.com/justdrive](http://www.trinityqc.com/justdrive)

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### By taking the Just Drive pledge you promise to:

- Focus on driving
- Not text while driving
- Not email while driving
- Not allow distractions to affect your driving
- Use a hands-free device when talking on the phone in the car



Each employee who signs the pledge will receive a free window cling to place in their vehicle window reminding them – as well as others on the road – to **Just Drive**. To take the pledge, sign and return the attached card to your employer or visit:

[www.trinityqc.com/justdrive](http://www.trinityqc.com/justdrive)



VOLVO *Cadillac* SUBARU

I pledge to **Just Drive** while I am in my vehicle and to be free of distractions. I promise to help set the example for others in my community by pledging to be a responsible driver.

Company \_\_\_\_\_

Name \_\_\_\_\_

Signature \_\_\_\_\_



## Window Cling/Poster/Flyer Samples



## ***Tips on Building Employee Buy-In***

- If you are creating a company policy regarding distracted driving, do not spring a policy on employees as a surprise. This could result in negativity and reduce buy-in.
- Employees must see that top management supports the program. Leadership must lead by example.
- Employees may be concerned about job productivity – especially those that drive on the job. Be clear that management’s top priority is on the job employee and public safety.
- Ask employees to share ideas to maintain productivity.
- Tell compelling, vivid stories about the risks of crashes and ask employees to help prevent this from happening to other people.
- Invite employees to decide on how to monitor compliance
- Communicate positive results to employees.
- Encourage contests to “catch employees” doing it right. If you see them on the road and they are not using their cell phones, randomly give out gift cards or other gifts.



## ***Distracted Driving Factoids***

### **Statistics regarding distracted driving:**

<http://www.distraction.gov/stats-and-facts/>

### **Research on distracted driving reveals some surprising facts:**

- In 2008, slightly more than almost 20 percent of all crashes in the year involved some type of distraction. (National Highway Traffic Safety Administration - NHTSA).
- Nearly 6,000 people died in 2008 in crashes involving a distracted driver, and more than half a million were injured. (NHTSA)
- The younger, inexperienced drivers under 20 years old have the highest proportion of distraction-related fatal crashes.
- Drivers who use hand-held devices are four times as likely to get into crashes serious enough to injure themselves. (Source: Insurance Institute for Highway Safety)
- Using a cell phone use while driving, whether it's hand-held or hands-free, delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of .08 percent. (Source: University of Utah)

### **Police-reported data from the Fatality Analysis Reporting System (FARS) and the National Automotive Sampling System (NASS) General Estimates System (GES) show that:**

- In 2008, there were a total of 34,017 fatal crashes in which 37,261 individuals were killed.
- In 2008, 5,870 people were killed in crashes involving driver distraction (16% of total fatalities).
- The proportion of drivers reportedly distracted at the time of the fatal crashes has increased from 8 percent in 2004 to 11 percent in 2008.
- The under-20 age group had the highest proportion of distracted drivers involved in fatal crashes (16%). The age group with the next greatest proportion of distracted drivers was the 20- to-29-year-old age group (12%).
- Motorcyclists and drivers of light trucks had the greatest percentage of total drivers reported as distracted at the time of the fatal crashes (12%).
- An estimated 21 percent of 1,630,000 injury crashes were reported to have involved distracted driving.

### **The National Motor Vehicle Crash Causation Survey (NMVCCS) is a nationally representative survey specifically focused toward documenting events and conditions leading up to crashes.**

- NMVCCS captures distraction as an associated factor to the crash and/or as the critical reason that made the crash imminent. Driver distraction was coded as the critical reason in 18 percent of the crashes. Data describing the specifics of the distraction — for example adjusting the radio or eating — are included in this data set.

### **Another method for collecting pre-crash data is through naturalistic driving studies, in which vehicles are equipped with cameras and data recording equipment.**

- During NHTSA's 100-Car Naturalistic Driving Study, driver involvement in secondary tasks contributed to more than 22 percent of all crashes and near-crashes recorded during the study period.

### **Data Sources**

The following NHTSA data sources were used in the research:

- Fatality Analysis Reporting System (FARS) , National Automotive Sampling System (NASS) General Estimates System (GES) , National Motor Vehicle Crash Causation Survey (NMVCCS) , The 100-Car Naturalistic Driving Study, National Occupant Protection Use Survey (NOPUS) of Driver Electronic Use , Motor Vehicle Occupant Safety Survey (MVOSS)



## ***Business Policy/Memo Resources***

*If your business would like to develop a company policy regarding utilization of texting and talking on hand-held cell phones while driving, additional resources and samples can be found at:*

*<http://www.distraction.gov/campaign-tools/employers/>*



## ***Additional Resources:***

Governmental Distracted Driving Programs exist at both the National and State level. There are also various non-profit agencies in existence that focus solely on Distracted Driving.

Distraction.gov is the official US Government website for Distracted Driving (the National Highway Safety Traffic Administration section on Distracted Driving links to Distraction.gov)  
<http://www.distraction.gov/>

The National Safety Council

[http://www.nsc.org/safety\\_road/Distracted\\_Driving/Pages/distracted\\_driving.aspx](http://www.nsc.org/safety_road/Distracted_Driving/Pages/distracted_driving.aspx)

Distracted Driving Foundation is focused on finding a technical solution <http://ddfn.org/>

Students Against Destructive Decisions (formerly Students Against Drunk Driving):

[http://www.sadd.org/issues\\_distracted.htm](http://www.sadd.org/issues_distracted.htm)

Illinois.gov has a static page on Distracted Driving in Illinois

[http://www.cyberdriveillinois.com/departments/drivers/traffic\\_safety/distracted.html](http://www.cyberdriveillinois.com/departments/drivers/traffic_safety/distracted.html)

Allstate: <http://www.allstate.com/auto-insurance/teen-text-pledge.aspx>

Comprehensive Anti-Distracted Driving blog: <http://enddistracteddriving.wordpress.com/>

Texting While Driving.org Non Profit site: <http://texting-while-driving.org/>

Drunk Driving vs. Texting while Driving <http://www.cnbc.com/id/31545004>





**Just Drive Materials  
ORDER FORM**

**Business Name:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_  
\_\_\_\_\_

**Contact information:**

**Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Just Drive Materials Requested:**

Posters (12" x 18")	Qty: _____
Flyers (8.5" x 11")	Qty: _____
Pledge Cards	Qty: _____
Window Clings	Qty: _____

**Please return this form via fax: 309-779-2973  
Or email: harts2@ihs.org**

