

No text or
phone call
is worth
a life.



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8 lives will end today in a crash caused
by a distracted driver.



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THE FACTS

Each year, cell phone distractions cause 600,000 crashes, 330,000 injuries, and 3,000 deaths.

- Harvard Center for Risk Analysis

Using a cell phone while driving – whether it's handheld or hands-free – delays a driver's reactions as much as having a blood-alcohol concentration of 0.08 (the legal limit for drivers 21 and older in all states)

- National Highway Traffic Safety Administration NHTSA and Virginia Tech

For business owners, the impact can reach beyond the painfully personal and into the financial as well, with crash-related lawsuits potentially bringing their company to a screeching halt. According to the National Highway Traffic Safety Administration; On-the-job crashes cost employers \$24,500 per crash, \$150,000 per injury and \$3.6 million per fatality.



Today, smart companies require employees to forego phone and text usage while driving. - Alan Wheatley

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THE FACTS

The U.S. Department of Transportation estimates that at any given moment in our country, 812,000 vehicles are being driven by someone using a hand-held cell phone

The AAA Foundation's 2009 Traffic Safety Culture Index found 35% of drivers feel less safe today than they did five years ago, and distracted driving was the most common reason cited for this.

Half of people in the U.S. admit to cell phone use while driving –

- One in every seven admit to sending cell phone text messages while driving
- 46% of 16 and 17 year old drivers admit to texting while driving
- 48% of 18-24 year old drivers admit to texting while driving
- 67% of 25-34 year old drivers admit to texting or talking on the phone while driving
- 65% of drivers with a higher education text or talk on the phone while driving

- Distracted Driver Handbook Published by the Office of Research and Statistics, July 29, 2009





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THE RISK TO COMPANIES IS REAL

-  In the past ten years a wide variety of cases have resulted in companies paying restitution to victims injured by the negligent driving of an employee distracted by a cell phone. With settlements and verdicts ranging from \$1.5 to \$21 million employees who use cell phones while driving are a costly risk for your company – ZoomSafer Distracted Driving whitepaper January 2010
-  On-the-job crashes cost employers \$24,500 per crash, \$150,000 per injury, and \$3.6 million per fatality. Today, smart companies require employees to go cell phone free while driving and follow-up on their employee's compliance.



PUT AN END TO DISTRACTED DRIVING

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WHAT A COMPANY CAN DO – SOME IDEAS

1. Adopt a cell phone free while driving policy for your company. A sample of a cell phone free company policy can be found at www.TheNoPhoneZone.org
2. Encourage employees and their families and friends to take the No Phone Zone pledge and commit to cell free driving.
3. Provide No Phone Zone reminders in all company owned, leased or rented vehicles. Give pledge reminders to employees for their cars.
4. Conduct distracted driving dangers awareness training meetings.
5. Send out reminders to employees of your company's cell phone free driving policies and audit your performance.
6. Download and/or activate call forwarding apps on all company owned smart phones.



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WHAT A COMPANY CAN DO – SOME IDEAS

Other Ways for Businesses to get involved

Create your own Don't talk and drive awareness campaign. Add the No Phone Zone pledge to your website and incorporate the cell free while driving messaging into your marketing materials.

Contribute to the awareness building efforts of Focus Driven, an advocacy group for cell free driving.

Sponsor a cell phone free driving awareness effort in your community.








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ADDITIONAL RESOURCES

-  No Phone Zone facts & pledge site - www.thenophonezone.org
-  National Highway Traffic Safety Administration - www.distraction.gov
-  Focus Driven , advocacy group for cell phone free driving
www.focusdriven.org
-  National Safety Council – information on distracted driving – www.nsc.org
-  University of Utah Cognitive Studies Lab – research on distracted driving –
www.psych.utah.edu/lab/appliedcognition/publications.html

More resources and downloads available at TheNoPhoneZone.org website.



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