



Managing Compliance

Enforcing a Cell Phone Policy

Encouraging employee buy-in for a new cell phone policy comes with clear communication. Once employees understand the crash risk, and the safety protection provided by the policy, enforcement becomes a more manageable task.

A survey of NSC members found the following methods are being used to manage compliance:

- Honor system
- Reports by others (colleagues, passengers, etc.)
- Parking lot observations
- Drivers' records/traffic citations
- In-vehicle monitoring with cameras and other technologies
- Technologies that prohibit cell phone use while driving

Tips for Managers

- Stress the importance of trip planning
- Avoid scheduling conference calls during travel times for staff
- Help employees with time management. Plan the workday ahead to avoid using electronic communications while driving
- Encourage employees to have a voicemail greeting that informs callers they are driving and cannot answer the phone
- Employees should make or take important calls when they are pulled over and parked safely

It is important for all organizations with policies to enforce the policy through year-round education and also by educating new employees. Distracted Driving Awareness Month in April is an ideal time to refresh employees' knowledge about distracted driving risks. You can find NSC campaign materials at nsc.org/ddmonth.

Explore technologies that limit usability of cell phones while driving at:

nsc.org/technology

A study done by Carnegie Mellon University showed a decrease in the brain activity of drivers who were using a cell phone while driving. The part of the brain that processes moving visual images while driving decreases by as much as 37 percent when talking on a phone.