



How to Implement the Distracted Driving Pledge

Safety advocates agree: talking and texting on a handheld cell phone while driving is just too dangerous. In 2010, Delaware passed a law banning the use of hand-held cell phones and other devices that pose a distraction while operating a motor vehicle. That's why the Delaware Office of Highway Safety is partnering with you to help educate the public that distracted driving is reckless, dangerous and illegal.

Prepare

You asked for it. Here it is: A distracted driving pledge to offer to your employees and clients. If you are interested in holding a distracted driving event, please contact the Delaware Office of Highway Safety's (OHS) Corporate Outreach Coordinator. The Corporate Outreach Coordinator will be more than happy to assist you in planning a successful event.

- **Determine a date.** For best results, pick a day of the week when staff attendance is high. It is recommended that you hold the event over a two-hour time frame during lunch hours or shift change for the most participation.
- **Identify a high traffic location.** The area in or around the company lunchroom or cafeteria is a great choice.
- **Identify who will staff the event.** At least one representative from your business must be available for the duration of the pledge, plus one to three additional staff members based on the number of attendees you expect.
- **Obtain materials.** Pledge cards and other traffic safety materials are available through OHS. A good rule of thumb is one pledge card or informational flyer per employee and client. A banner design is also available, for those who choose to hang a banner showing company-wide participation in the pledge. Go to <http://www.ohs.delaware.gov/corporate> for downloadable files or contact OHS at 302-744-2740.

Procedure

Set aside plenty of time on the day of the event to set up. Be sure to have plenty of pens on hand. Consider decorating the table and area around it so that your employees will be drawn to your area to see what is going on.

- **Set up.** When you are setting up, be sure to place the tables in a location near the entrance to the cafeteria or break area, but out of the way of the flow of traffic.

- **Tables.** One table should be designated for the distribution and signing of the pledge cards. Another table should be designated for information and give-away items.
- **Staff.** The event staff should be able to answer simple questions about the purpose of the Distracted Driving pledge and ways to prevent driving distracted.

Additional tips for success

- **Promote the event.** Hang posters around the selected location a week before the event. Send an invitation via email to your associates a few days before and again on the day of the pledge signing.
- **Measure the outcome.** Track of the number of pledge cards printed and distributed to calculate how many people were reached.
- **Document.** Take pictures to capture the event. And, don't forget to invite the public relations department of your company. They may wish to write an article about your event for the company newsletter and for the local paper. And don't forget to send pictures and the number of employees reached to the OHS Corporate Outreach Coordinator so we can make sure to recognize your good work and share that with the rest of our partners.

Conclusion

Through your efforts, the staff at your place of business will learn alternatives to driving distracted and will have a pledge card to remind them of their decision to drive safe. You will find the time it takes to coordinate an event like a pledge signing is so small compared to the injuries that could be prevented and the lives that could be saved.