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## PHOENIX BUSINESS JOURNAL: HOW TO CREATE AN EFFECTIVE DISTRACTED DRIVING POLICY FOR EMPLOYEES

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Shayna Balch was a guest blogger for the *Phoenix Business Journal* on July 15, 2014.

Cell phones ringing, texts buzzing, lunching on the run and channel surfing for your favorite radio station. Sounds like a typical day at the office, right?

All of these activities would be fine if you were safely sitting at a desk. However, in our ever-growing mobile workforce, many of these activities take place in a car, which can be very bad news for employees and employers alike.

According to the U.S. Department of Transportation, more than a quarter of all traffic accidents involve someone who is driving as part of their daily work responsibilities. Combine that with the fact that each day nine people are killed and more than 1,060 people are injured in crashes that are reported to involve a distracted driver, and it becomes very clear that a distracted driving policy is crucial for keeping employees and employers safe.

- Don't rely on the law alone
- Define what a distraction is
- Insist on realistic compliance

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