



DISTRACTED DRIVING AWARENESS MONTH ACTIVITIES AND IDEAS FOR EMPLOYERS

Make It Fun!

Employees are more likely to embrace a safety program when they are part of the process. Make it fun! Have a contest. Ask employees to create distracted driving awareness posters for the workplace. Employees can vote for their favorite. Provide a prize for the winner.

Share the Message

Posters and pamphlets are available – free – from DRIVE SMART Virginia. We'll even ship them to you. A small distracted driving awareness display in the break room, or other area employees will regularly see it, will spread the message and demonstrate your company's commitment to safe driving habits.

Spread the Word

Send a company-wide email reminding employees that April is Distracted Driving Awareness Month in Virginia. Use our template. It offers eye-opening statistics about the prevalence and consequences of distracted driving.

Keep It Real

Conduct an anonymous survey of employee's driving habits. [Click here](#) for a copy of sample survey questions. Conduct one survey at the beginning of April and another at the end of the month. Share the results with employees in an email or newsletter.

Bring It Home

Ask employees if anyone is willing to write a brief article about how distracted driving has affected them or someone they love. Share it in the company's March newsletter (with the author's permission, of course).

Make a Day of It

Plan an employee safety day. Invite your local fire and police departments to participate. Contact organizations like DRIVE SMART Virginia about setting up a display.

Walk the Walk

Institute a company-wide policy regarding cell phone use. DRIVE SMART Virginia recommends a ban on the use of all handheld devices while operating a vehicle in connection with employment. This includes commuting to or from work.