



BETTER SAFE THAN SORRY

On March 22, Governor Jon Bel Edwards issued a [stay-at-home order](#) to attempt to stem the spread of COVID-19 in Louisiana. One would think this order would result in fewer auto accidents on Louisiana roadways. This is exactly what happened — however, while accidents declined, a frightening increase in the percentage of fatalities to accidents across Louisiana resulted,

During 2018, there were more than [700 fatal car accidents](#) and more than 1,000 accidents in which a victim suffered a serious injury. During March of 2019, [according to WAFB9](#), there were 131 severe crashes, 43 of which were fatal. During the same time period in March of 2020, accident statistics show 128 severe crashes, 38 of which were fatal. This means that while accidents themselves are lower, fatalities are a higher percentage. Auto accidents are down between 30 and 40 percent, but fatalities as a percentage are as much as eight percent higher.

One would think that with fewer people on the roads, the cause of accidents may have changed. However, accident data reveals that the same factors responsible during "normal" times are the factors causing accidents on the roadways during COVID19:

- *Driving under the influence* — There appears to be no reduction in the number of impaired drivers on the roadway. This factor alone remains one of the leading causes of crashes on Louisiana roadways.
- *Speeding* — It may be tempting to travel faster when drivers realize traffic is lighter than normal. With tourism, the leading industry in Louisiana, currently non-existent, there are fewer cars on the roadway. This often provides drivers with a false sense of security, so they fail to maintain speed limits.
- *Failure to use seat belts* - Drivers traveling on a quiet road often do not realize their lives are still in jeopardy by those who fail to maintain proper speed or those who are impaired by drugs or alcohol.

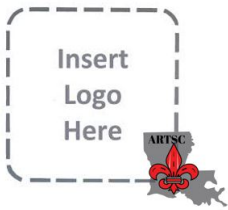
Trooper Taylor Scrantz, Louisiana State Police Troop A Public Information Officer, states, "We're not seeing any correlation between the COVID virus and less people being on the roadway. We're seeing them for the same reason: speed, impaired driving, and the lack of seat belt use," Scrantz said. Drivers need to remain safe during this time and use caution and common sense while traveling on the roadways.

With many workplaces on the verge of implementing re-entry programs and policies, one thing they can do to assist prevent further spikes in crashes, is to implement an Employee Safe Driving Program. The ARTSC will customize the State approved Destination Zero Deaths Employee Safe Driving Policy Template for any organization, company, agency, or business looking to do this.

Modified from Press Release. Source: <https://www.pnewswire.com/news-releases/car-accidents-in-louisiana-declining-during-covid-19-but-accident-fatalities-rising-301054158.html>

Employee Safe Driving Policy DZD Sample Attached

Email amoran@planacadiana.org or rczajkowski@planacadiana.org for customization requests.



EFFECTIVE DATE:

Dear Employee,

_____ considers our employees as our most valuable assets! The way that you drive says everything about you and our company.

We recognize that safety is paramount – at work, at home and on the roads. We want to ensure you return to your families safely.

_____ strives to provide a safe and healthy environment for employees. To achieve this goal, our office has elected to adopt the Louisiana Strategic Highway Plan's recommendation of implementing an Employee Safe Driving Policy. Our office will maintain a policy with the primary importance of protecting our employees from the risks associated with not wearing safety belts and driving distracted.

To be successful, the program requires participation from all employees. Make a positive statement by following these work-related safe driving practices and adhering to the Seat Belt Usage and Cell Phone Policy to Prevent Distracted Driving Policies that follow:

STAY SAFE

- Use a seat belt at all times – driver and passenger(s).
- Be well-rested before driving.
- Avoid taking medications that make you drowsy.
- Set a realistic goal for the number of miles that you can drive safely each day.
- If you are impaired by alcohol, medication or any drug, do not drive.

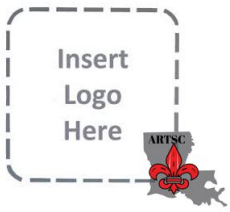
STAY FOCUSED

- Driving requires your full attention. Avoid distractions, such as adjusting the radio or other controls, eating or drinking, and talking on the phone.
- Continually search the roadway to be alert to situations requiring quick action.
- Stop about every two hours for a break. Get out of the vehicle to stretch, take a walk, and get refreshed.

AVOID AGGRESSIVE DRIVING

- Keep your cool in traffic!
- Be patient and courteous to other drivers.
- Do not take other drivers' actions personally.
- Reduce your stress by planning your route ahead of time (bring the maps and directions), allowing plenty of travel time, and avoiding crowded roadways and busy driving times.

For more information on safe driving for work, refer to "Guidelines for Employers to Reduce Motor Vehicle Crashes" at: http://www.osha.gov/SLTC/motorvehicle_safety/index.html



SEAT BELT USAGE POLICY

EMPLOYEE INITIAL

_____ takes every employee’s safety seriously—whether it’s at work, on the way to work, or on the way back to home. The company recognizes that wearing a seat belt while driving is the most effective way to reduce your risk of injury or death (by 45% if you’re in a car and as much as 60% if you’re in a truck or SUV) in an event of a crash.

We care about our employees and want to make sure that no one gets injured or killed in a vehicle crash—a tragedy that could be prevented just by simply buckling up, every trip and every time. Seat belts do save lives, and we want to save yours.

Therefore, all employees must wear seat belts when operating a company-owned vehicle, or any vehicle on company premises or on company business time. All occupants are to wear seat belts or, where appropriate, child restraints when riding in a company-owned vehicle or in a personal vehicle being used for company business.

All employees and their families are strongly encouraged to always use seat belts and the proper child restraints whenever they are driving or riding in any vehicle, in any seating position. Failure to abide by this policy could result in disciplinary action or, in the event of an injury, a reduction in worker’s compensation benefits.

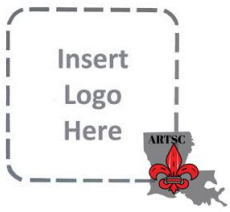
CELL PHONE POLICY TO PREVENT DISTRACTED DRIVING

EMPLOYEE INITIAL

Making sure that each of our employee returns home safely to their families has and will always be a top priority for us here at _____. You probably have heard the safety dialogues on cellphone use and the risky consequences it brings. Research has shown that cellular phones and driving are a deadly combination. It is concerning; hence we would like to take this preventive measure so that all employees do not suffer from the risk of distracted driving.

It is for this reason that our office will be implementing a ban on using handheld and hands-free cell phones while driving for all employees effective immediately. We understand that cell phones have quickly become a way of life for many of us. We recognize that all of you feel compelled to stay connected. However, please allow us to remind you that our brains simply cannot handle two tasks at the same time that require thinking. Any task that diverts your attention from the task of driving is a form of distraction, cell phone use just happens to be the most common of them. Eating, talking to passengers and even daydreaming are also distractions, just like cellphone use behind the wheel.

We would not want to explain to any of you or your families that my call or text caused the death of someone’s loved one. Let us not be part of that statistic. For your safety, and the safety of those around you while driving, we don’t want you using your cell phones while driving. This risk of distracted driving just isn’t worth it; therefore, we are implementing a total cell phone ban that covers all handheld and hands-free devices and it applies to all of our employees.



EFFECTIVE DATE:

We've learned that hands-free devices provide nothing more than a false sense of security. All they do is allow the driver to put one more hand back on the wheel. The distraction in the brain still exists. We simply cannot perform two tasks at the same time that require significant cognitive resources.

Due to the increasing number of motor vehicle crashes as a result of distracted driving, most particularly cellphone use while driving, we are instituting a cellphone policy to prevent distracted driving.

Employees must not use handheld or hands-free mobile electronic devices or voice features while operating a motor vehicle under any of the following situations:

- When the employee motor vehicle is within the company premises
- When the cellular phone or mobile electronic device is company-owned or leased
- When the employee is using a cellphone or mobile electronic device to conduct business-related transactions
- When the employee is operating a personal motor vehicle in connection with company business
- When the employee is operating a vehicle owned, leased or rented by the company

Violations of this policy may lead to disciplinary action.

_____ wants to ensure employee safety and by implementing and adhering to **BOTH** the Employee Seat Belt Policy and Cell Phone Policy to Prevent Distracted Driving is one way you and I can help Louisiana reach Destination Zero Deaths. Your signature below certifies your agreement to comply with **BOTH** the Employee Seat Belt Policy and Cell Phone Policy to Prevent Distracted Driving and have read the Safe Driving Tips preceding these policies and the Seat Belt Safety Tips attached to this policy.

Employee Printed Name

Employee Signature

Date

We appreciate your cooperation. If you have any questions, please feel free to contact _____,
_____ of _____ at (____) ____ - _____ Ext.: _____ or by email,
_____.

Sincerely,

Seat belts save over 13,000 lives every year.

One of them could be yours.



TOP 5 things to know about buckling up:

1

Buckling up is the single most effective thing you can do to protect yourself in a crash.

2

Air bags are designed to work with seat belts, not replace them.

3

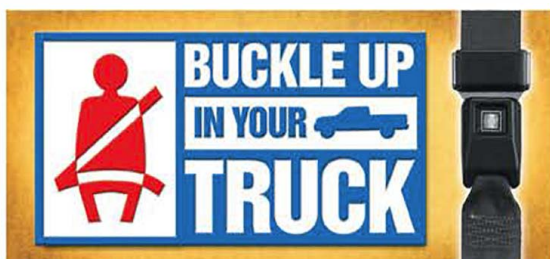
Fit matters. Before buying a new car, check to see if its seat belts are a good fit for you.

4

You must wear a seat belt at all times while riding in a vehicle, regardless of whether you are the driver or a passenger.

5

Buckling up is for everyone, including children. Law requires children to be properly restrained in an age/weight appropriate child safety seat, booster seat, or seat belt anytime they are traveling in a vehicle.



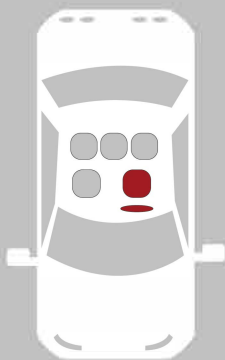
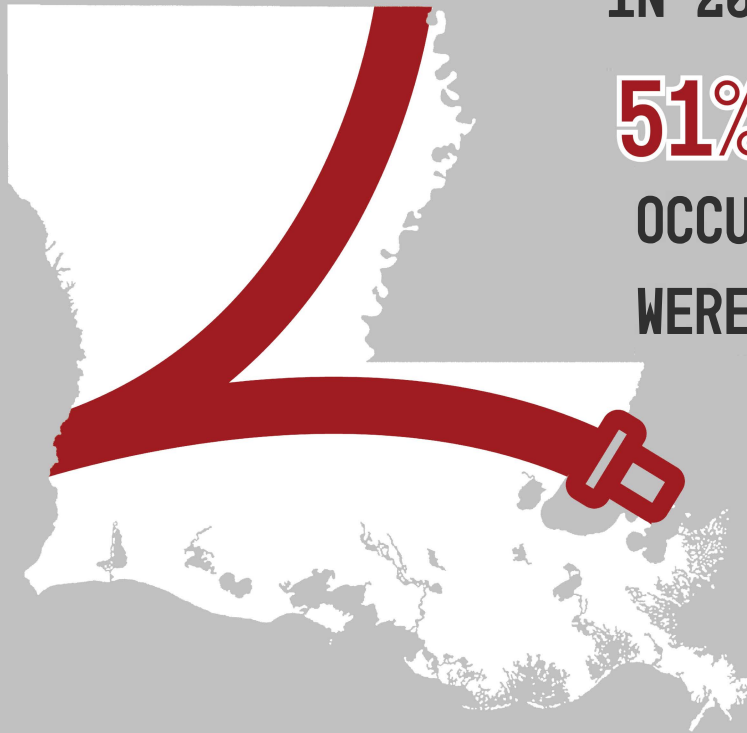
CLICK IT OR TICKET, LOUISIANA

#ClickItOrTicket

IN 2017

51% OF MALE
OCCUPANT FATALITIES
WERE UNRESTRAINED

48% OF FEMALE
OCCUPANT FATALITIES
WERE UNRESTRAINED

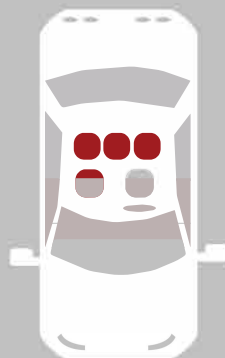


50% 

OF MALE DRIVER
FATALITIES
WERE UNRESTRAINED

46% 

OF FEMALE DRIVER
FATALITIES
WERE UNRESTRAINED



58% 

OF MALE PASSENGER
FATALITIES
WERE UNRESTRAINED

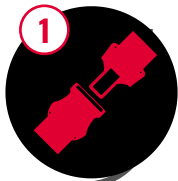
51% 

OF FEMALE PASSENGER
FATALITIES
WERE UNRESTRAINED

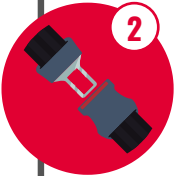




IF THE SEAT BELT IS LOCKED.



THE BUCKLE WILL NOT LOCK OR UNLOCK.



THE WEBBING IS STRETCHED, WORN, FRAYED OR CUT.



THE RE-TRACTOR WILL NOT RETRACT OR RETRACTS SLOWLY.



ALWAYS FOLLOW THE MANUFACTURER'S INSTRUCTIONS FOR REPLACEMENT.



NEVER USE A SEAT INVOLVED IN A MODERATE TO SEVERE CRASH.



THERE IS VISIBLE DAMAGE TO THE CHILD RESTRAINT. THE DOOR NEAREST TO THE CHILD RESTRAINT HAS DAMAGE.



A PASSENGER SUSTAINED INJURY. AIR BAG DEPLOYMENT.



WHEN THE VEHICLE CANNOT BE DRIVEN AWAY FROM THE CRASH.



ALWAYS FOLLOW THE MANUFACTURER'S INSTRUCTIONS FOR REPLACEMENT.



ACADIANA TRANSPORTATION SAFETY COALITION MPO.PLANACADIANA.ORG



Is your child in the right car seat?



Louisiana Child Passenger Safety Law

Age/Size		Restraint Use
Birth to at least 2 years old		Ride rear facing in an infant or convertible child safety seat
At least 2 years old and has outgrown the rear facing seat by height or weight		Ride in a forward-facing child safety seat with an internal harness
4 years old and has outgrown the forward-facing seat with internal harness by height or weight		Ride restrained in a belt positioning child booster seat using a lap shoulder seat belt
9 years old or has outgrown the booster seat and can pass the 5 Step Test		Ride restrained with a lap shoulder seat belt secured correctly on the vehicle seat
Younger than 13 years old		Ride in the rear seat of a vehicle, when available and properly restrained

A child who can be placed in more than one category shall use the more protective category. Child safety seats must be used according to the manufacturer's instructions. 5 Step Test: The seat belt fits correctly when the child sits all the way back against the vehicle seat, the child's knees bend over the edge of the vehicle seat, the belt fits snugly across the child's thighs and lower hips and not the child's abdomen, and when the shoulder strap snugly crosses the center of the child's chest and not the child's neck.

Free of charge

Child safety seat fitting stations

Region I: Lafayette, St. Landry, Acadia, and St. Martin Parishes

See reverse

19-3444-0819



Lafayette, St. Landry, Acadia, and St. Martin Parishes

Lafayette Parish

Louisiana State Police Troop I

121 E. Pont Des Mouton
Lafayette, LA 70507
John Childers
337.262.5880
• Wednesdays
• 8 am–Noon

Lafayette Parish

Sheriff's Office *CARFIT*

200 Dulles Dr.
Lafayette, LA 70506
Amy Daigle
William Ritchey
337.456.6596 or 337.739.2696
• Monday–Friday
• 8 am–4:30 pm

University of Louisiana – Lafayette

ULL Police Department
210 Hebrard Blvd.
Sgt. Lance Frederick
337.482.9098
lance.frederick@louisiana.edu
• Appointment only

Lafayette General Medical Center

1214 Coolidge St.
Lafayette, LA 70503
Dana Roger
337.289.7482
dmroger@lgh.org
• Appointment only

Lafayette General Orthopedic Hospital

2810 Ambassador Caffery
Lafayette, LA 70506
Kristen Sonnier
kcsonnier@lgh.org
337.412.1813
• Appointment only

The Extra Mile *CARFIT*

720 St. John St.
Lafayette, LA 70501
Tiffany Carroll
337.652.9665
Anttif09@yahoo.com
• Appointment only

The Family Tree *CARFIT*

1602 W. Pinhook Rd.
Suite 100A
Lafayette, LA 70508
Jeri Byrd Hodges
337.981.2180
jerri@acadianafamilytree.org
• Appointment only

Broussard Police Department

414 E. Main St.
Broussard, LA 70518
Tyler Daigle
337.837.6259
tdaigle@broussardpolice.com
• Appointment only

Independent Stations

Lafayette
Tracy LeMaire
337.288.9937
lemairetracy@yahoo.com
• Appointment only

Aimee Juneau
318.359.4901
aimeeo0o24@gmail.com
• Appointment only

Shelby Gale
206.473.9399
shelbygale@gmail.com
• Appointment only

St. Landry Parish Opelousas General

539 E. Prudhomme Ln.
Opelousas, LA 70570
John Armand
337.948.5410
johnarmand@
opelousasgeneral.com
• Appointment only

Independent Station

Ryan Fenton
615.686.7750
• Appointment only

St. Martin Parish St. Martin Parish Sheriff's Office

1815 Terrace Highway
St. Martinville, LA 70582
Katryn Nelson
337.394.2671
khinman@stmartinsheriff.org
• Appointment only

Acadia Parish Eunice Police Department

1960 W. Laurel Ave.
Eunice, LA 70535
Stephanie Myers
337.457.6591
smyers@eunicepd.com
• Mondays
• 4–6 pm
• Word Ministries



**IF YOU'RE TEXTING,
YOU'RE NOT DRIVING.**

#JustDriveLA



www.destinationzerodeaths.com



Pledge to be an **attentive driver**

Thousands have died in car crashes because drivers are distracted by cell phone conversations, emails, text messages and social media. Do not become a statistic. Here are some tips to keep your eyes on the road, your hands on the wheel and your mind on the drive.

- First and foremost, turn off your cell phone. Put it in the glove compartment, in your purse or in your trunk. There is no safe way to make a call while driving – not even hands-free.
- Send and read text messages and emails before you start driving.
- If you're going on a longer drive, schedule breaks to stop, park safely, and respond to messages.
- Using voice features in your car's infotainment system is also distracting. Take care of communications before you start driving.
- Know where you're going before you put the car in "drive." Put your destination into your GPS so you do not need to fiddle with it while the car is moving.
- Social media can wait. No update, tweet or video is worth a life.
- Park in a safe area if you must take a call, return a text or check email.
- Do not call or text friends or family if you know they are driving.

Distracted driving is an epidemic.

Be part of the solution, *Just Drive.*



nsc.org/ddmonth
#justdrive

POCKET POLICY CARD

The following pocket policy card is a useful reminder of your policy. It can be copied and laminated for distribution to employees. If your organization maintains a fleet of vehicles for employee use, you may want to post this in the vehicles.

The card below has sample language that coordinates with the sample policies in this kit. If your organization's policy differs from our samples, make sure your pocket card reflects the language in your policy.

Cell Phone and Driving Policy

Employees may not use cell phones or hands-free voice recognition while operating a motor vehicle.

This includes, but is not limited to:

- Answering or making phone calls
- Reading or responding to emails and text messages
- Accessing phone apps or the Internet
- Using voice features for calling, setting navigation directions, changing music

In an emergency, drive to a safe location, pull over, and put the vehicle in park before calling to report an emergency.

0517 900011701 ©2017 National Safety Council



Safe Driving Suggestions

- Put cell phones on vibrate or silent mode, or turn the device off, before starting the car.
- Pull over to a safe place and put the vehicle in park if a call must be made or received, or to make adjustments to a Global Positioning System (GPS).
- Modify your voicemail greeting to indicate you are unavailable to answer calls or return messages while driving.
- Inform clients, associates and business partners of company policy to explain why calls may not be returned immediately.

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0517 900011701 ©2017 National Safety Council





You can't watch TV while talking on the phone.
So why use a phone and drive?
The consequences can be deadly.



Calls kill

Hands-free is not risk-free

Find out why at nsc.org/callfree

#CallsKill

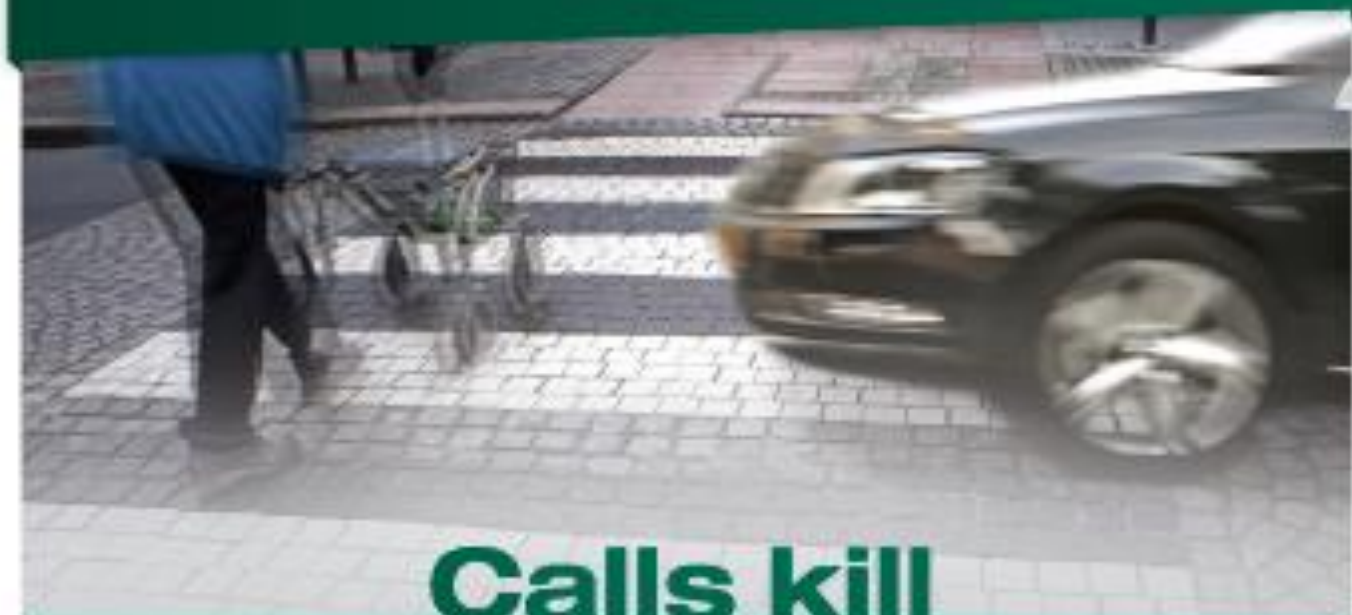


www.nsc.org



Don't assume the driver sees you.

Drivers talking on cell phones, handheld or hands-free, can miss seeing 50% of what's around them.



Calls kill

Hands-free is not risk-free

Find out why at nsc.org/cellfree

#CallsKill



© 2014 National Safety Council



It's just not worth it.
Lives are needlessly lost because
drivers *choose* to use a phone.



Calls kill

Hands-free is not risk-free

Find out why at nsc.org/cellfree

#CallsKill



www.nsc.org

TOP

Truths About Cell Phone Distracted Driving

1. Multitasking is a myth. Our brains cannot process two mentally demanding tasks at once.
2. The area of our brain that processes moving images decreases by one-third when talking on the phone.
3. Cell phone users are four times more likely to be involved in a crash.
4. Drivers talking on cell phones miss seeing half of what's around them including red lights, stop signs and stopped traffic.
5. There is no safety benefit to hands-free use.
6. Cell phone use is more distracting than listening to the radio or talking to passengers.
7. Car crashes are the #1 cause of workplace fatalities.
8. No cell phone use – calls, texts, social media or apps – is worth a life.
9. Voice recognition features like voice-to-text, changing music and navigating are even more distracting than talking on the phone.
10. **Safety is our #1 priority.**

DESTINATION
ZERO
DEATHS

Cell Phone Distracted Driving

To learn more about the National Safety Council and
Distracted Driving go to nsc.org/safedrivingkit





Employer Ban Cell Phone Policy

A Case Study

Company: Owens Corning

Number of Employees: More than 15,000 in 27 countries

Interviewee: Matt Schroder, Internal Communications and
Corporate Media Relations Leader

1. What prompted Owens Corning to implement a cell phone distracted driving policy?

Matt:

It came down to expanding our efforts to eliminate risk even further. Our company's performance in safety had reached a point where our injuries had significantly decreased, so we continued to focus our efforts toward eliminating risk before an injury happens. Broadening these efforts took us to a place where we knew every employee would be affected. Just as we would expect in our plants, when this risk was fully recognized, we decided to take action to eliminate it.

Our safety team reviewed the National Safety Council data and other widely distributed information from public sources associated with cell phone use while driving, and the risk was clear. We knew it was time for us to act. Due to the culture of safety we've been able to create in our company, a policy concerning this issue had to a part of it.

4. Did you have to make any procedural changes so productivity would not suffer?

Matt:

We had a discussion with the teams so they would be keenly aware of how this could impact them. Since they knew they couldn't use their phones anymore, the different teams developed their own "best practices" to assist compliance and maintain productivity within the policy.

Some of the practices include:

1. Be clear to your callers on your voice mail that you are a cell phone-free driver and not available to make calls while driving. Tell them you will return their call when you can safely do so.
2. Start all teleconferences by asking if anyone is driving. If so, request that they hang-up and call back in when they are in a safe location.
3. Proactively communicate your new commitment to those who may have expectations concerning your immediate availability, and commit to respond within a responsible time period.
4. Place the cell phone out of your reach while driving – even in the trunk, until you can avoid the temptation.
5. Do not attempt to make calls or check/send emails while stopped at a traffic light as a majority of crashes occur at intersections. We need to stay alert so we can respond to the actions of other drivers.
6. Establish regular times when callers can contact you and when you will return calls.
7. Plan "rest" periods into your trips every two to three hours to check emails and return calls.
8. Let someone else drive (when possible) so you can freely send/receive calls.
9. When driving, forward calls to central location where someone else can field your calls. That person decides if immediate attention is needed and has an "emergency hotline number" that has a distinct ringtone to alert the driver to park and return the call ASAP.
10. Conference calls are required to be set-up at least a week in advance and only allowed during "windows" of time. This allows employees who drive a lot to plan their driving route so they're available to park during these windows of time.
11. Install an application on the phone that automatically disables it when the GPS detects movement above a certain speed (i.e. 10 mph).
12. Have an open dialogue with supervisor and co-workers; this may lead to a need to re-evaluate workload to factor in the reduction in allowable time for call-backs (while driving). What is reasonable considering travel time?
13. For those with teen drivers, make a commitment with them that no one will use their cell phone while driving – hold each other accountable.
14. Turn off your cell phone while driving.



2. How did you go about implementing a policy that prohibits all cell phone use – hands-free and handheld?

Matt:

A lot happened behind the scenes to prepare for the rollout of the implementation plan. Our CEO actually went for 90 days adhering to what would become our policy for all employees – no cell phone use, handheld or hands-free. That he could do that without it affecting his productivity became a key factor in the messaging to employees during the implementation.

We used the NSC Cell Phone Policy Kit and videos from NSC as a base for our plan. Our safety team worked with our corporate communications team on how to roll it out to the organization. We treated this as we would any major change in our company and used a traditional change management model. We determined key stakeholders across the organization, identified their potential issues with our policy, and tried to address those issues in advance. We recruited some “champions” from that group of stakeholders, including our chairman’s club which is a group of our top sales leaders. These champions helped us implement the program with our sales teams, since we knew this policy would have the most impact within that group.

Then we created our campaign. We summarized the data that we had collected from the NSC and numerous studies from universities and insurance companies and made it available to all employees. Doug Pontsler (VP of EH&S and Corporate Sustainability) laid out the plan in a global town hall, and we implemented it over a 60-day period. To have the CEO get up in the town hall (after Doug) and say that he spent the last 90 days without using his cell phone while driving without it impacting his job was a very powerful statement and demonstrated to all employees that it was possible.

3. What is included in the policy and who exactly does the policy apply to?

Matt:

We have a few key words in our policy: “drivers,” “handheld or hands-free” and “company business.” Our policy covers all drivers, prohibits handheld and hands-free use and applies to any situation where an employee is conducting company business.



5. What obstacles did you encounter when you were implementing the policy?

Matt:

When the initial buzz around the policy wears off, it might be an obstacle. The question is how to keep it fresh. At the two-year mark, our safety team will renew the campaign. We've also made it part of our new employee presentations.

We continue to look for ways to maintain productivity within the policy. As time goes on, the policy is just a part of who we are. My impression is that our employees really liked that we were pioneers, and they were proud to be a part of it.

The global nature of the policy implementation is a challenge because of differing laws and points of view regarding cell phone use. One of our obstacles is global implementation, and the solution is to just continue to do so with the same resolve we have shown in North America.

6. Do you have any advice for other employers looking to pass ban policies?

Matt:

Go straight to the top, to the CEO, and get alignment in the organization. Do it before anyone even knows you're considering it. It's so impactful. Leader-led practices are huge. When the leaders are modeling the behavior, the results have a much greater chance of being positive. When a top leader on a phone call asks people if they are driving, or asks if they are in a safe place to participate on a call, that is how you move toward full compliance.

Use a change management process. Identify your major stakeholders and what their major issues are going to be and try to address these issues in advance. Get a small group of champions behind it. The teams that you think might have the most concerns with the policy are the ones you need to get on board as champions.