

Your Life Called – It Wants Your Attention Back!

Stop Distracted Driving!



Business Insurers of Georgia highly encourages enhancing safety and wellness practices for our insureds. We want to help keep you, your employees, and our roadways safe. April is distracted driving awareness month. According to [NHTSA](#), 3,308 people were killed, and an estimated 289,310 were injured in traffic crashes involving distracted drivers in 2022. Five percent of all drivers involved in fatal traffic crashes in 2022 were reported as distracted at the time of the crash, and 621 nonoccupants (pedestrians, pedal cyclists, and others) were killed in distraction-affected traffic crashes. InSource wants to provide you with the tools, knowledge, and resources to reduce driving-related risk.

Distracted driving comes in many forms, according to [NHTSA](#): adjusting the radio or GPS, applying makeup, eating, and drinking. Cell phone use – specifically texting, talking, and social media- is the most common distraction. Texting is considered the most dangerous type of distracted driving because it combines visual, manual, and cognitive distractions. An estimated 26,151 people were injured in 2022 in traffic crashes involving cellphone use or other cellphone-related activities.

According to the [National Safety Council – Employer Liability Report](#), employers may be held responsible for ensuring their employees adhere to applicable federal agency regulations and federal, state, and municipal laws. With the intense publicity surrounding cell phone distracted driving in recent years, it would be difficult for employers and employees to argue that they're unaware of the dangers. Employers are now being held to legal/financial responsibility.

How to Improve as a Company

Establish a formal driving policy.

- Provide the foundation of any distracted driving prevention program.
- Include both company and personal vehicles for company business or errands.
- Formalizes company position on mobile devices and other distractions while driving.

Communicate safe driving expectations.

- Start with any new employees from day one and implement immediately with current employees.
- Require all employees who could drive for company business, for any reason, to acknowledge the company's safe driving policy in writing.
- Reiterate expectations frequently.

Conduct regular training.

- Reinforce defensive driving and hazard avoidance techniques.
- Incorporate education on new laws, regulations, and equipment.

Individual Driving Tips

Safety First

- Always wear a seat belt.
- Verify the safe condition of your vehicle before driving.
- Never drive tired or under the influence of drugs/alcohol.

Remain Focused

- Avoid all distractions - if needed, pull over.
- Continuously scan the roadway for potential dangers.
- Stop every two hours for a break for longer trips. Take a walk, stretch, and refresh for the trip's next leg.

Stay calm and reduce stress.

- Be patient and courteous to other drivers.
- Plan your trip. Bring maps, directions, and program navigation systems before driving.
- Allow for extra travel time. If possible, avoid crowded roadways and busy driving times.