

# Panel Discussion Elements of Model Distracted Driving Programs

## ***INTRODUCTION***

### Panel Members

- Tom Bennett/ExxonMobil
- David Hopps/ServiceMaster
- Amy Lokken/Coca-Cola
- Joe Van Houten/Johnson & Johnson
- Jack Hanley/NETS—Moderator

### Panel Companies

- ~ 52,000 fleet vehicles
- ~1 billion miles driven

### Panel Discussion Topics

- Cell phone use policies
- Implementation/Sustainability
- Technology
- Critical success factors

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## Panel Discussion

# Elements of Model Distracted Driving Programs

## ***Distracted Driving (Cell Phone) Policies***

Tom Bennett—ExxonMobil

*From 2010 NETS Fleet Safety Benchmark Report*

- \_\_\_ 93% of NETS members have a cell phone policy in place
- \_\_\_ 40% have a total ban in place
- \_\_\_ 57% permit only hands-free use
- \_\_\_ 2% ban only texting

### In the event of a policy violation

- \_\_\_ 67% discipline the driver
- \_\_\_ 21% terminate

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***Implementing and Sustaining a Distracted  
Driving (Cell Phone) Policy***

Joe Van Houten—Johnson & Johnson

- \_\_\_ Policy
- \_\_\_ Communication
- \_\_\_ Executive management support and/or leadership
- \_\_\_ Awareness and education
- \_\_\_ Tools that reinforce expectations

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# ***Global Policy and Communication of Policy***



## **SAFE Fleet Worldwide Standards**

- J&J Worldwide Fleet Safety Standards prohibit hand-held use of electronic devices
- NA Fleet Safety Standard goes “beyond global compliance” by prohibiting both hand-held and hands free use of electronic devices (effective 1-1-11)

## **SAFE Fleet Global Training Portal**

- Provides access to 33,000 drivers worldwide
- Worldwide Standards module addresses safe driving requirements, including cell phone policy.

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# *Executive Management Communication*



## **Worldwide Fleet Champion Communication**

- Executive member sponsorship
- Kick-Off Video featured at National Meetings worldwide
- Addresses issue of distraction head on

*“In today’s business world, we’re all increasingly wired. We’re surrounded by cell phones, laptops...these are great tools that help increase our efficiency, and our connectivity to customers. But NOT when we’re driving. Yes, we need to focus on driving our sales, but we need to do so SAFELY – for the benefit of our employees, our families, and our communities.” Alex Gorsky*

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# Awareness and Education

- **“Drive It Home” videos and flashes**
  - Resides on global portal
  - Addresses risk areas, including distraction
  - Translated into local languages
  - New messages created every quarter

- **E-Safety for All**

- Branded website with goal of reaching out to fleet and non-fleet audience
- Leverage SAFE Fleet resources and share road safety message
- Periodically features topics related to distraction



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# ***Post-incident Review Addresses Distraction Issues***

## ***New Post-incident Coaching Tool - in test phase***

- **Addresses Driver Behavior, Attitude**
  - [ ] Distraction (e.g., cell phone, eating, talking with passenger)
  - [ ] Drinking and Driving
  - [ ] Reaching for Object (e.g., reaching for object in back, reaching to grab hold of loose object)
- **Underlying System Factors**
  - [ ] Lack/Gap in Policy (*e.g. cell phone policy has not been adequately communicated.*)
  - [ ] Unfamiliar Road/Territory
  - [ ] Driver Training Process (overdue/no Behind the Wheel Training)
  - [ ] Journey/Route Planning Needs (*could contribute to rushing from one appointment to another.*)

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### ***The Role of Technology***

David Hopps—ServiceMaster

- \_\_\_ Various types—“There’s an app for that.”
- \_\_\_ Legalities
- \_\_\_ Culture
- \_\_\_ Success factors

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### ***Critical Success Factors***

Tom Bennett—Exxon Mobil & Amy Lokken—Coca-Cola

- \_\_\_ Safety culture
- \_\_\_ Leadership
- \_\_\_ Just one component of a comprehensive fleet safety program
- \_\_\_ Enforcement
- \_\_\_ Audits and assessments
- \_\_\_ Metrics

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