

Partnering for Safer Roads during Distracted Driving Awareness Month

It's not uncommon to hear your phone chime while you are driving, followed by the temptation to glance away from the road for a quick peek. It only takes one moment, but those precious seconds not spent actively monitoring the road in front of your vehicle could lead to disaster — and serious losses.

Distracted driving continues to lead to unnecessary accidents, claiming the lives of thousands of Americans each year.¹ And when a company driver gets behind the wheel of a vehicle, they have the responsibility to avoid personal distractions in order to make the roads safer for everyone. In turn, businesses may need to consider how best to promote a message of safety for their employees to help prevent losses.

During April's Distracted Driving Awareness Month, Federated Insurance encourages employers to consider their employees' driving behaviors and promote a strong safe driving risk management culture at their business.

The Myth of Multitasking

Although humans are capable of many amazing things, it is important to consider one simple fact: multitasking does not work.² The human brain can switch swiftly from task to task, but it cannot focus on more than one task at a time, even though it may appear that way to an outside observer. It is one of the many reasons why mobile device use and other common distractions can have such dire consequences.

Solutions to Discourage Distracted Driving

Auto crashes are not going away, and their financial consequences keep growing. An important thing to do as business owners is realize that your drivers — and business reputation — could be at risk. But, auto crashes are preventable. Prevention strategies include:

- Conducting employee safety meetings on your company's driving policy. Present information in a fresh, memorable way to increase retention when you reinforce the message with your team.
- Utilizing risk management resources, such as support materials for safety meetings, safe-driving training videos, sample driving policies, and customizable distracted driving and safe driving management plans.
- Helping employee drivers understand that they each have a responsibility to practice safe driving when out on the road.

Keeping Safety Top of Mind

Any incident surrounding your drivers or vehicles could lead to high-stakes litigation or devastating losses. By keeping a close eye on your company drivers, and encouraging them to incorporate safety-conscious habits into their daily driving, you can work to make corrections before a serious accident or loss occurs. Federated Insurance clients can access a variety of safe driving risk management resources, including a customizable sample driving policy, safe-driving training videos, customizable distracted driving and risk management plans, and more by logging in to mySHIELD®.

1. National Highway Traffic Safety Administration. Statistics 2019. <https://www.nhtsa.gov/risky-driving/distracted-driving>. Accessed 2/24/22.
2. Cleveland Clinic – Health Essentials. Statistics 3/10/21. [Cleveland Clinic Health Essentials](https://www.clevelandclinic.com/health/essentials). Accessed 2/24/22.

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