April has been recognized as Distracted Driving Awareness Month

The Next Three Seconds Protects Your Life, Your Loved Ones, Your Livelihood

The N3L3 philosophy:

our approach to helping workers avoid fatal and life-changing injuries by alerting their instincts so they always pause and "think safety" before moving forward.

Eastern Alliance is here to help. To learn more about Eastern's N3L3 program and access other safety resources, sign in and visit the Risk Management Resource Center on www.eains.com, or contact your Risk Management Consultant for assistance

1.855.533.3444

Multi-Tasking on the Highway:

Thousands of individuals die each year as a result of Distracted Driving. Often there is more than one person traveling in the vehicle, therefore presenting an opportunity for multiple fatal and life changing events in one scenario. Although there are many activities that contribute to distracted driving, the following have been identified as the deadliest.

- Cell Phone Usage (talking, listening, dialing, texting)
- Fatigue (complacency, mentally somewhere else)
- Adjusting Automobile Devices (adjusting mirrors, seats, using navigation system, audio controls, climate controls)
- Eating or Drinking (hot and cold drinks, snack vs. a meal including soups and salads)
- Reaching for objects within the vehicle
- Passengers (talking with or looking at other people in the car)
- Road Drama (looking at wrecks, road rage)
- Smoking
- Loose papers or objects on the floor
- Pets or insects

What can you do to prevent this from happening in your businees?

- Develop a Formalized Fleet Safety Program including seat belt and technology usage policies.
- Conduct at-hire and annual motor vehicle record checks. Establish motor vehicle record criteria to prevent high-risk drivers from driving.
- Require all qualified drivers to take part in a physical exam program to ensure they are medically qualified to operate a vehicle.
- Conduct pre-employment, post-accident, random and reasonable suspicion drug & alcohol screenings.
- Provide Driver Training to discuss safe, distracted and defensive driving.
- Remind employees to follow the rules of the road – speed, seatbelts, turn signals, etc.
- Regularly maintain vehicles.
- Recognize that employees traveling in a company vehicle or their personal vehicle on company time should follow the established written policies and procedures and training programs.

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