

Making A Plan

IT'S TIME TO KICK OFF THE 2015 DSWW CAMPAIGN
#PlanAhead Your Key to Driving Safely



This year's campaign focuses on why it's important to plan ahead. Whether checking your fuel gauge the night before an early meeting, thinking through your route, arranging for a designated driver or helping a family member prepare for driving retirement, planning ahead is a key element of safe driving.

And on the job or off, proper trip planning can greatly improve safety, driver efficiency and eliminate distractions—all things that help to minimize delays and most importantly, risks.

THIS WEEK WE PROVIDE RESOURCES FOR **LONG-TERM PLANNING** THAT CAN HELP DEVELOP OR UPDATE SAFE DRIVING POLICIES. YOU'LL ALSO FIND TURN-KEY OPTIONS FOR **SHORT-TERM PLANNING** ON WAYS TO ENGAGE EMPLOYEES DURING THE CAMPAIGN WEEK AND HELP DRIVE HOME THE TOPIC OF THE DAY.

JOURNEY MANAGEMENT

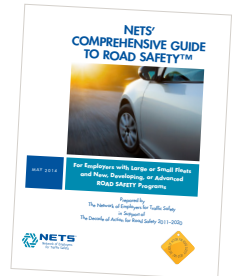
Many NETS member companies use Journey Management for their fleet drivers to help get employees safely from one location to another. Key concepts are:

- Determining if travel by road is really necessary
- Identifying the best/safest route
- Planning how many breaks will be needed and where they should be taken

Journey Management has been most widely used in the energy, logistics and transportation industries, but is being adopted in a variety of

workplaces. These concepts can also be applied to the everyday drive—driving for work, to and from work, running errands or taking a road trip with the family.

Find more information on Journey Management in the **NETS' Comprehensive Guide to Road Safety™**. The Guide can be downloaded free (in 21 languages) from the NETS website at www.trafficsafety.org.



PLANNING FOR THE WEATHER

Many workplaces are in locations that get seasonably bad weather. This can affect the safety of employees commuting in their own vehicles, carpooling or using public transportation. Bad weather can also affect childcare and lead to school closings. Risks are reduced when companies address bad weather conditions through guidelines that inform employees what to do under a range of inclement weather conditions. This takes the decision out of the employee's hands and affirms the employer's commitment to employee safety. We've included a resource sheet with some sample guidance to help in making your own plan.



LONG-TERM PLANNING RESOURCES

- *Sample Guidelines for Response to Inclement Weather*
- *NETS' Comprehensive Guide to Road Safety™*

Resources can be downloaded from the Drive Safely Work Week website: trafficsafety.org/dsww2015/

#PlanAhead Your Key to Driving Safely

Day 1 Activities



SHORT-TERM PLANNING: WHAT YOU CAN DO TO RECOGNIZE DSWW TODAY

EMAIL BLAST

It's Drive Safely Work Week—#PlanAhead to put your best foot forward for driving

Watch: Sheldon “flip flop fatality” <https://www.youtube.com/watch?v=ZMEueCOMSH8>

#PlanAhead to carry the right shoes for the day/night and wear the right shoes for driving!

- Avoid barefoot driving. If you need to stop quickly, a bare foot may not provide enough braking force—and heavy force can lead to injury.
- Flip flops can easily slide off your feet and off the pedals—decreasing your reaction time.
- High heels can get stuck in floor mats and force feet into unsafe angles that impact reaction time and braking force.
- Shoes with very smooth soles can slip off gas and brake pedals—impacting driving safety.

The best shoes for driving have non-slip soles and allow the foot to feel the pressure needed by the pedals to achieve the desired braking or acceleration. #PlanAhead. You can always change shoes once you arrive at your destination.

- Resource: *Email Blast Word file*

TWEET/POST

- *No one ever plans to be in a crash. #BuckleUp every trip—every time—every seat—no matter the distance. #DSWW2015 #PlanAhead*
- *#PlanAhead to wear the right shoes for driving & carry the shoes you want to wear when you get there. #DSWW2015 (Add infographic as photo)*



EMPLOYEE ENGAGEMENT PLAN

1. Send the **DSWW launch letter** to let employees know about the campaign. (Note: you might consider doing this in the week prior to the campaign)
 2. Distribute the *Daily Planning Checklist* employee handout.
- Resources: *DSWW Launch Letter; Daily Planning Checklist employee handout*

5-MINUTE SAFETY TALK

NETS Board of Directors member company Liberty Mutual has produced a series of videos on driving safety featuring Dave Melton, Managing Director of Global Safety (retired), and past chairman of the NETS Board of Directors. Here, “Professor Dave” shares the importance of planning your route in advance. You could send the short video via email, or use it as a “safety moment” to kick off any meetings that take place during Drive Safely Work Week. <http://www.libertymutualimages.com/ProfDave/PlanYourRouteInAdvance.html>

You might also use the video to introduce the following activity:

JOURNEY MANAGEMENT FOR EVERYDAY DRIVING

Today's messaging highlights the role of planning in eliminating threats to driver safety. Driving risks can be reduced by simply taking the time to plan before the engine starts. Thinking through the areas of increased risks associated with the trips you take—especially those in your immediate community—can help you develop a plan to manage them. Attached is a questionnaire to encourage you to think through your trips—even those that are routine—to help ensure you always take the safest route.

- Resource: *Journey Management for Everyday Driving employee handout*