SAFE DRIVING
Conversation Talking Points

If helpful, utilize this conversation outline and talking points to hold a meaningful, a brief discussion with your employees about driving safety during the COVID-19 pandemic. You are encouraged to customize this message to fit your business’s unique needs.

Step One: Open the Conversation

- Today, I want to take a few minutes to have a serious conversation with you. A disturbing trend is emerging as businesses like ours are returning to the roads following shelter-in-place orders or other pandemic-related disruptions. Vehicle crashes are on the rise and people are dying.

Step Two: Explain the Problem

- Today, you may be finding yourself driving on roads with far less traffic than in the past as many people are travelling less or working from home.
- When driving down an “open road,” you may be tempted to speed or think it’s somehow safer to use your phone. But that type of thinking is proving deadly.
- Data gathered during the pandemic reveals that an increase in speeding, cell phone use, and hard braking are actually making our roads less safe.*
  - This is startling considering that vehicle crashes already caused 38,800 deaths and 4.4 million injuries in America last year.**


Step Three: Emphasize the Human Impact

- Listen to these recent examples from Federated, our insurance provider:
  - A young mother was killed when a company driver rear-ended her minivan while talking on the phone. Her two young children were also in the car and sustained permanent injuries.
  - Three friends were killed when a company driver fell asleep behind the wheel and crossed the centerline.
  - Two pedestrians died after being struck by a distracted company driver failing to yield at an intersection.
- Those are just 3 of the 50+ crashes among our fellow Federated clients that killed or injured someone during a 90 day timeframe as businesses began resuming normal operations earlier this year.
- Those who survived these crashes will never be the same.

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Step Four: Make It Personal

- You are each so important. Important to me and our business; but most important to your families and loved ones.
- I care about you. I care about your families. I don’t want to see any of you injured; I don’t want to have to tell any of your loved ones that you’re not coming home to them tonight.

Step Five: Reinforce Safe Driving Practices

- When you get behind the wheel – at work or at home – please remember the acronym: Drive S.A.F.E.:
  — S is for SPEED: Slow down; don’t exceed posted speed limits regardless of low traffic congestion.
  — A is for ATTENTION: Stay focused on driving; never text and drive.
  — F is for FATIGUE: Get a good night’s rest; don’t drive tired.
  — E is for EMOTION: Control your emotions; don’t let other reckless drivers influence your behavior.

Step Six: Closing

- My #1 concern is for your safety.
- Tragedy can happen in an instant and we must do all we can to prevent it from happening to us.
- There are a lot of things happening outside our control right now; but how we drive is not one of them.
- For your safety, for your loved ones, for each other – let’s remember to drive safe.
- Thank you all for your attention and commitment to safety.

Additional resources designed to support your driving-related risk management efforts can be found on mySHIELD®. New to mySHIELD? Call the Client Contact Center at 1-888-333-4949 to register.

Please make it home safe today.