

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.**

* "Motor Vehicle Fatality Rates Jump 14% in March Despite Quarantines." The National Safety Council. May 20, 2020. <https://www.nsc.org/in-the-newsroom/motor-vehicle-fatality-rates-jump-14-in-march-despite-quarantines>

** "Motor Vehicle Deaths Estimated to Have Dropped 2% in 2019." The National Safety Council. February 20, 2020. <https://www.nsc.org/in-the-newsroom/motor-vehicle-deaths-estimated-to-have-dropped-2-in-2019>

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.

...continued

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 [mySHIELDSM](#). New to mySHIELD? Call the Client Contact Center at 1-888-333-4949 to register.

Please make it home safe today.

This information is for general information only and should not be considered legal or other expert advice. The recommendations herein may help reduce but are not guaranteed to eliminate any or all risk of loss. Some of the information herein may be subject to, and is not a substitute for, applicable laws and regulations. Qualified counsel should be sought with questions specific to your circumstances.



Federated Mutual Insurance Company • Federated Service Insurance Company*
Federated Life Insurance Company • Federated Reserve Insurance Company* • Granite Re, Inc.*†

*Not licensed in all states. †Granite Re, Inc. conducts business in California as Granite Surety Insurance Company.

F70-906 Ed. 9/20 | federatedinsurance.com | © 2014 Federated Mutual Insurance Company