Keep your drivers focused on the road—not their phones

A cell phone use policy can help protect your employees, customers, and business

In the horticultural industry, deliveries are a big part of your business. Your drivers face plenty of distractions while on their routes. Cell phone use is one. It’s an issue you’ll want to address, since an employee using a mobile phone while on the road can be both a safety and liability issue for your business.

Driving down your risk exposure

Businesses that offer delivery service face one of their biggest liability exposures with vehicle operations. You’re responsible for the actions of your employees while on the road—whether they’re driving your vehicle or their own vehicle on company business. An accident can have disastrous and direct financial consequences for you, as well as negative publicity for your business.

Dial up a cell phone policy

Mobile device use while driving has become such a concern that many states and local municipalities have passed, or are considering, laws prohibiting cell phone use while behind the wheel.

Drivers of commercial motor vehicles are already banned from using mobile phones. At the start of 2012, the Federal Motor Carrier Safety Administration (FMCSA) prohibited the use of handheld mobile devices. Drivers who are caught can face large fines and a possible disqualification of their CDL.

If you don’t have a cell phone policy in place, you could expose your company to lawsuits costing tens of millions of dollars.

To help you create an electronic device policy, the National Safety Council offers a free Safe Driving Kit. It contains:

- Materials to use all year to reinforce company policies
- Videos
- Fact sheets and FAQs
- Myth busters
- Infographics
- Posters
- Survivor advocate stories
- Activities to engage employees
- Links to safe driving resources
- Ready-made communications to educate employees

It makes sense for you to develop, implement, and monitor a formal, written cell phone and driving policy for your company. The Hortica Loss Control and Safety Services team is here to help you put a mobile device policy and other safety policies in place. And check out the other materials we have for you in the Resources section of the Hortica website.

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