# Sample Letter to Employees

Dear [*insert name of employee*],

Because we care about you, your family, and our community, we are partnering with PennPRIME, our insurance provider, to address the world-wide epidemic of distracted driving and the resulting pain and suffering that it causes.

Vehicle crashes are one of the highest sources of claims for municipal entities insured by PennPRIME. According to the Insurance Institute for Highway Safety, use of a phone while driving increases the likelihood of crashing by four times, and using a hands-free phone is not any safer. Numerous other studies also confirm there is no difference in distraction levels between hands-free and hands-on cell phone usage, and some hands-free tools, such as speech- to-text, may make the distraction worse. A report from the National Safety Council concludes that the number of crashes involving cell phone usage is significantly underreported. The problem of distracted driving due to the use of cell phones is, therefore, likely more prevalent than the evidence suggests.

To address this issue and safeguard our families, our employees, and our community, we are implementing a policy, effective immediately, restricting cell phone use while driving on business for [*insert name of EMPLOYER*]. A copy of this policy is attached and can also be found in our [*insert location of policy i.e. personnel or safety manual*]. If you have any questions, please contact [*insert name of EMPLOYER contact person*].

[*insert name of EMPLOYER*] employees have the opportunity, and the responsibility as government representatives, to lead the change necessary to significantly reduce vehicle crashes.

# The three most important ways to lead people are: by example… by example… by example.

- *Albert Schweitzer, recipient of the Nobel Prize for his “reverence to life”*

Driven to a Safer Culture,

[*insert name/title/signature of Chief Administrative Official or Elected Official*]

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