

The Power of Planning: Changing Driver Behaviors

A recent study estimates that 29% of all traffic-related deaths are due to distractions.¹ Distracted driving is a choice — one that can have [serious consequences](#) for everyone sharing the road. Ultimately, you and your employees need to make choices that impact everyone's safety and well-being while driving.

One way to do this is to remind your employees to plan ahead before driving by using the following tactics:

- **Silence Phone Notifications:** Before hitting the road, [silence your phone](#) to avoid the temptation to check it during your drive.
- **Prepare Your GPS in Advance:** Set up your GPS and review your route before starting your journey to help prevent last-minute distractions.
- **Check Conditions:** Look for detours, traffic updates, and weather forecasts to better plan your route and avoid sudden changes.
- **Communicate Plans:** Inform others when you leave and your expected arrival time to keep them updated without needing to check your phone.
- **Pull Over for Calls:** If you need to make a call or send an update, find a safe place to pull over first.
- **Use a Driving Telematics Program:** Utilize in-cab technology or [driving telematics programs](#) to enhance your accountability and safety on the road.

By encouraging these responsible habits, you can reinforce safer driving behaviors for your employees. Reach out to your local Federated® [marketing representative](#) to learn more about how planning ahead to prevent distracted driving, along with [telematics programs like Federated DriveSAFESM](#), can help your drivers stay safe.

1. U.S. Department of Transportation. [2024 Progress Report on the National Roadway Safety Strategy](#). Accessed 9/19/24.

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