



## DISTRACTED DRIVING WORKPLACE SAFETY WORKSHOP

If a distracted driving policy has not yet been created for your workplace, DIAD can engage staff at all levels to recognize potential risks, facilitate discussion, and create a solid foundation to guide policy development.

If a policy is in place, but more work is needed to implement and reinforce it through day-to-day operational practices, the DIAD team can work with managers and staff to identify achievable improvements and share tools and strategies to build on existing practices.

Enhance your Distracted Driving Policy with Education.

TRAFFIC INJURY RESEARCH FOUNDATION | EDUCATION PROGRAM

TIRF



*Take Action. Prevent Distraction.*

### Key features of a workplace safety workshop include:

- > Describe new concepts to differentiate between visual, manual, auditory and cognitive distractions;
- > Demonstrate the science of distraction and its impact on cognitive functions;
- > Define the scope of distraction-related activities and the impact of distraction on the workforce;
- > Address risk management in relation to workplace distractions;
- > Raise awareness that collisions are preventable and not *accidents*, and that drivers are responsible for choices made at the wheel;
- > Re-define safe driving belief systems and transition experienced, complacent drivers towards increased understanding, acceptance and compliance;
- > Share vital information in an engaging, professional, non-confrontational manner;
- > Explore differences in learning styles and preferred training tools for new workers (Millennial generation) versus the current workforce; and,
- > Discuss best practices and provide workers and supervisors with the facts and evidence to implement or adjust workplace policies to increase worker and community safety.

DIAD's distracted driving workplace safety workshops & youth workshops are **Interactive, thought-provoking** and available **in-person or virtual**.

DIAD.TIRF.CA

# DIAD works with employers to make the workplace safer and protect the health of their workforce.

Our distracted driving workplace safety workshops are customized to each client and their geographic location. Seminars are structured to be thought-provoking, interactive and promote dialogue to maximize learning across administrators, managers, frontline workers and drivers. TIRF's **Knowledge Transfer model** is applied to the development of interactive exercises for both in-person and virtual audiences. We demonstrate easy-to-use tools to help managers and employees identify risk-related distractions in their workplace, and, share practical strategies for companies to implement distraction-related policies.

Participants are provided with practical strategies and tools to minimize distractions behind the wheel. Employers are provided with practical tools to engage employees through education, best practices, and prevention strategies to reduce distraction.

Pre- and post-surveys are used to identify issues, trends and measure change. DIAD works with employers to make the workplace safer and protect the health of their workforce. Their experienced speakers help increase understanding of the types of distractions that are present in your workplace and the risks they pose.

## Industries where DIAD can help:

- > Workplace & road safety conferences
- > Forestry
- > Oil & gas
- > Mining
- > Trucking
- > Heavy equipment
- > Municipalities
- > Utilities
- > Fleets
- > Coach & public transit
- > Taxi
- > Driving schools
- > High-tech
- > Road/outside sales
- > Real estate
- > Transportation - goods & people
- > Provincial and federal government
- > Public health & health professionals



## Community-based approach to road safety

DIAD clients are offered the opportunity to sponsor a youth workshop in their community in conjunction with the workplace seminar at no additional cost. **Clients are recognized for their sponsorship during the youth workshop and also presented with a certificate of recognition.** This helps create a community-based approach to road safety protecting the workforce, their younger family members and neighbours.

DIAD  
DELIVERED  
WORKSHOPS  
TO MORE  
THAN 60,000  
WORKERS &  
YOUTH.



GREAT  
SEMINAR

HIGHLY  
RECOMMENDS

PRESENTATION  
SHOULD BE  
MANDATORY

### What clients are saying

*Completely different thought process when I got in my truck afterwards. I will be highly recommending this to other branches & organizations. The facts, cases and science all put together truly make an impact.*

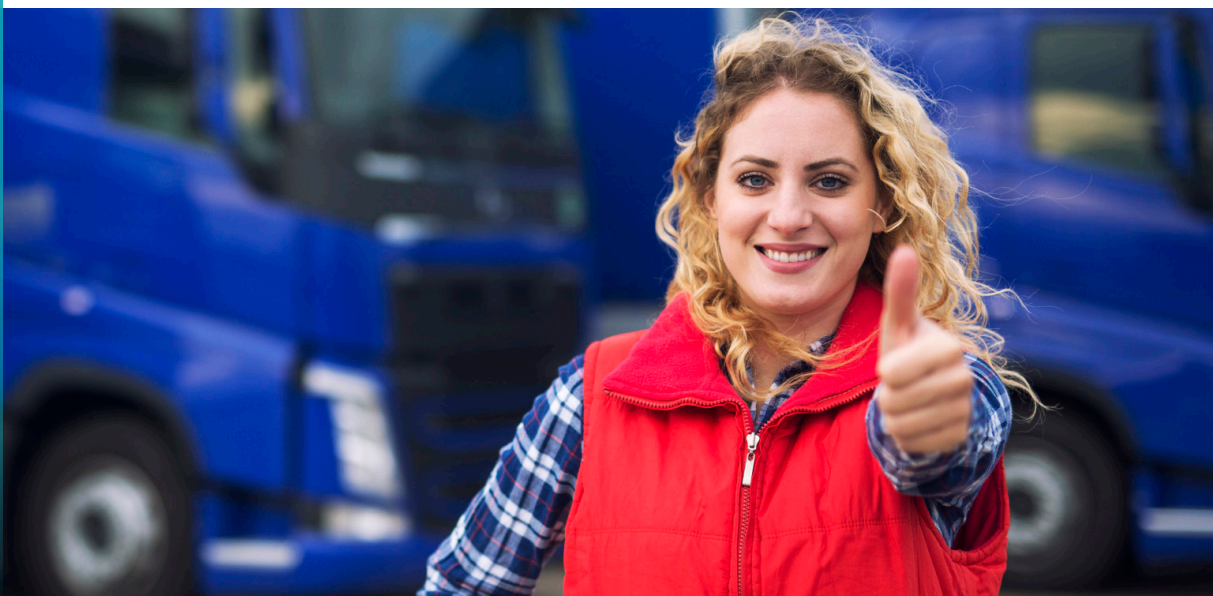
DIAD seminar participant, Tolko Industries Ltd. trucking contractor group, Prince Albert, SK August 4, 2017

*Great seminar, great refresher of the issues and what distracted driving can mean. It's not just texting or hand-held devices but a whole lot more.*

DIAD seminar participant, Ontario Northland, North Bay, ON April 9-12, 2018

*I think this presentation should be mandatory in the safety orientation of all workers in all companies.*

2016 Western Conference on Safety



### DIAD's Corporate clients include:

- > 2016 Western Conference on Safety – Pacific Safety Center Ltd., Vancouver, BC
- > BC Forest Safety Council – British Columbia
- > Canfor – Vanderhoof, Prince George & Houston, BC
- > Coalition for Safer Alberta Roads – Alberta
- > Excel Transportation – Prince George, BC
- > Forest Practices Board – Victoria, BC
- > FortisBC – Kamloops & Burnaby, BC
- > Hydro Ottawa – Ottawa, ON
- > Interfor – Kamloops, BC
- > Jacobs/Chemetics Inc. – Vancouver, BC
- > Ministry of Forests, Lands and Natural Resource Operations – Richmond, BC
- > Norbord Inc. – Grande Prairie, AB
- > Northern Mat & Bridge LP – Grande Prairie, AB
- > OC&C Construction – Lakewood, CA USA
- > Ontario Northland – North Bay, ON
- > Partners in Community Nursing – Whitby, ON

To view of more of DIAD's Corporate Clients please visit:

[diad.tirf.ca/services/distracted-driving-corporate-training/corporate-clients-industries](http://diad.tirf.ca/services/distracted-driving-corporate-training/corporate-clients-industries)

**DIAD.TIRF.CA**

DIAD's team of presenters are an unparalleled lineup of leaders in road safety education and have come together to present actionable insights, knowledge and innovative ideas.

To learn more about our team please visit [diad.tirf.ca/about-diad/#diadbios](https://diad.tirf.ca/about-diad/#diadbios).



**Karen Bowman**  
Director,  
Communications &  
Programs



**Councillor Tim  
Baillie**  
Township of Langley  
(Retired Captain)  
Surrey Fire Services



**Staff Sergeant Bryan  
Fedirchuk**  
BCHP, RCMP  
(Kamloops)



**Robyn Robertson**  
President & CEO  
TIRF



**Kylee Bowman**  
Lead, TIRF Youth  
Advisor Program



### **Distracted driving workplace safety workshop fees**

There is a fixed-fee structure with a base price that includes a customization component, pre- and post-seminar online surveys, seminar delivery of approximately 3 hours, analysis of survey results and a high-level outcome report. The final fee is determined based on quantity and length of seminars, interest in related topics and resources, audience size, number of speakers and travel requirements. DIAD clients gain access to **TIRF expertise** if there is an interest in continued support for assessment, implementation plans and tactics post-seminar. Please contact us to discuss your requirements and budget.

Payment of 50% of seminar and travel costs is due at the time of booking and 50% upon delivery of the seminar. TIRF is a registered Canadian charity and works closely with clients to accommodate budgets as is feasible.

To inquire about booking distracted driving workplace safety workshop & youth workshop or to request more information, please contact us via email at [diad@tirf.ca](mailto:diad@tirf.ca) or call toll-free (877) 238-5235