



Dear Iowa Employer,

I want to thank you for taking the time to review this information the Governor's Traffic Safety Bureau has compiled. I believe we share a common goal to minimize death and injuries that occur on Iowa's highways. Whether it's a family member, friend or an employee of your company, a motor vehicle collision can have a devastating impact for you. It is for this reason that the Governor's Traffic Safety Bureau is actively seeking solutions towards reducing crashes.

Motor vehicle crashes are the number one cause of work-related deaths and account for 24% of all fatal occupational injuries. On-the-job crashes cost employers more than \$24,500 per property damage crash and \$150,000 per injury crash, as documented by the National Safety Council.

One of the most common causes of a motor vehicle crash is a distracted driver. Several research studies have found the risk of a crash is four times more likely when a person is using a cell phone. Businesses without policies prohibiting cell phone use while driving could be exposing themselves to increased risk and liability. While increased legislative action addressing distracted driving has proven to be somewhat effective in the past; businesses supporting policies that reduce distractions for drivers will further the effort to reduce fatalities and injuries on our roadways.

The Iowa Department of Public Safety and the Governor's Traffic Safety Bureau believe employers should strongly consider creating and implementing cell phone policies to protect both their employees and themselves. To further this objective, the Governor's Traffic Safety Bureau has assembled information packets for Iowa business leaders. The packets provide information that demonstrates why cell phone and distracted driving policies are needed and includes sample policies, fact sheets, tips for managing distraction, employer liability information, as well as sample posters, pledge cards and a listing of additional resources.

By working together, Iowa business leaders and the Governor's Traffic Safety Bureau can reduce fatalities and serious injuries on Iowa's roadways to ensure Iowa is a better and safer place to work and live.

Sincerely,

A handwritten signature in blue ink that reads "Patrick Hoyer".

Patrick Hoyer, Bureau Chief
Governor's Traffic Safety Bureau
Department of Public Safety

PH/jp