

Commercial Fleet and Delivery Drivers: 5 tips to prevent distracted driving.



Day and night, commercial fleet drivers cross the country delivering goods to businesses and grocery stores. And, now more than ever, delivery drivers help bring those goods to our doorsteps. These frontline workers have kept it in gear even while most of our routines have halted during the coronavirus pandemic. With so many hours being spent on the road, it's important for commercial fleet and delivery drivers to be equipped with distracted driving prevention tips.

As a member of the National Safety Council (NSC), Frankenmuth Insurance promotes driver safety programs. According to the NSC, motor vehicle collisions are the leading cause of death and injury in the workplace. To help every frontline delivery driver avoid distractions both inside and outside the vehicle and get to the final destination safely, we've created a list of safety tips.

To improve fleet safety and reduce risk of an accident, follow these five tips to prevent distracted driving:

1. **Keep your eyes on the road.** On a long drive, it's easy to get distracted by other vehicles, billboards, buildings and even people. But when you're behind the wheel, your most important job is focusing on the road. Distractions can be dangerous, so reduce the amount of time you divert your attention.
2. **Keep your hands on the wheel.** The Centers for Disease Control and Prevention report, "When you send or read a text message, you take your eyes off the road for about five seconds, long enough to cover the length of a football field while driving at 55 mph." Not only is texting while driving dangerous, it's also illegal. To promote delivery driver safety, pull to the side of the road to make a call, send a text or use your dispatching device. Or, use hands-free voice assistance.

3. **Eat before the trip.** Eating or drinking while driving takes at least one hand off the wheel and your eyes off the road. Make it a priority to eat and drink before or after a trip. Or, eat at a rest stop as you're refueling.
4. **Store gear properly.** Reaching for an item you dropped or loose gear that has shifted along the way can be catastrophic. Get organized and adjust objects before you go. If you drop something mid-drive, wait to reach for it until you're stopped safely.
5. **Avoid drowsy driving.** Many delivery drivers experience long days behind the wheel, which can increase fatigue, daydreaming and mindless driving. When you're not rested, you're more prone to swerve, lose focus or overlook surroundings - all of which can lead to accidents. That's why it's crucial to rest up before you put it in drive.

Life is full of unexpected twists, turns and distractions. Make sure your commercial fleet and delivery drivers are covered for them all. Promote driver safety among your crew by using a safe driving agreement that outlines expectations while driving for work. Then, talk to an agent about commercial auto insurance and all the safety services we provide.