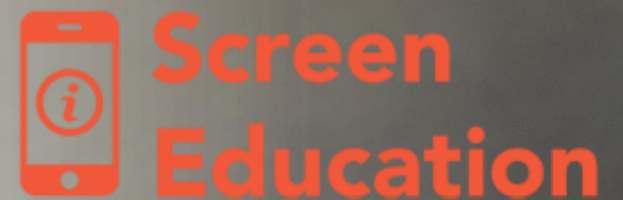




Developing A Smartphone
Policy For Workplace Safety

Michael Mercier
Screen Education





Research

- 11 to 18-year-olds
- College students
- Parents
- Millennials
- Teachers
- Employees
- Managers



Seminars

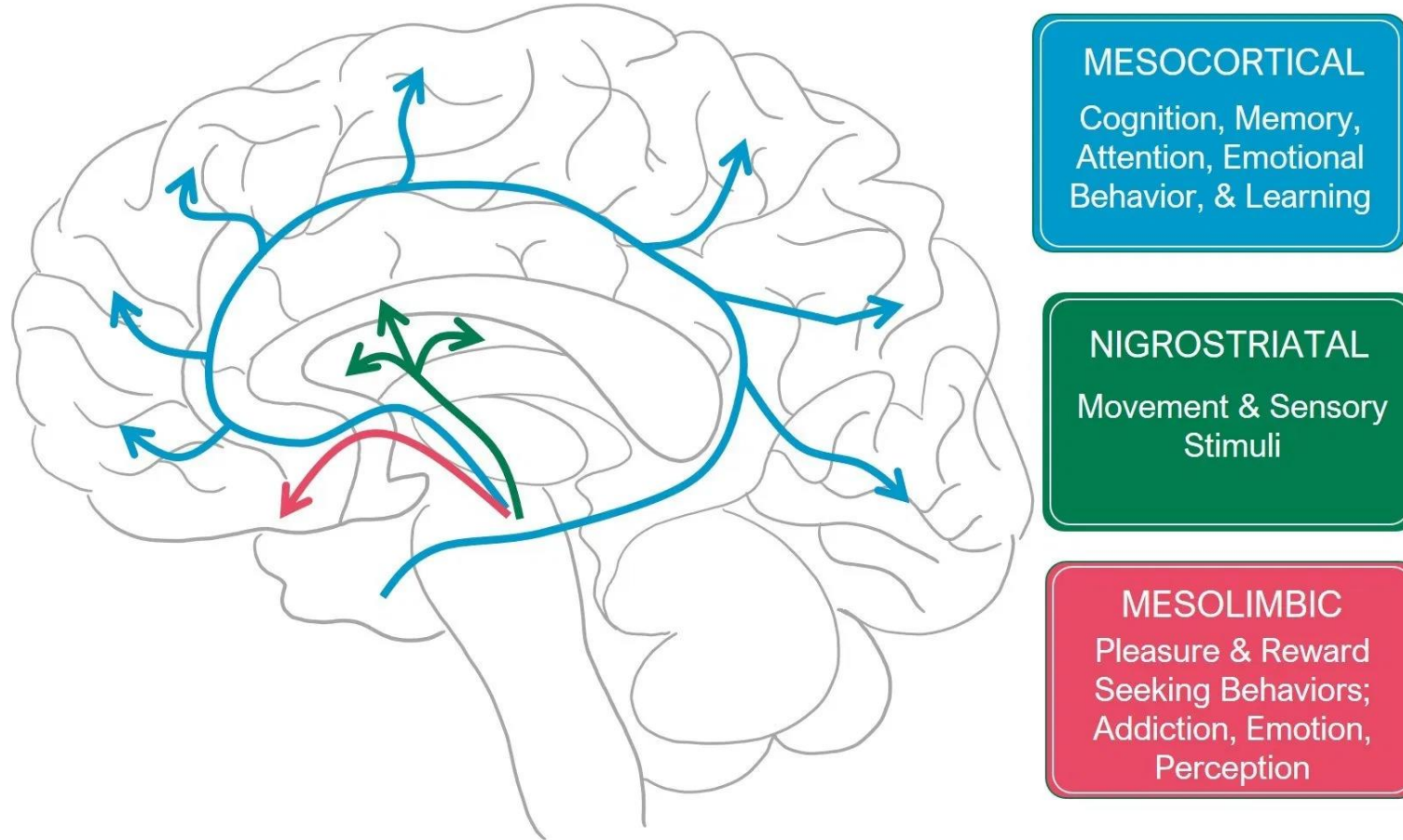
- Managers
- Employees
- Teachers/Administrators
- Parents
- Summer Camps

Digital Distraction At Work Issues

- Productivity
- Conflict
- Safety
- Culture
- Employees' views
- Policy

Digital Addiction

3 of 4 dopamine channels tied in with addiction





Digital Distraction



Types of Distraction

Cognitive

your mind is not engaged in your work

Visual

your eyes are not engaged in your work

Auditory

your hearing is not engaged with your work

Manual


your hands are not engaged in your work

Employees Spend
Lots of Time
Digitally Distracted

Employees estimate they personally spend **1.4 hours** each day accessing content unrelated to their job.

Employees estimate others in their workplace spend **2.5 hours** each day accessing content unrelated to their job.

Age	Estimated Daily Hours of Digital Distraction Among Employees At Your Workplace
18-34	3.1
35-54	2.4
55 & Older	1.8



74% say social media is their biggest digital distraction at work

Productivity



87% of employees say digital distraction hurts their organization's overall productivity

Managers say it impacts productivity



To a high degree	30%
To a medium degree	42%
To a low degree	22%
Not at all	6%

Conflict

When employees are distracted...



- The team misses goals/deadlines
- Others must complete their work
- Managers look bad

Do people at your workplace express frustration over the productivity lost by the personal use of technology?

Yes: 60%




No: 40%

Do conflicts ever arise at your workplace as a result of people spending too much time using technology for personal reasons?

Yes: 31%

A horizontal bar chart with two segments. The left segment is green and contains the text 'Yes: 31%'. The right segment is teal and contains the text 'No: 69%'. The segments are separated by a thin white vertical line.

No: 69%



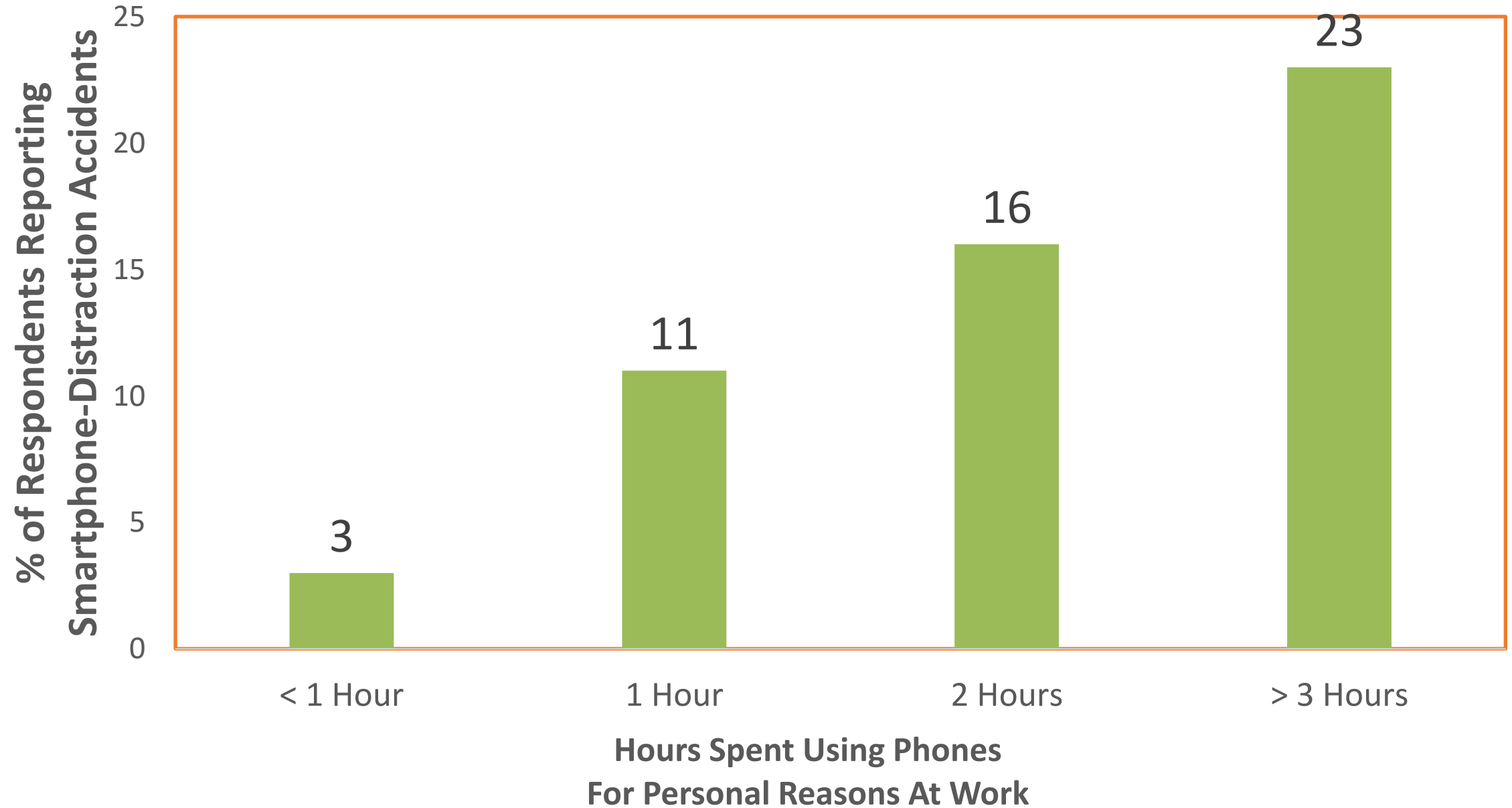
54% of managers said management at their workplace had received complaints about employees using their smartphones too much during work hours

Workplace Accidents

**% Reporting Workplace Accidents
Caused by
Smartphone-Distracted Employees**

Segment	%
total sample	14
industrial	26
office	11

Smartphone Distraction & Workplace Accidents Are Positively Correlated





In 59% overall, 75% in industrial settings, of these accidents property was damaged.

- In 70% of cases the employer's property was damaged.
- in 46% of cases a third party's property was damaged.



50% overall (58% industrial) said the accidents had injured or killed someone

Office Setting Accidents

- "Person was on their phone...elevator door was closing...their jacket got stuck and it kept going down which made...(their) collar choke them and leave a red mark."
- "A co-worker was walking while texting or reading on their phone and was hit by a motorized cart in the hall."
- "Fell down stairs."



Healthcare Setting Accidents

- “A nurse was checking her phone while an EMT was hustling down a hallway...she got hit by them.”
- "A patient fell because someone was listening to music and didn't hear the alarm."

Industrial Setting Accidents

- "Someone was distracted by being on the phone when their arm was crushed by a press."
- "...a crane operator was playing a game on his phone when the load he was moving crashed into other materials."
- "Loss of fingers. Hand was on equipment and operator was distracted by phone."



Forklift Accidents

- "A man's leg was run over by a forklift."
- "Hi lo driver was paying attention to his phone. Ran into employee. She was...texting...she was hospitalized for a week."

Driving Accidents

Sample	% Respondents Reporting Vehicle Accident
Total	32
Industrial	42
Office	36

Driving Accidents

- "Someone driving a company truck and they went to grab their phone and took their eyes off the road. They hit a utility pole."
- "We had one employee in a company car texting and driving. He wasn't paying attention and rolled the car off a cliff. He came out of it completely safe."
- "One of our salesmen was texting while he was driving and totaled the car."



Netradyne Survey: 350 Commercial Drivers

- 81% concerned that distractions are increasing
- 71% say social media and Internet surfing are the most severe distractions
- 68% say video chatting is the second most severe distraction
- 22% of commercial drivers have been injured in a distracted driving incident



500,000 injuries caused by distracted driving annually

3,600 deaths annually

Digital Distraction Brings Financial Risks

Financial Risks

- OSHA, DOT, and State Penalties
- Civil Lawsuits
- Workman's Compensation Rates
- Auto Insurance Rates
- Lost Future Business
- Downtime
- Equipment Damage Costs

Employer Smartphone Policies

- 47% said their employer already has established a policy that restricts the use of personal smartphones during work hours.
- 88% of that group say their employer has adequately explained to them the reason for the policy.


Do you feel that your employer adequately enforces its policies limiting the personal use of technology at work?

Yes: 67%


No: 33%




Employees Want Their Employer To Address Digital Distraction




62% of employees say the personal use of tech is something employers should address



65% of employees believe employers should restrict the amount of time employees can use personal tech at work



68% say it's reasonable to give up control of their
device at work to focus
(Truce/Forrester)



65% would be willing to use a company-provided app that restricted their use of non-work content

25% would gladly use one

Organizational Culture Can Impact Digital Distraction

Organizational culture can assist in deterring digital distraction

“People are pretty responsible where I work.”

“I’m an adult and work with responsible people.”

“It is really not a relevant issue at my workplace. Our people are professional and have integrity.”

“My employer doesn’t really have to...(impose) a restriction...It’s common sense...in my industry. Everyone is respectful towards our boss. No one really goes on their phone unless they’re on break.”



Managers' assessment of the impact of organizational culture

45% say their organization's culture is more restrictive and deters digital distraction

55% say their organization's culture is more permissive and facilitates digital distraction


Cultural Trends Facilitating Smartphone Distraction at Work

- Normalization of checking phones in all situations
- Remnants of the “Fun Culture” and “Fun Work Culture” trend that began during the Internet boom
- Compensation for extending the workday beyond work hours with technology

Cultural Trends Facilitating Smartphone Distraction at Work


- Combined, these trends represent a blurring of the lines between work and home life, work and play, work and personal life.
- This loss of limits brings conflicts with timeless workplace virtues, such as focus, discipline, sacrifice, compartmentalization of work.
- We must ask ourselves whether we've evolved an imbalance of values that needs to be rebalanced.

It would be good if society began placing greater emphasis on developing within young people personal qualities that would help them regain control of their screen time --- qualities like discipline, self-control, sacrifice, and a focus on achievement.



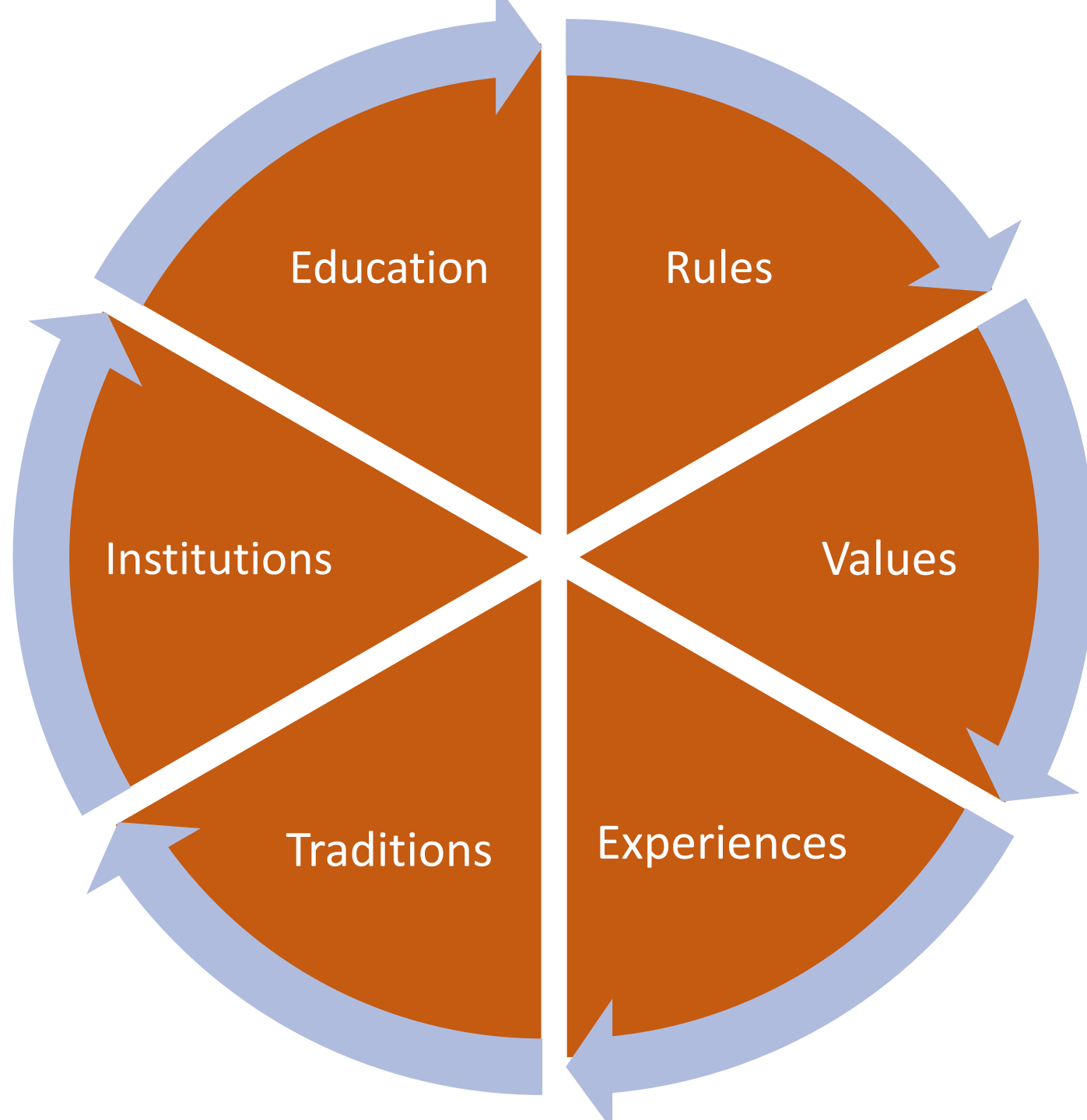
	High Schoolers	Managers	Teachers
Strongly Disagree	7%	1%	2%
Disagree	14%	7%	45%
Agree	57%	60%	46%
Strongly Agree	22%	32%	49%

Organizational Culture Change Model

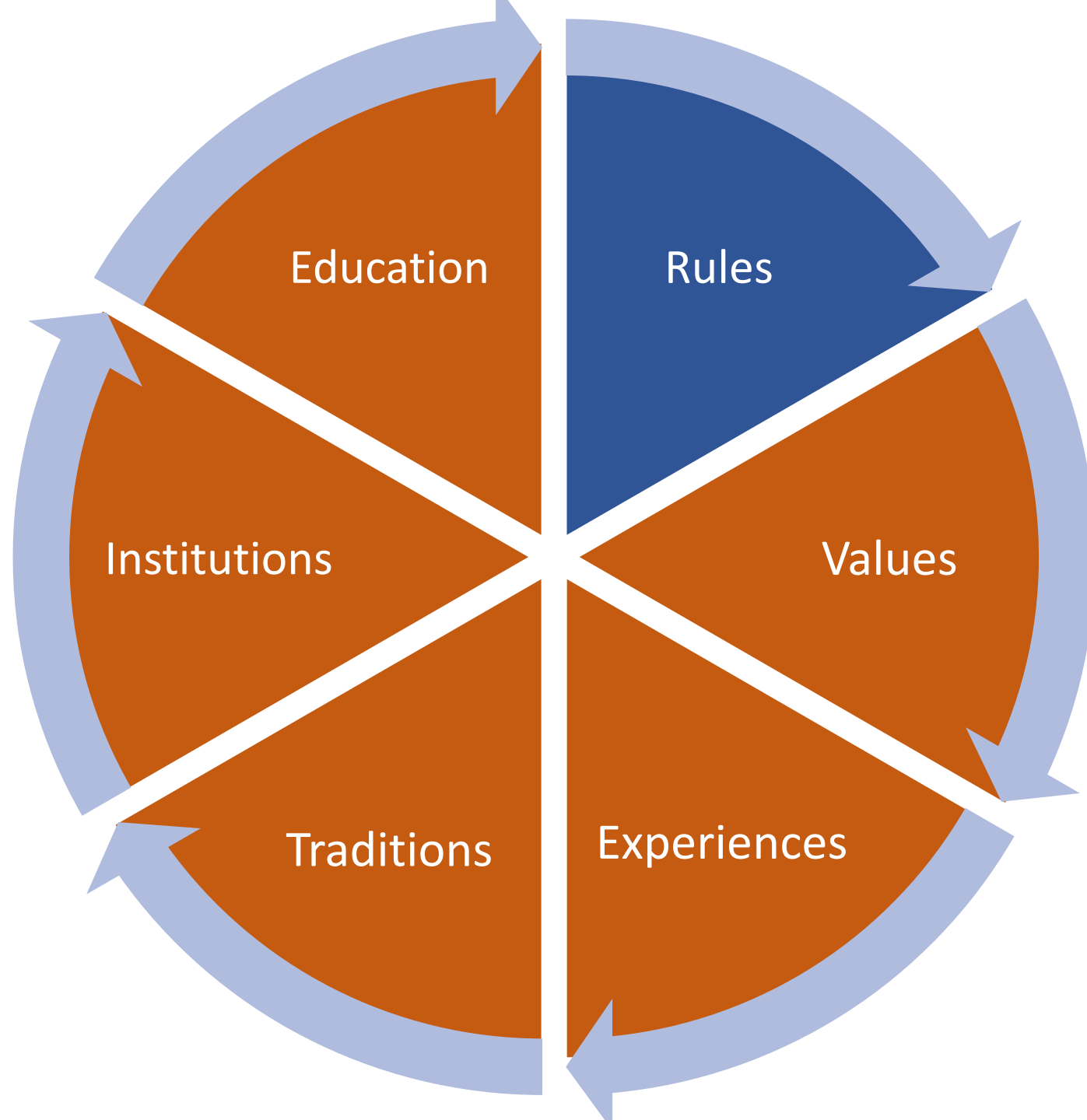


Integrate into your organizational culture the virtue of avoiding digital distraction while working.

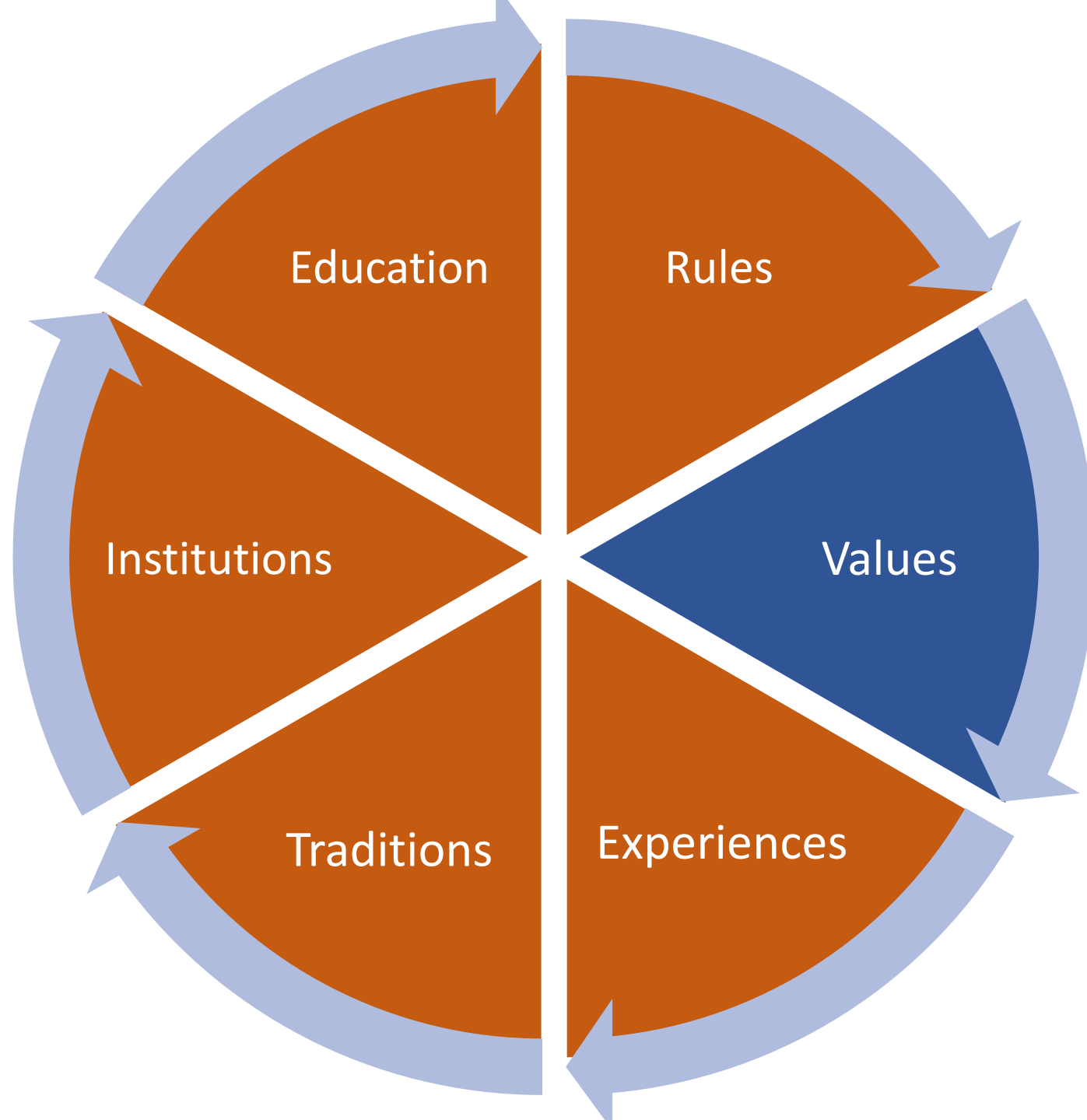
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Culture
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Model



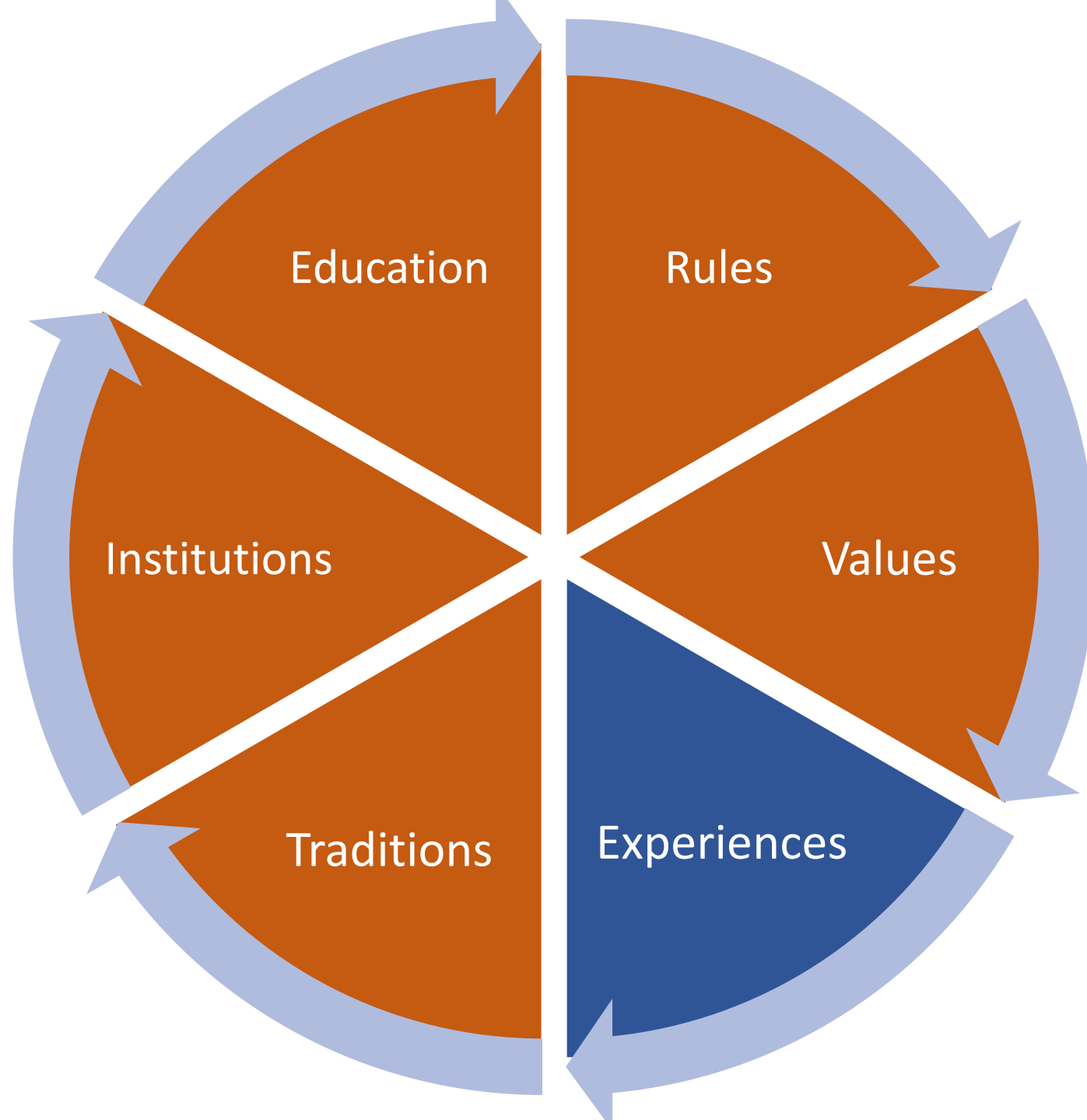
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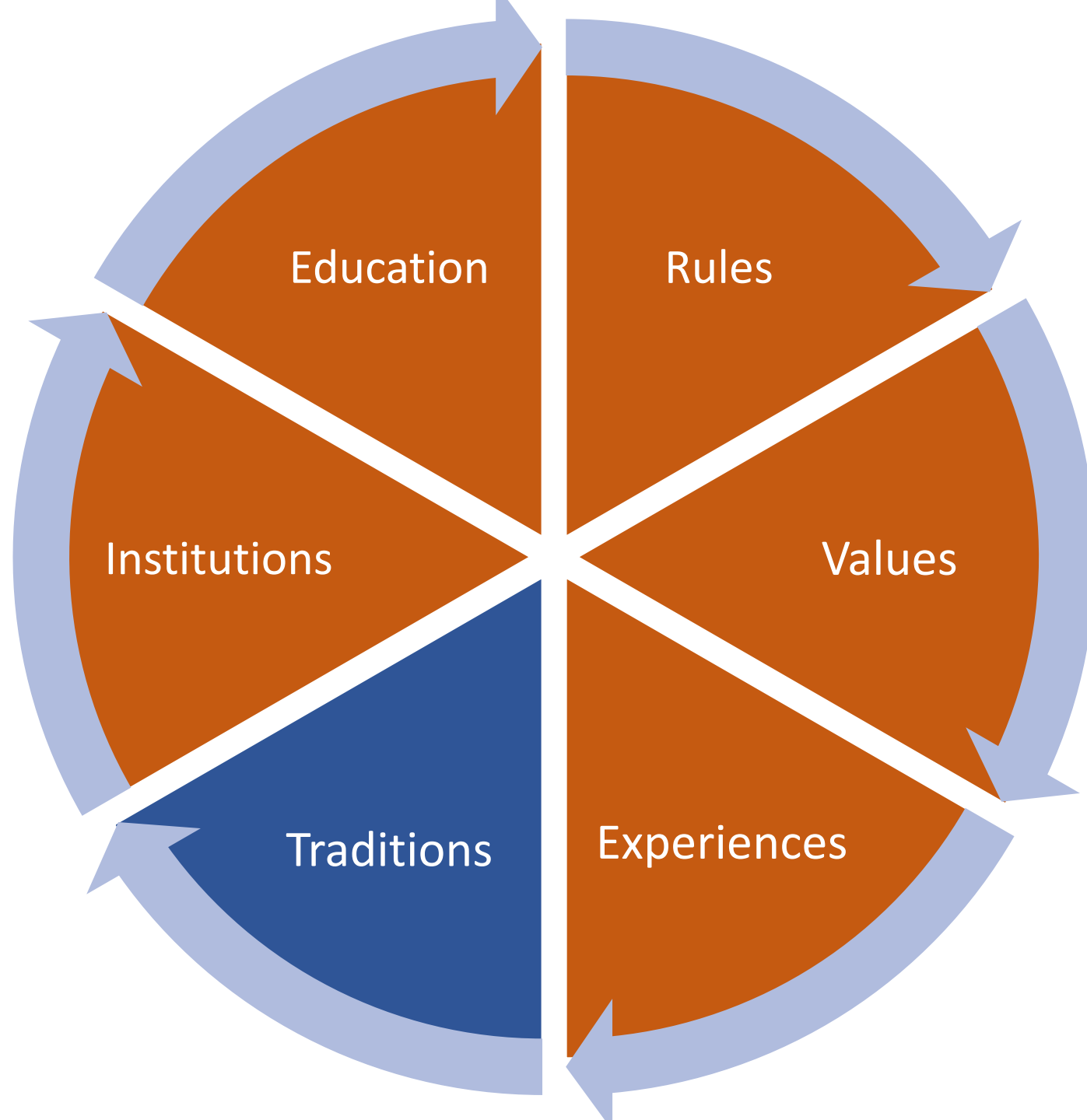
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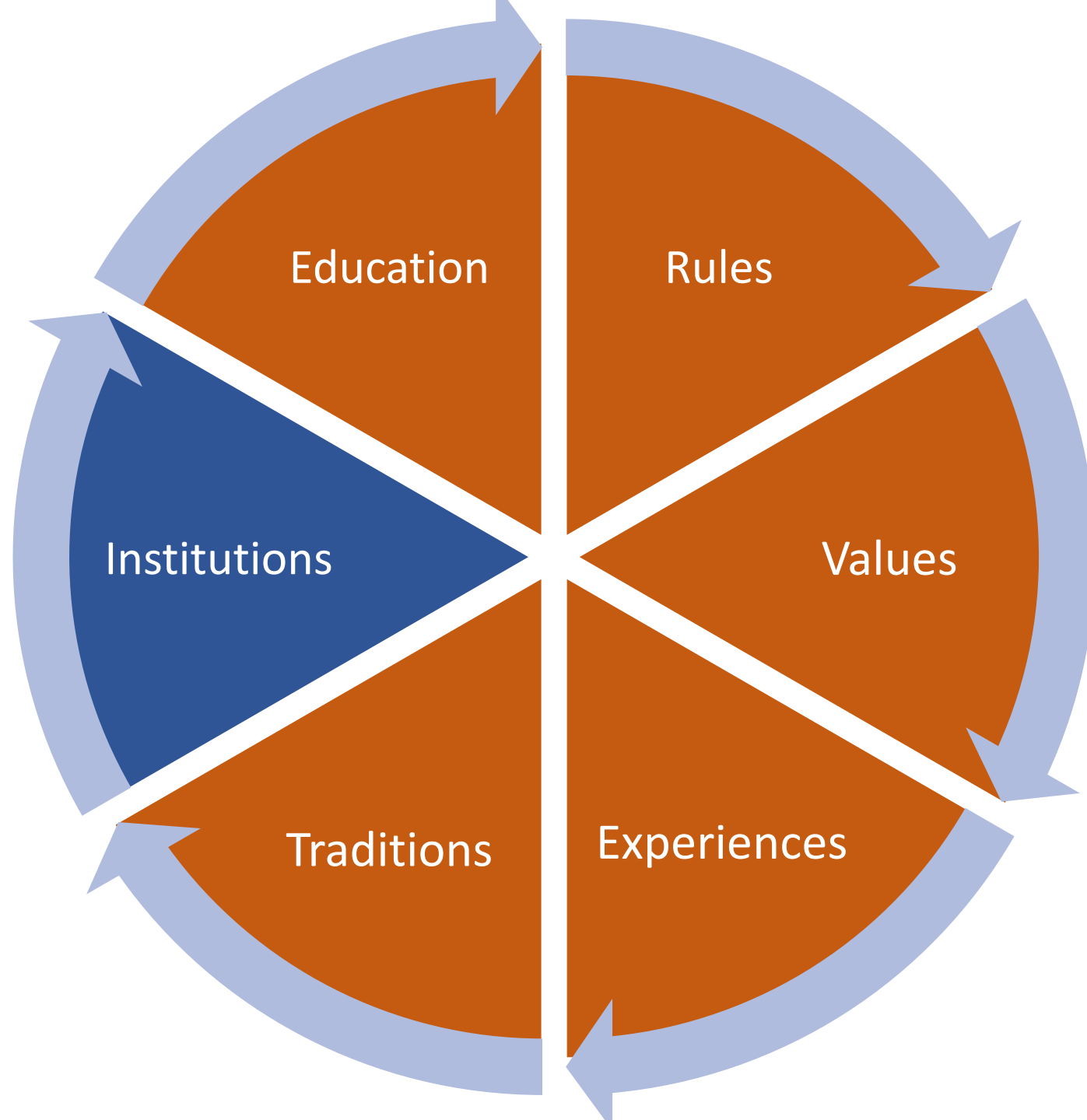
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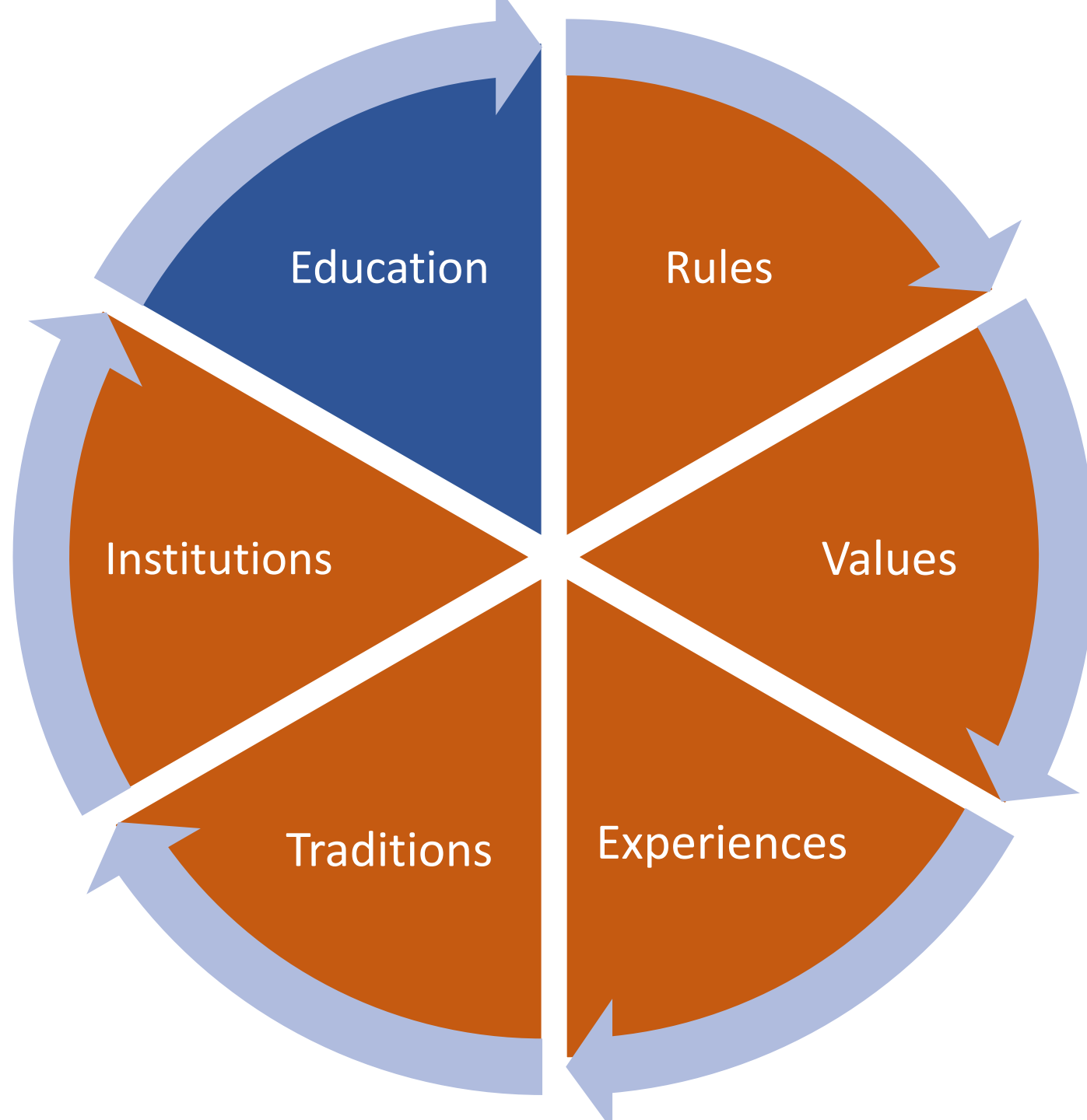
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Model



Org.
Culture
Change
Model



Organizational Change Process

Organizational Change Process

Assess Situation

Develop Plan

Implement Plan

Monitor Progress

Revise Plan



Organizational Change Process

Assess Situation

```
graph TD; A[Assess Situation] --> B[Develop Plan]; B --> C[Implement Plan]; C --> D[Monitor Progress]; D --> E[Revise Plan];
```

Develop Plan

Implement Plan

Monitor Progress

Revise Plan

Organizational Change Process

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Organizational Change Process

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Organizational Change Process

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Develop Plan

Implement Plan

Monitor Progress

Revise Plan



Enforcement

Employee Reactions To Smartphone Policies

- Feeling infantilized, insulted, demeaned
- Resistance/refusal/feeling that a right is being violated
- Quit or threaten to quit
- Experience physical withdrawal from tech

Enforcement Methods

- Path to termination
- Incentive
- IT Applications
 - Deliver alerts about dangerous phone use
 - block phone content
 - shut phone down completely

Terminations Due To Digital Distraction

“An employee got fired for getting caught using her phone during work hours.”

“Person continually played on their phone and did no work. Ended up getting fired.”

“Boss had a pretty strong discussion with a colleague because he was spending too much time on the phone instead of doing his work. He got fired after that.”



TRUCE Blocks Mobile Distractions So Employees Work Smarter and Safer



Hey There! Interested in discussing how TRUCE Software can help your business?





LIVEUNDISTRACTED

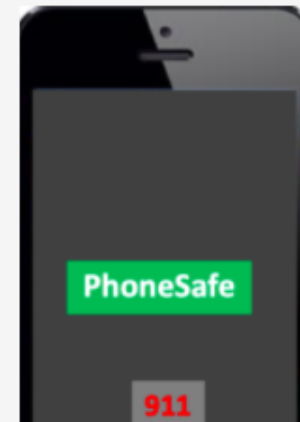
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[Contact](#)



Distracted driving is a pervasive problem

The PhoneSafe System makes it simple for commercial drivers to abide by corporate phone policies.



Our Solution - PhoneSafe™



Vehicle In Motion



Blanks Screen



- Can Allow:
 - Handsfree Only
 - Voice Navigation
- Doesn't Allow:
 - Texting
 - Emailing
 - Screen reading



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☆ Jun 22, 2020 1:25 PM PDT

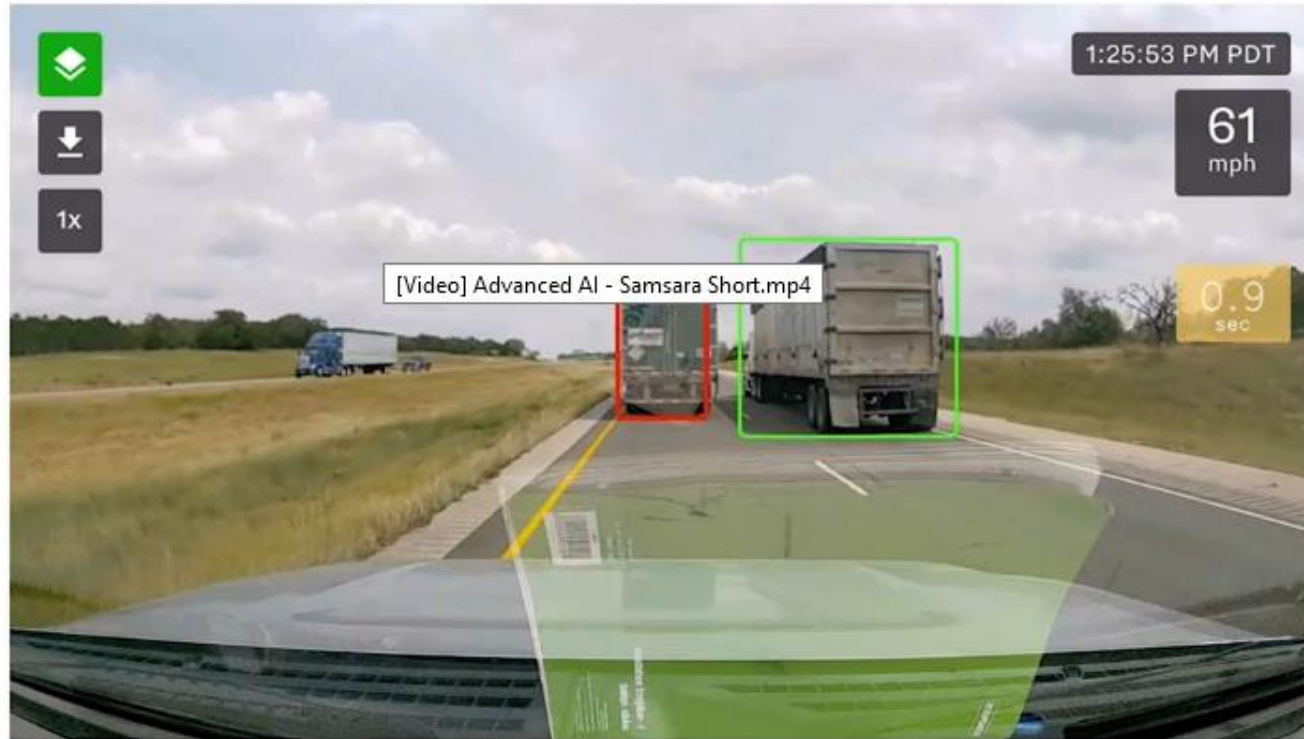
Safety Manager: Unassigned

Status: Needs Review

Event: FOLLOWING DISTANCE x + ADD

Driver: (Reassign) Texas

Vehicle: Troy



Speed



Trip Details [Dashcam Trip](#) | [View Incident Report](#)

B San Antonio, TX 2:48 PM PDT (1h 43m)

A 5.5 mi NW Kerrville, TX Jun 22, 1:04 PM PDT

Location: 12.2 mi NW Boerne, TX

★ Mar 27, 2020 6:46 AM PDT

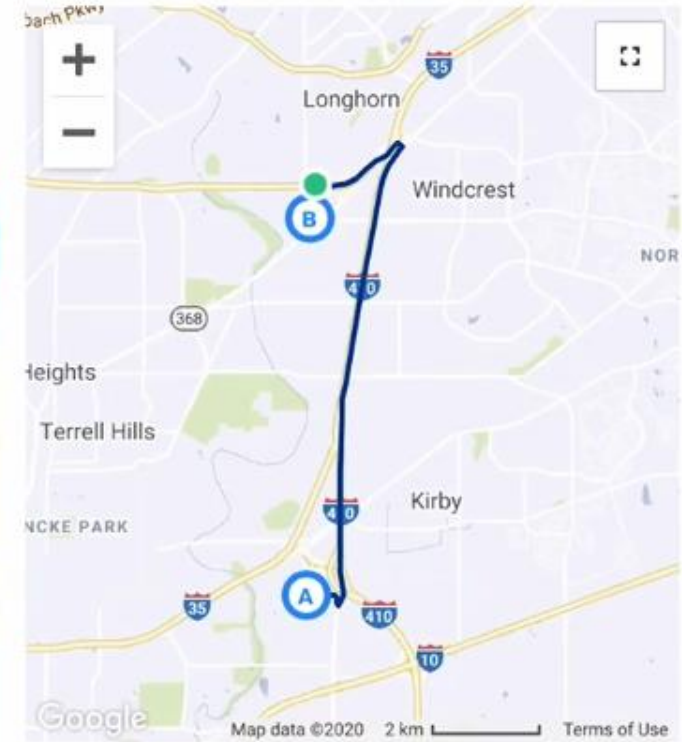
Safety Manager:

Status: Needs Coaching

Event: - DISTRACTED x + ADD

Driver: (Reassign) Texas

Vehicle:



Speed



Trip Details [Dashcam Trip](#) | [View Incident Report](#)

B Briarglen, San Antonio, TX 6:49 AM PDT (12m 9s)

A Factory Hill Street, San Antonio, TX...

Location: Northeast Loop 410, San Antonio, TX

★ Mar 27, 2020 6:46 AM PDT

Safety Manager:

Status:

Needs Coaching

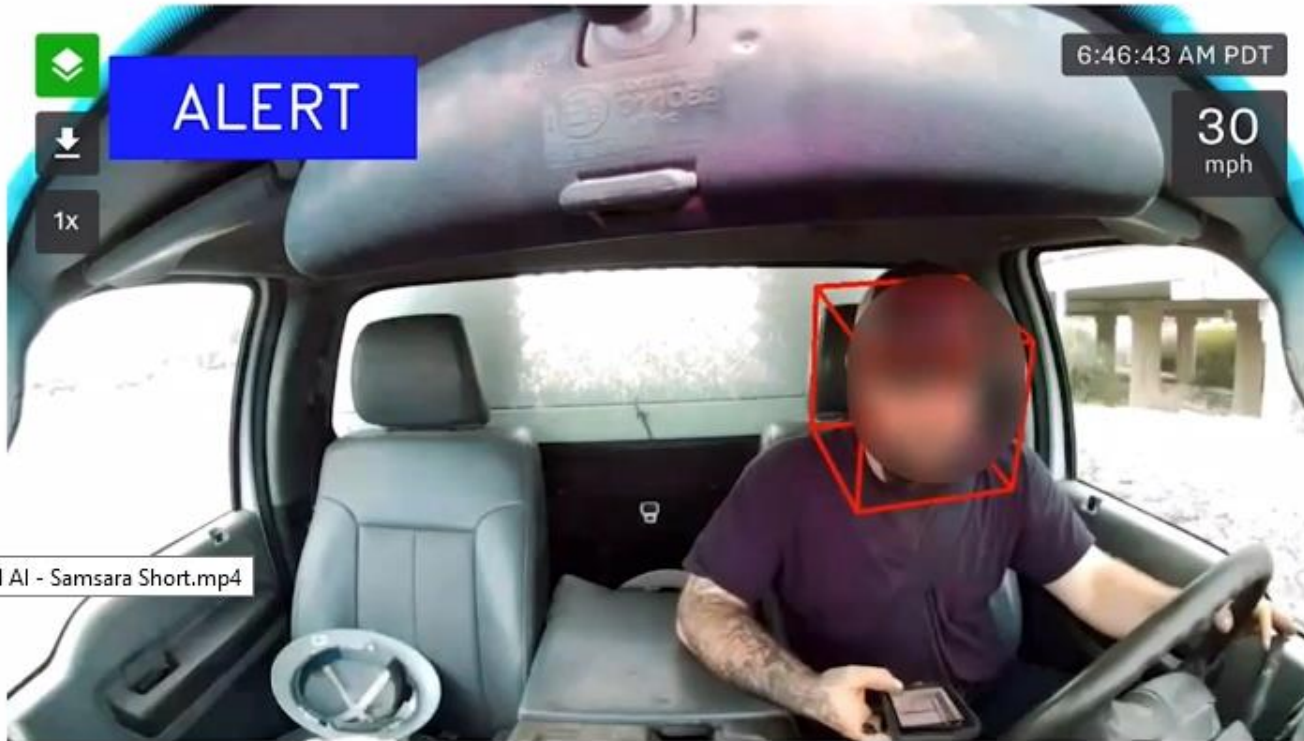
Event:

- DISTRACTED x

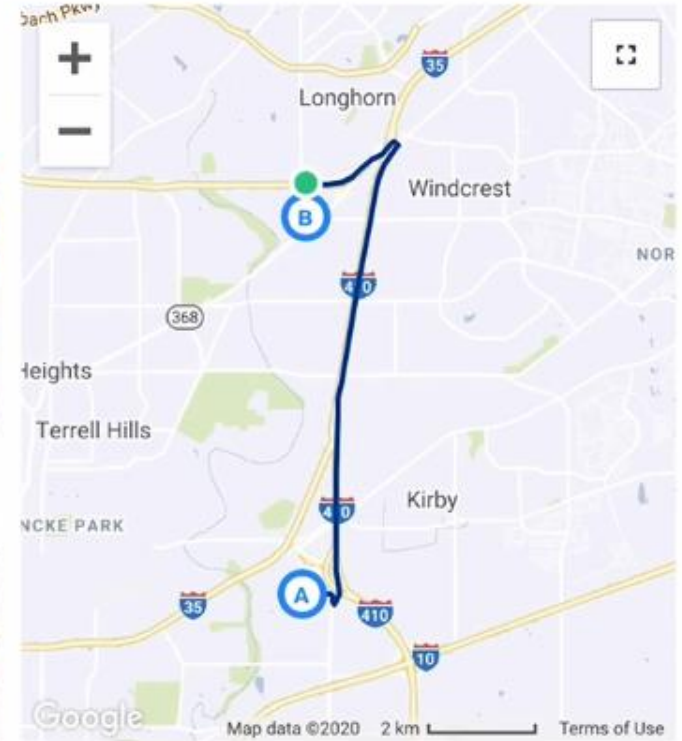
+ ADD

Driver: (Reassign) Texas

Vehicle:



[Video] Advanced AI - Samsara Short.mp4



Speed

40



Trip Details [Dashcam Trip](#) | [View Incident Report](#)

B Briarglen, San Antonio, TX 6:49 AM PDT (12m 9s)

A Factory Hill Street, San Antonio, TX...



☆	Jun 24, 2020 4:41 PM PDT	Ford f350 pickup			= DISTRACTED	NEEDS REVIEW	Unassigned
☆	Jun 24, 2020 3:58 PM PDT	Kenworth t880 transport			= DISTRACTED	NEEDS REVIEW	Unassigned
☆	Jun 24, 2020 3:50 PM PDT	White Dump		Texas	● FOLLOWING DISTANCE	NEEDS REVIEW	Unassigned
☆	Jun 24, 2020 3:48 PM PDT	White Dump		Texas	● FOLLOWING DISTANCE	NEEDS REVIEW	Unassigned
☆	Jun 24, 2020 3:48 PM PDT	Kenworth t880 transport			= DISTRACTED 6s	NEEDS REVIEW	Unassigned
☆	Jun 24, 2020 3:47 PM PDT	White Dump		Texas	● FOLLOWING DISTANCE	NEEDS REVIEW	Unassigned
			[Video] Advanced AI - Samsara Short.mp4				
☆	Jun 24, 2020 3:46 PM PDT	White Dump		Texas	● FOLLOWING DISTANCE	NEEDS REVIEW	Unassigned
☆	Jun 24, 2020 3:00 PM PDT	Nik		Texas	● FOLLOWING DISTANCE	NEEDS REVIEW	Unassigned
☆	Jun 24, 2020 2:59 PM PDT	Nik		Texas	● FOLLOWING DISTANCE	NEEDS REVIEW	Unassigned

Case Study: Titan Freight Systems

Situation

- 2014-2017
 - tripled # of incidents
 - doubled claims costs
- At high risk for fatalities
- Goal: 0 fatalities; exonerate drivers; improve behaviors

Case Study: Titan Freight Systems

Process

- began by using external cameras
 - Reduced incidents 77% in 10 months
- 4th month: added manager coaching
- Added in-cab cameras: 96% reduction in distracted driving alerts within 2 weeks
- implemented safety bonus

Case Study: Titan Freight Systems

Results

- Claims costs dropped in 79%
- Collision-related incidents down 50%
- Reduction in insurance costs exceeded cost of system
- Retained all drivers – none quit

Case Example: Warehouse

- No phones allowed in warehouse
- Frisked employees during fire drills
- Employees felt demeaned at being frisked

Case Study: Call Center

- Hundreds of employees
- Order errors, long call times, delays in answering
- Management implemented no-phone policy
- Several people quit
- After a few weeks everyone adjusted
- Respondent was transformed by ban
 - Started reading books again, working out more, doing more things with her child
- Performance measures improved substantially

Summary



- Many people suffer from tech addiction
- Tech addiction creates 1.4-2.5 hours of workplace digital distraction per day
- Consequences of workplace digital distraction include diminished productivity, accidents, distracted driving, and tense workplace climate

Summary



- These consequences translate into financial costs and risks
- Employees want employers to address workplace digital distraction
- Employers can address workplace digital distraction by integrating into their culture the virtue of eliminating digital distraction

Summary



- Employers can do this by employing a culture change management process
- There are IT tools to assist in enforcing smartphone policies
- Those tools will increase in number, and improve in effectiveness, over time



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