



## BEST PRACTICE

<b>LOCATION:</b>	Company-wide	<b>ARTICLE YEAR:</b>	2014
<b>ACTIVITY:</b>	Transport & Logistics / Delivery	<b>COMPANY:</b>	Lafarge Tarmac
<b>SUB ACTIVITY:</b>	On-highway	<b>COMPANY LOCATION:</b>	Company wide
<b>BEST PRACTICE No:</b>	BP912	<b>COMPANY TEL:</b>	077 1100 2756
<b>COUNTRY OF ORIGIN:</b>	United Kingdom		

<b>TITLE</b>	
<b>The Switch Programme - mobile phones</b>	
<b>ARTICLE</b>	
<b>DESCRIPTION</b>	
<p>Lafarge Tarmac's senior management set a target to eradicate the use of mobile phones in hands-free mode whilst driving. The new mobile phone standard was applied to all employees, employed drivers and contractors working on behalf of Lafarge Tarmac on 1 January 2014.</p> <p>This standard was based on evidence which showed that the reaction times for drivers using a mobile phone are around 50% slower than normal and they are four times more likely to crash.</p> <p>To help communicate and embed this standard across the business, a working group, represented by all parts of the operational business and functions, was established. The working group was sponsored by a member of the senior leadership team.</p> <p>It created a campaign called The Switch Programme, to help engagement with employees. It had two key objectives</p> <ul style="list-style-type: none"> <li>• To raise awareness of the Standard</li> <li>• To provide support to employees so they can comply with it.</li> </ul> <p>The latter included developing new ways of working to manage the operational challenges of implementing the standard. Teams across the whole business participated in a toolbox talk which had a particular emphasis on how to make changes to working practices, both individually and as a team, so as to be compliant with the standard. A variety of communications materials were developed to support the Switch Programme which included posters, articles in employee newsletters, an intranet discussion forum, branded promotional items, a New Year postcard reinforcing the Standard go-live and a competition for the best idea to help implementation.</p>	
<b>BENEFITS</b>	
<ul style="list-style-type: none"> <li>• Reduced risk of employees or contractors being involved in driving accidents</li> <li>• Inclusive campaign involving all levels of the company</li> <li>• Employees encouraged to introduce this to their family and friends</li> <li>• Sharing of best practice across company.</li> </ul>	
<b>ARTICLE IMAGES</b>	
Click image to enlarge	Click image to enlarge
 <p><b>SWITCH IT OFF</b>  <small>100% OFF</small></p> <p>Is using the phone while taking you, your family, your friends, your colleagues and everyone on the road?  <b>Don't risk it! Switch off before you drive off!</b></p> <p><small>Photo: iStockphoto.com/Markus Spiske</small></p>	