



Green Cross for Safety®

PRESENTED BY THE National Safety Council

Winter 2014

Support Safety

Visit the Corporate and Community Partnerships [webpage](#).

Network with NSC



Check out our new & improved website



Recently, the National Safety Council launched a brand new website designed to help you improve your efforts to save lives and prevent injuries. Our new site uses updated technology and has been reconfigured to help you find what you are looking for quickly and easily. Explore what issues impact you most on the new nsc.org.

Texas Safety Conference & Expo

Join us at the 76th annual NSC

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Message from the President

The National Safety Council is pleased to honor CB&I and its President and CEO, Philip Asherman, with the Green Cross for Safety Medal. As a charter member of NSC, CB&I has a long and rich history of safety leadership.



When presenting Philip with the good news, it was impressive to hear about CB&I's century-long commitment to workplace safety, and in particular, how leadership from the top has played a significant role in fostering a strong culture of safety.

We look forward to the [Green Cross for Safety](#) Dinner on April 9, 2015, in Houston, and hope you will join us to celebrate CB&I's accomplishments. This dinner is a reminder to us all that great things are being done every day to ensure that every person goes home from work just as safe as when they arrived.



Texas Safety Conference & Expo (TSCE) – *Safety: Piece by Piece*, **March 29-31, 2015** in Austin, Texas.

Attendees will get the opportunity to share best practices with safety professionals, network in a variety of settings and discover cutting edge safety products from more than 175 exhibitors.

Find more information, including the 2015 NSC TSCE agenda and registration details, [here](#).

Join the Journey to Safety Excellence

People are an employer's most important asset. However, nearly 11 workers die on the job each day, and another 5 million are injured annually.

At the National Safety Council, we believe every employer can benefit from investing in safety, which is why we have recently launched the *Journey to Safety Excellence* campaign – a roadmap to help build safer workplaces. Employers who sign up for the Journey receive free, practical tools collected from 100 years of experience. Join today at nsc.org/journey.

Advocate for workplace safety

Interested in becoming an advocate for workplace safety? Listen in on our recent webinar discussing NSC workplace safety legislative priorities, key OSHA and NIOSH programs and specific ways you can

Sincerely,
Deborah A.P. Hersman
President & CEO National Safety Council

No one is invincible

No one is invincible – I thought I was until I had a life-changing car wreck that opened my eyes to the fact that I wasn't. Don't be naïve like I was and think it can't happen to you. In 2006, I was a 16-year-old who loved playing basketball, camping with friends and relaxing on the beach. A poor decision made while driving to a party the night of May 6th changed all that.

My 16-year-old friend was driving, and we needed directions. I called another friend already at the party on my cell phone and put it on speaker so we both could listen. Realizing that we were about to pass our exit, my friend made a quick, sharp turn and lost control of the car. We skidded off the highway and flipped four times before the car stopped.



Katie Mathews and Friends

I was critically injured and flown to the hospital. After spending two weeks in a coma and suffering a traumatic brain injury, doctors told me I would never walk again.

I might not be a quadriplegic in a wheelchair today if we had made better decisions that night eight years ago. I didn't realize that car crashes are the leading cause of death for teens, or that driving at nighttime is risky, especially for new drivers. I truly believe that if we had not been using a cell phone in the car, our crash would not have happened.

I didn't want other teens to suffer a similar fate, and decided that I could do something about it. For the past eight years, I have been sharing my story with teens across the state of Texas, and as a survivor advocate for the National Safety Council. Speaking to teens about the devastating dangers of distracted driving has become my passion, and I have great hope that my passion will make a difference.

I'm sharing my story with you, so that you will consider supporting the important work of NSC through a donation this holiday season. You can make a difference, too, with your gift. In addition to teen driving and

advocate for change.

[Check it out.](#)

Attend the Campbell Symposium

In a world of the unexpected, are you prepared for the changes of tomorrow? The 2015 Campbell Institute Symposium invites you to prepare for the Future of EHS. Join us February 19-20 for a 2-day event that will bring together thought leaders from all over the world for an open exchange of forward-looking ideas, lessons and best practices.

For more information or to register, visit thecampbellinstitute.org/symposium.

Corporate and Community Partnerships Staff

Michael Pollock

Vice President
michael.pollock@nsc.org
(630) 775-2270

Vicki Verboom

Director
vicki.verboom@nsc.org
(630) 775-2304

Yvette Powe

Manager
yvette.t.powe@nsc.org
(630) 775-2142

Sandy Wolfrum

Manager
sandy.wolfrum@nsc.org
(630) 775-2124

Michon Mohan

distracted driving, the Council focuses on safety at work and at home, and on the prevention of prescription painkiller overdose. As we spend time with our families during the holidays, we remember how important they are to us. Please [make a donation to NSC](#) today and help protect them.

Have a happy and safe holiday season,

Katie

Katie Mathews

Giving Tuesday is tomorrow

We have a day for giving thanks and two for getting deals. Now, we have Giving Tuesday - a global day dedicated to giving back. On Tuesday, Dec. 2, charities, families, businesses, community centers and students around the world will come together for one common purpose: to celebrate generosity through giving.



It's a simple idea. Join us and be a part of a global celebration of a new tradition of generosity. [Give now](#) and help make our world safer.

Support safety through Amazon Smile

Are you getting ready to shop for the holidays? As you work through your list of gifts, consider the charitable donation feature on Amazon – AmazonSmile.



Through AmazonSmile, you can now donate a set .5% of your purchase to a charity or nonprofit of your choice - including NSC. Simply shop through smile.amazon.com and choose to support the National Safety Council, and your donation will be automatically processed during your order confirmation. If you have any questions, feel free to email Michon.Mohan@nsc.org.

Sponsor a safety month

Distracted Driving Awareness Month

This April, join NSC in spreading awareness on the dangers of cell phone

Associate

michon.mohan@nsc.org

(630) 775-2332

Melanie Gillies

Administrative Assistant

melanie.gillies@nsc.org

(630) 775-2049

distracted driving on a national scale. Observed annually, [Distracted Driving Awareness Month](#) encourages the public to stop using all electronic devices while driving and recognize that hands-free devices offer no safety benefit.

National Safety Month

Celebrated each June, [National Safety Month](#) focuses on the leading causes of injuries and deaths both at home and in the workplace, such as distracted driving, prescription drug overdoses, ergonomic issues and slips, trips and falls.



Free materials such as posters, tips and ideas on how to engage others in both of these months will be available soon. As you develop your safety, marketing and philanthropic goals, please consider these two ways to tangibly demonstrate your commitment to safety.

Sponsorship opportunities are available now. Contact michon.mohan@nsc.org for more information.

Donor spotlight: Allstate Insurance Company and The Allstate Foundation

The Allstate Foundation, recognizing that car crashes are the #1 killer of teens in America, joined with NSC to bring education on the best practices of Graduated Driver Licensing (GDL) to the nation through a three-pronged approach.



- To reach teens, parents and community leaders, The Allstate Foundation provided NSC with a grant to create Teen Safe Driving Coalitions in 10 states with the goal of establishing a culture of safe teen driving based on proven principles of GDL.
- To reach parents of teen drivers, it helped launch the Council's DriveitHOME.org program, a website which provides tips on how to bring the elements of GDL into the home.
- To educate legislators, it worked with NSC to create the [License to Save](#) report, which shows that if all states implemented comprehensive GDL laws, an estimated 2,000 lives could be saved.

Vicky Dinges, Senior Vice President, Social Responsibility, Allstate Insurance Company said, "We work with many outstanding community service organizations, but NSC is clearly one of our best partners. The

NSC team is skilled at focusing on strategic priorities, developing programs tailored to specific audiences and consistently delivering top-quality results that really make a difference in communities. The ROI can be measured in many ways, but the best results are the stories we hear about how our partnership is changing lives.”

NSC presented its prestigious Flame of Life Award in 2013 to Allstate Insurance Company and The Allstate Foundation for their national leadership to reduce car crashes involving teen drivers. The award, which recognizes significant contributions to safety, has been presented only four times previously in the Council’s history. Our sincere gratitude to them for their generosity and partnership to help keep our teens safe on the roads.

National Safety Council 1121 Spring Lake Dr Itasca, IL 60143-3201 United States