

An update on philanthropic support for safety

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## Letter from the president

Why is the safety and health of your employees important at home as well as at work? Because 3 times as many employees are injured off the job than while on the clock. Regardless of where an injury takes place, employers feel the loss of productivity and increased costs such as insurance premiums and workers' compensation.



The National Safety Council is seeing a trend of employers enhancing their safety programs by taking safety beyond the workplace into homes and communities across the country. Reinforcing safe practices at home ingrains the value of safety in work practices as well. The Council aims to be your active partner and provide tools for organizations of all sizes to expand their safety programs.

This year, the Council launched the [Family Safety & Health Employer Resource](#) to help keep employees safe and healthy around the clock. Thanks to generous funding and collaboration with the Centers for Disease Control and Prevention, this resource is free to the public.

Topics covered include the issues that most affect the safety and health of workers:

- Building your family safety and health program
- Driving safety
- Preventing unintentional overdoses
- Vaccine-preventable diseases
- Tobacco cessation
- Increasing physical activity
- Healthy eating

The modules for each topic provide background information, assessments, tools, materials and program elements for organizations to expand their safety programs beyond the workplace. All materials are evidence-based and proven successful in reducing injuries and illnesses. Nearly 800 organizations already have signed up to access the materials, and we will continue to be in contact with them as new topics are added.

Another recently launched off-the-job safety initiative involves a partnership with school bus transportation provider First Student. Many of your employees are parents, but we all share

the roads with millions of students heading back to school and tens of thousands of school buses. Provide employees with [information](#) on how to safely share the roads with school buses, pedestrians and bicyclists, in addition to tips on how to keep kids safe at school.

Engaging employees in off-the-job safety practices enhances a safety culture that understands the intrinsic value of safety management in business excellence and sustainability.

Best regards,



Janet Froetscher  
President and CEO  
National Safety Council

## Don't miss the 2011 NSC Congress & Expo



Make plans to attend the 2011 National Safety Council Congress & Expo, which will take place Oct. 30 to Nov. 4 in Philadelphia, as we continue to explore the "Journey to Safety Excellence" philosophy. Focusing on "The Pursuit of Continuous Improvement," this year's Congress & Expo is designed to provide you with tools to enhance your safety programs. Through a mix of Technical Sessions, keynote speakers and an Executive Edge Track, as well as a showcase for the latest safety and health products and technology, you will find many resources to aid you on your journey. Maximize your learning by registering for one- to four-day Professional Development Seminars, which offer hands-on and in-depth career advancement education.

### Executive Edge Track

The Council developed the Executive Edge Track to engage business leaders in safety. A panel of industry experts – who have successfully driven business performance through environmental, health and safety management – developed this year's track. The insightful sessions and workshops will focus on NASA's safety journey since the Columbia Shuttle incident of 2003, providing executives and practitioners alike with actionable solutions to bring home.

### Executive Edge Panel

Few companies conduct operations approaching the level of risk and public visibility as the manned space program at NASA. On Feb. 1, 2003, the space shuttle Columbia disintegrated upon re-entry into the Earth's atmosphere. A thorough investigation looked at every aspect of NASA's organization, procedures, communications and safety culture. In an open, candid panel session, NASA experts will address the changes implemented and sustaining mechanisms/controls that ensure each NASA launch meets rigorous safety standards. Attendees will explore lessons learned that apply to companies of all sizes. Following the panel, two hands-on workshops\* will build on lessons learned:

- *Creating and Leading Change: A Hands-on Look at NASA's Journey*  
Focusing on leadership, risk management, integrated management systems and performance measures to deliver a true high-reliability organization, this workshop will explore what causes leaders to create and lead changes, as well as how an organization charts a path from "as-is" to "to-be"
- *Sustaining Change: A Hands-on Look at NASA's Journey*  
Focusing on the pragmatic actions, tools and techniques NASA used to ensure change, this workshop will explore effective approaches in sustaining and further improving organizational performance, as well as key indicators used to measure safety

performance and continuous improvement

Visit [congress.nsc.org](http://congress.nsc.org) for more information and to register.

*\*Executive Edge workshops cost an additional \$99 per workshop.*

## Distracted driving: Legislative update

More than 50 research [studies](#) have shown that using a cell phone while driving increases the likelihood of a motor vehicle collision. Each year, cell phones are a factor in an estimated 1.3 million crashes, hundreds of thousands of injuries and thousands of deaths. The Council believes a combination of education, technology, legislation and enforcement is key to finding a solution.

Through its efforts on the "Click It or Ticket" safety belt campaign, NSC learned valuable lessons. In the beginning of the campaign, public education changed less than 15 percent of people's behaviors about wearing safety belts. The widespread introduction of state laws and acceptance of company policies led to an additional increase of about 45 percent over several years. It then took high-visibility enforcement to bring the nation up to an 85 percent safety belt usage rate.

The Council now is pushing for legislation to combat distracted driving, as many people already are aware of the dangers. While no state has legislation that includes a complete ban on handheld cell phone use, hands-free cell phone use and texting while driving, below is a list of recently passed state laws:

- Arkansas banned handheld cell phones for all drivers in school and work zones
- Indiana banned text messaging for all drivers
- Maine banned text messaging for all drivers
- Maryland strengthened its current text messaging ban for all drivers by prohibiting the reading of text messages
- Mississippi banned the use of cell phones and text messaging by school bus drivers
- Nevada banned text messaging and handheld cell phone use for all drivers
- North Dakota banned text messaging for all drivers and all cell phone use for drivers younger than 18
- Texas strengthened its ban on cell phone use for young drivers to include all drivers younger than 18 (Previously, the ban applied only to provisional license holders)

With these laws, 34 states and the District of Columbia now have texting bans. Teens are completely prohibited from using cell phones in 30 states. Ten states and D.C. have handheld cell phone bans. Check the [laws](#) in your state and see when those listed above go into effect.

The National Safety Council and its constituents played a role in making many of these laws happen, and the Council applauds the elected officials in these states for the actions they have taken to make our roadways safer.

Even if a state law does not ban handheld or hands-free cell phone use, NSC encourages everyone to drive cell-free. Studies show hands-free devices offer no safety benefit. To learn more about the cognitive distraction caused by the cell phone conversation while driving, read the NSC [white paper](#).

Allowing employees to use cell phones while driving makes them 4 times as likely to be involved in a crash – a leading killer of workers. OSHA now has a distracted driving initiative under its General Duty Clause that allows it to investigate and issue citations if it receives a

complaint that an employer requires employees to text while driving. More employers are being found liable for conversation-related crashes under multimillion-dollar lawsuits. Consider an employee cell phone policy that goes beyond state laws. Download the Council's free [Cell Phone Policy Kit](#) for more information and visit [distracteddriving.nsc.org](http://distracteddriving.nsc.org).

## A strategy to save teen lives

Countless stories of promising teens whose lives have been cut short by motor vehicle crashes have compelled NSC to develop and execute a strategy that will dramatically reduce the No. 1 cause of teen deaths by half over the next four years. One way to achieve this goal is to help states implement strong Graduated Driver Licensing systems, which have been shown to reduce teen driver deaths up to 40 percent. GDL is designed to gradually expose teen drivers to risks, allowing them to learn to drive and gain experience in a safe environment. This is critical, as the most dangerous time for new drivers is the first 12 months or 1,000 miles.

Another way NSC is getting involved is through Teen Safe Driving Coalitions. The Allstate Foundation generously sponsored coalitions in California, Florida, Illinois, Maryland, Minnesota, New Jersey, New York, Pennsylvania, Tennessee and Texas. These coalitions now have about 900 active members and hosted 20 events during National Youth Traffic Safety Month in May, reaching more than 50,000 teens. Through the grant, NSC also identified more than 40 victim families willing to publicly support stronger teen driving laws.

Through a cooperative agreement between the Centers for Disease Control and Prevention and NSC, an additional coalition of 50 participants has been established in Ohio. This coalition's initial action planning workshop took place June 20-21 in Columbus, in part through the generosity of Bill Windsor, AVP for Nationwide Insurance and NSC board member. The coalition is working to build legislative support for a developing House bill to enhance Ohio's GDL system.

If you are located in a state with a coalition and would like to get involved, please contact Kathy Bernstein at (630) 775-2301 or [kathy.bernstein@nsc.org](mailto:kathy.bernstein@nsc.org). If you or someone you know has experienced a motor vehicle crash involving a teen driver and would like to share the story, please contact Charlene Slighting-Doud at (630) 775-2411 or [charlene.slighting@nsc.org](mailto:charlene.slighting@nsc.org).

## Safe Communities America update



Safe Communities America, an NSC initiative, mentors and guides community stakeholders to address the top safety concerns facing their communities. This international program is under the umbrella of the World Health Organization. NSC became the official Certifying Center for the United States in 2010.

The first U.S. designated safe community was Dallas in 1996, followed by Anchorage, AK, in 1998. This summer, both communities received official recertifications and demonstrated their continued commitment to the people who live and work in their cities. NSC oversaw their redesignations.

### Anchorage success

During the past 13 years, Anchorage community members have addressed numerous hazards facing the city. Success stories include:

- Safety belt use is up to 86.8 percent in 2010 from 62 percent in 1999
- Youth booster seat use increased to 80 percent from 41 percent
- Anchorage underage drinking is declining

"Completing the application to recertify helped all of us realize how far we have come and also to consider where we want to go," said Marcia Howell, executive director of the Alaska Injury Prevention Center.

### Dallas success

Led by the Injury Prevention Center of Greater Dallas, the city has made numerous strides in safety during the past 15 years. Success stories include:

- Installed approximately 26,000 smoke alarms through "Operation Installation," providing protection to more than 42,000 people since 1999
- Distributed approximately 20,500 child passenger safety seats and saw a 17-30 percent increase in correct child passenger safety seat use in high-risk neighborhoods, and a 19 percent increase in correct child passenger safety seat use for all of the city of Dallas

"Because of our commitment to evaluation, we have been able to determine which strategies are producing the desired results and which ones are not," said Shelli Stephens Stidham, director of IPC. "The strategies being implemented are more effective, which continues to make Dallas a safer city."

### Continuing to grow

This continual dedication to safety is precisely what the Safe Communities America program fosters. On Aug. 3-4, NSC hosted the 2nd Annual Safe Communities America Networking Conference. More than 40 people attended, representing designated communities as well as those soon to be. [Learn more](#) about the Safe Communities America program.

### Donor highlight: Liberty Mutual Group



job.

Both the National Safety Council and Liberty Mutual Group will celebrate their 100th anniversaries in 2012. Two years after its founding, Liberty Mutual Group became a charter member of the Council; since that time, the two organizations have partnered in a number of ways to help keep more people safe both on and off the

Led by Chairman Ted Kelly and CEO David Long, Liberty Mutual Group employees demonstrate their commitment to safety excellence every day, exemplifying their mission of "helping people live safer, more secure lives." It's not just talk – this dedication was acknowledged in 2005 when Liberty Mutual Group received the prestigious NSC Green Cross for Safety medal, the annual recognition of an organization's outstanding safety record and improvement of the quality of life in the communities where its employees work and live. Liberty Mutual Group received the medal as a result of its continuous drive for safety innovation through initiatives such as its own Institute for Safety, and it remains the only insurance company that has been honored.

Liberty Mutual Group not only is an NSC member, but has generously offered support through sponsorships, donations and the valuable time of its talented associates. Currently, Connie Bayne, Liberty Mutual Group Senior Vice President and Manager, Underwriting Support Services, serves on the NSC board of directors and volunteers her expertise in numerous ways. Ms. Bayne also will be one of the panelists at the NSC Congress & Expo Executive Forum, "Leading and Sustaining Change."

NSC would like to express its sincere gratitude for the safety leadership and spirit of cooperation Liberty Mutual Group continuously demonstrates.

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