



Green Cross Quarterly

Making a difference in the lives of millions

Fall 2012

Support Safety

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

Network with NSC



Special thanks to our Centennial Sponsors

One hundred years ago, corporate leaders came together for the first Safety Congress and envisioned a national organization solely dedicated to the promotion of safety - the National Safety Council.

The 2012 NSC Congress & Expo will look back on the collaboration, lessons learned and progress for safety across the nation. In 2013, NSC will turn its focus to the challenges facing safety professionals in the coming century.

Gold Centennial Sponsorship:

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Letter from the President

The National Safety Council is about to begin our Celebration of the Century next month at the 2012 NSC Congress & Expo. We look forward to recognizing the contributions so many of you have made to the safety movement. We'll also be spending the next year celebrating 100 years of safety - saluting the leaders and milestones that have inspired a century of progress in safety.



Each of you has played an important role in bringing safety to where it is today. Because of your dedication, countless lives have been saved and injuries prevented. When you work in safety, we understand the best times are when nothing happens and no one gets hurt. Your accomplishments may not seem as visible as others, but they are vitally important.

We hope you will be able to join us in Orlando this October to celebrate safety and recognize your hard work. We are very excited to hear keynote Captain Sullenberger's tale of the "Miracle on the Hudson" as he details the airline industry's approach to safety management and the criticality of risk reduction.

Also at this year's Opening Session, we are very proud to bestow the Flame of Life award to the Honorable Elizabeth Dole for her extraordinary contributions to safety. Over the course of her remarkable career, she has served as the Secretary of Labor, Secretary of Transportation, Senator and President of the American Red Cross.

This year's NSC Congress & Expo will be a week to remember, so be sure to [register before Sept. 14](#) for the best savings. It is our hope, you'll walk away inspired to move your organization forward on its Journey to Safety Excellence.

The future of safety looks bright. Working together, we can make an



Bronze Centennial Sponsorship:



Join the list of those who have made a special commitment to safety. Contact Corporate & Community Partnerships for more information at (630) 775-2304 or partnerships@nsc.org.

Donor Spotlight:



In this issue, NSC salutes donor partner Honeywell Life Safety whose core mission is to help safety managers build an enduring culture of safety that minimizes injuries and maintains a more protective and productive workplace.

even greater impact. Thank you for partnering with us on this Journey.

Sincerely,

Janet Froetscher
President and CEO
National Safety Council

Help put an end to texting while driving

The National Safety Council is currently in last place in the AT&T Connect For Good program that could help NSC win a portion of \$80K for our no-texting-while-driving initiatives. However, we are down by more than 2,500 votes. If everyone reading this email **votes at least once**, we could move way ahead of the competition.

Voting is simple:

1. Click on this link http://bit.ly/NSC_ATT
2. Sign in via your Facebook account
3. Vote daily for NSC through September

If you don't have a Facebook account, the best way to show your support is to share the link above with your friends and family who do.

Your vote can help prevent tragedies like these:



Caleb was driving to meet a friend and shop for Christmas presents when he received and read a text message. While he was returning it, Caleb swerved into oncoming traffic and collided with a vehicle. He died at the scene.

[Read Caleb's story.](#)



[Watch Cady's story.](#)

Car crashes are the leading cause of death for teens. Texting is particularly dangerous for all drivers. Sending or reading text messages while driving can increase crash risk by at least eight times, and NSC estimates texting is involved in at least 160,000 crashes each year.

With your support, we can work to make sure no family has to face the tragedy these families live with every day.

Don't forget to budget for safety

As you plan for 2013, we want to make it easier for you to budget for safety. In developing your financial and philanthropic goals, please

Honeywell Life Safety, Honeywell Analytics and Honeywell Safety products have supported the mission of the Council through sponsorship of the annual Green Cross for Safety dinner. Honeywell is a Gold level sponsor of the upcoming 2012 NSC Congress & Expo in Orlando, and has been an Expo exhibitor for many years.

[Learn more about Honeywell](#)

Corporate and Community Partnership Staff

Michael Pollock

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

Vicki Verboom

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

Kevin Carlino

Manager
kevin.carlino@nsc.org
(630) 775-2010

Michon Mohan

Operations Coordinator
michon.mohan@nsc.org
(630) 775-2332

consider the variety of opportunities available including:

- [Safe Communities America](#)
- [Campbell Institute](#)
- [Green Cross for Safety dinner](#)
- [Teen Driving Initiative](#)
- [Celebration of the Century/Congress & Expo](#)
- Symposium Series
- [Employee Engagement & Recognition](#)
- [National Safety Month \(June\)](#)

In addition to these opportunities, we can also tailor a solution to meet the philanthropic specific needs of your organization. Find out more by contacting Corporate & Community Partnerships at (630) 775-2304 or partnerships@nsc.org.

Prescription drug overdose discussed at Safe Communities America national conference

The misuse and abuse of prescription drugs is on the rise. Prescription painkiller overdoses were responsible for more than 15,500 deaths in 2009, according to the Centers for Disease Control and Prevention. This exceeds deaths from heroin and cocaine combined. It is important to note that those most impacted are working-age adults in their 40's and 50's.



In July, [Safe Communities America](#) dedicated a full day of its national conference to learning more about this important topic that is hitting at the community level. Speakers included Leonard J. Paulozzi, MD, MPH, medical epidemiologist in the Division of Unintentional Injury Prevention of the National Center for Injury Prevention and Control, and Jacqueline Hackett of the White House Office of National Drug Control Policy. These presenters shared the federal strategy to tackle this growing issue, but also how communities and businesses can take an active role.

Prescription drug overdose is a new strategic initiative for the National Safety Council as well and attendees heard from several NSC staff throughout the course of the day. It was then time for the Safe Communities to share what they are currently doing including educational awareness programs, medication take-back/disposal programs and hosting policy conferences.

NSC will continue to work closely with our Safe Communities partners and member organizations to put an end to this growing epidemic.

Introducing the Campbell Institute



The Campbell Institute is the Center of Excellence for environmental, health and safety (EHS) at the National Safety Council. Impact-driven, rigorous and leading-edge, the Institute believes that EHS management is at the core of business vitality and sustainability, and intrinsic to operational excellence and financial performance.

The Campbell Institute helps organizations of all sizes and sectors

achieve and sustain excellence. This is done through sharing actionable solutions and best practices from organizations who lead with EHS worldwide. Through partnership, events, research and knowledge, the Campbell Institute is a driving force in EHS and thought leadership.

The Campbell Institute will launch at this year's NSC Congress & Expo where it will sponsor the Executive Summit, Executive Forum and Executive Edge Tracks. See what a difference the Institute can make in your organization and be a part of this landmark moment in EHS history by joining us in Orlando. For more information on the Campbell Institute and how you can get involved, email CampbellInstitute@nsc.org.