



CELEBRATING  
100 YEARS  
OF SAFETY

# Green Cross Quarterly

Making a difference in the lives of millions

Fall 2013

## Support Safety

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

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## Network with NSC



## Partnering with NSC

Thinking about partnering with NSC and not quite sure what that could look like? Check out our [new brochure](#) outlining our key initiatives along with examples of some of our current partnerships.

## Don't forget to budget for safety

As you plan for 2014, we want to make it easier for you to [budget for safety](#). In developing your financial and philanthropic goals, please consider the variety of opportunities available including:

### Initiatives:

[Motor vehicle safety, including teen and distracted driving](#)

[The Campbell Institute - the global center of EHS excellence at NSC](#)

[Prescription drug overdose](#)

## Message from the President

The 2013 National Safety Council [Congress & Expo](#) is right around the corner. This year, we will be exploring *Leading Safety into the Future* on Sept. 28 through Oct. 4 in Chicago. For more than 100 years, professionals have turned to this event for industry-leading technology, education, networking opportunities and the tried and true products and services needed to stay competitive within the industry.

This year, we will be taking a look forward at the challenges we in the safety field will be facing in the years ahead and how we can work together to save lives and prevent injuries. It is our hope you will walk away with renewed inspiration to move your organization forward on its Journey to Safety Excellence.

We are pleased to welcome Captain Mark Kelly, Commander of the Space Shuttle Endeavour's final mission, as this year's Opening Session keynote. As we look to the future, you will also find a unique section on the Expo floor dedicated to emerging trends in safety that will no doubt affect your workplace in the coming years, such as the changing face of the workforce and the nature of work itself.



There is still time to [register](#) to attend and we hope you'll join us. We look forward to preparing for the future of safety alongside each of you!

Sincerely,

[Journey to Safety Excellence  
philosophy for workplace safety](#)

[Safe Communities America](#)

**Events:**

[Green Cross for Safety dinner  
held each spring](#)

[2014 NSC Congress & Expo in  
San Diego](#)

**Safety Observances:**

[Distracted Driving Awareness  
Month \(April\)](#)

[National Safety Month \(June\)](#)

[Back to School \(Aug/Sept\)](#)

**Friends of Safety:** Can't decide where to direct your support? A gift to the Friends of Safety fund will help support all of the work described above and continue to further the mission of the Council.

In addition to the above, we can also tailor a solution to meet the specific philanthropic needs of your organization. For information, please contact Corporate & Community Partnerships at [partnerships@nsc.org](mailto:partnerships@nsc.org) or call (800) 621-7619.

Janet Froetscher  
President & CEO  
National Safety Council

## Spotlight on the NSC Prescription Drug Overdose Initiative

The newest of the Council's initiatives, read the Q&A below with Don Teater, Medical Advisor, Prescription Drug Overdose Initiatives. Sponsorship opportunities are now available to support this work and lead these efforts.

**Q: Why did NSC decide to take on the issue of prescription drug overdoses?**

A: Since the mid-1990s, the numbers of deaths from prescription drug overdoses has grown at an alarming rate. The Centers for Disease Control and Prevention has labeled this problem an epidemic. It has quickly become one of the leading causes of unintentional death in the U.S. With the NSC mission to save lives "by preventing injuries and deaths at work, in homes and communities".... it only makes sense to take on this initiative.

**Q: Why should employers care about this issue?**

A: Employers should care for several reasons. Employees that are injured and start on opioids cost more money - both in worker's comp costs and in lost productivity. Employees who start on opioids after an injury are twice as likely to end up with long-term or permanent disability. Finally, employees taking opioids are at an increased risk of injury while at work.

**Q: What is your new role at the Council?**

A: My position is officially "Medical Advisor." In my past and present roles as a physician, I have developed special interests and expertise in the areas of psychiatric services, opioid dependence treatment programs and providing primary medical care for low-income patients. My new role at the Council is to help lead in the development and follow-through on policies that will reduce the supply of opioid pain medications and increase public understanding of this complex problem.

**Q. Who is falling victim to prescription drug overdoses?**

A: While this issue is somewhat more common in low-income and middle-aged individuals, no one is immune. Anyone who receives a prescription for an opioid pain medication is at increased risk of addiction or overdose.



In the county where I live, our Chief Sheriff's Deputy recently died of an overdose when taking his pain medication as prescribed. I continue to treat people addicted to opioids 1.5 days per week. I have treated people from the ages of 13-80 and from all socioeconomic levels.

**Q: What plans does the Council have to tackle this epidemic?**

A: NSC plans on working with prescribers and insurance organizations to reduce the supply of opioids in the community. We will work with legislators to push for policy change to reduce supply and increase drug treatment opportunities. We will work with those in

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the industry to establish guidelines and standards to help them reduce the cost and safety liability that is a result of opioid use and abuse. We will also work to increase public understanding of this epidemic.

#### **Q: How can someone get involved?**

A: We would love to have more people involved in this effort. If addiction or overdose has affected you or your family, you can help us educate others. Everyone can contact their legislators and tell them that they are concerned about this epidemic and see what their state is doing about it.

If you would like to do more at your organization, please contact us. In order to accomplish our goals to reverse this alarming trend, your financial support is greatly appreciated. To learn more about prescription drug partnership opportunities, please contact [sandy.wolfrum@nsc.org](mailto:sandy.wolfrum@nsc.org).

#### **Donor Highlight:**



In this issue, we'd like to recognize and thank our donor partner, Liberty Mutual Insurance, for its steadfast commitment to saving lives and preventing injuries.

Liberty Mutual Insurance, established in 1912, is the third largest property and casualty insurer in the United States. A charter member of the National Safety Council (1914), and Green Cross for Safety medal honoree (2005), Liberty Mutual has been actively involved in key Council initiatives for nearly a century. In the last several years, they have been instrumental in efforts to minimize distracted driving, and have provided overall support for NSC efforts through Board leadership and annual sponsorship of the Green Cross for Safety dinner.

Liberty Mutual recently included NSC in their Serve with Liberty volunteer event in June. A group of Liberty Mutual employees from the Warrenville and Hoffman Estates, Illinois offices spent the day at NSC corporate headquarters providing administrative help, including assembling distracted driving cell phone policy kits and entering teen driver evaluations into an online survey tool.



NSC is very grateful to Liberty Mutual for their ongoing partnership, and for the exemplary way they demonstrate safety leadership through all levels of their organization.