



## Green Cross Quarterly

Making a difference in the lives of millions

Fall 2014

### Support Safety

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

### Network with NSC



### NSC Navigator

The key to effectively improving safety at your workplace is real-time tracking, as well as corrective actions.

[NSC Navigator](#) is a cloud-based solution that automates and manages time, communication and data, so that safety professionals can focus on improvement.

For more information on NSC Navigator, please [visit nsc.org](#) or contact Kevin Mergens, NSC Navigator Product Manager at [kevin.mergens@nsc.org](mailto:kevin.mergens@nsc.org).

### Register today for our Seminar on Employer Cell Phone Distracted Driving Policies

When: Oct. 23, 2014  
Where: Rosemont, IL  
[Register today](#)

Employees using cell phones while driving are 4 times as likely to crash. Do you have a policy in place? Beyond being the right thing to do, cell phone policies may help protect employers from liability.

This seminar will cover:

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### Message from the President



Special thanks to Owens Corning for sharing footage for this video.

- The impact and scope of cell phone distracted driving
- The science behind why our brains can't multitask
- Why employers can be held liable and how a policy can lessen risk
- What a good cell phone policy includes
- How a Fortune 500 firm created and put a policy in place
- Resources available to help you keep your employees safe

You won't want to miss NSC President & CEO, Deborah A.P. Hersman - former chairman of the National Transportation Safety Board - provide the keynote address.

## 2014 NSC Congress & Expo Highlights

Our 2014 Congress & Expo was an unbelievable success. With more than 14,000 safety professionals in attendance and more than 1,000 exhibitors on the show floor, this was our biggest show to date.



Those who attended the event witnessed history in the making with the launch of the [Journey to Safety Excellence Campaign®](#) - a workplace advocacy initiative from NSC and national founding sponsor [Grainger](#), with support from BROWZ and Chubb - which provides organizations with free, practical tools to keep their people safe. Join the Journey today at [nsc.org/journey](http://nsc.org/journey).

Other breaking news included:

- [Cummins Inc. receives the Campbell Award](#)
- [OSHA and Safety+Health present Top 10 violations](#)
- [The National Awards Celebration honors DSSA winners and Rising Stars](#)
- [NSC and OSHA Alliance renews agreement](#)

## 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](http://thecampbellinstitute.org/symposium).

## Corporate and Community Partnerships Staff

**Michael Pollock**  
Vice President  
[michael.pollock@nsc.org](mailto:michael.pollock@nsc.org)  
(630) 775-2270

**Vicki Verboom**  
Director  
[vicki.verboom@nsc.org](mailto:vicki.verboom@nsc.org)  
(630) 775-2304

If you were unable to attend, view all the highlights [here](#). Special thanks to [all of our sponsors](#) who made this event possible. We could not have done it without your support.

## Sending Kids Back to School Safely

Thank you to everyone who participated in this year's [Back to School safety](#) campaign. With the help of our sponsor, [First Student](#), we were able to generate awareness on the critical issues impacting children and teens through multiple outlets:



- Deborah A.P. Hersman, president & CEO of NSC, penned a blog post on back to school safety that was published in the [Huffington Post parents section](#), and was shared **more than 100 times**.
- A Twitter chat was held Sept. 3 that garnered **1.8 million impressions** with **255 total tweets** sent during the hour. Partners included First Student (sponsor), National Organizations for Youth Safety (NOYS), Office of Adolescent Health, DriveitHOME and Safe Kids.
- Several Facebook graphics were shared, reaching **11,000 people**.

With parents actively engaged in youth safety, this is sure to be the safest school year yet. Interested in being a 2015 sponsor of Back to School month? Contact Michon Mohan for more information at (630) 775-2332 or [michon.mohan@nsc.org](mailto:michon.mohan@nsc.org).

**Kevin Carlino**

Manager

[kevin.carlino@nsc.org](mailto:kevin.carlino@nsc.org)

(630) 775-2010

**Yvette Powe**

Manager

[yvette.powe@nsc.org](mailto:yvette.powe@nsc.org)

(630) 775-2142

**Sandy Wolfrum**

Manager

[sandy.wolfrum@nsc.org](mailto:sandy.wolfrum@nsc.org)

(630) 775-2124

**Michon Mohan**

Associate

[michon.mohan@nsc.org](mailto:michon.mohan@nsc.org)

(630) 775-2332

**Melanie Gillies**

Administrative Assistant

[melanie.gillies@nsc.org](mailto:melanie.gillies@nsc.org)

(630) 775-2049

## Don't forget to Budget for Safety

As you plan for 2015, we want to make it easier for you to [budget for safety](#). Partnering with NSC is a great way to tangibly demonstrate your commitment to safety. As you develop your safety, marketing and philanthropic goals, please consider the variety of opportunities available through the Council including:

**Initiatives:**

- [Motor vehicle safety, including teen and distracted driving](#)
- [Prescription drug overdose](#)
- [The Journey to Safety Excellence Campaign](#)
- [Safe Communities America](#)
- [Rising Stars of Safety](#)

**Events:**

- [Green Cross for Safety dinner held each spring](#)
- [2015 NSC Congress & Expo in Atlanta](#)

**NSC Safety Days:**

- [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 (800) 621-7619.

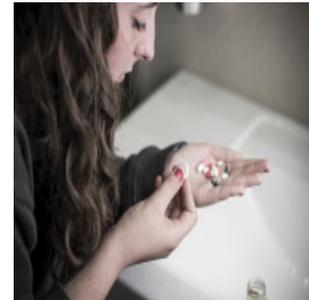
## Helping Employers Address a Hidden Epidemic

Did you know that 23% of the U.S. workforce uses prescription drugs inappropriately? In fact, nonmedical use of prescription painkillers costs health insurers up to \$72.5 billion annually in direct health care costs.

The Council's guide for employers, "The Proactive Role Employers Can Take: Opioids in the Workplace," and our free employer kit, provide tools to help address the risks of prescription drug use at work.

[Sign up](#) today to:

- Get the facts about opioid painkillers and how they impact worker safety and recovery from injury



- Find out how you can partner with your health and benefit providers to save lives and manage prescription opioid costs
- Discover ways to update your drug free workplace program
- Get materials to educate your managers and employees

Also, NSC recently released a white paper, "[Evidence for the efficacy of pain medications](#)," compiling research showing the combination of over-the-counter pain medications ibuprofen and acetaminophen are more effective at treating acute pain than opioid painkillers. The paper coincides with the U.S. Drug Enforcement Administration's reclassification of hydrocodone combination products, such as Vicodin, from Schedule III to Schedule II drugs. It presents alternatives that patients should discuss with their physician.

Check out recent editorial coverage from NSC on this epidemic:

- [Oklahoman](#)
- [Toledo Blade](#)
- [Charlotte Observer](#)

Would you help us lead the way? The Council is seeking thought-leaders to sponsor this work over the next 3-5 years. For more information, contact Kevin Carlino at (630) 775-2010 or [kevin.carlino@nsc.org](mailto:kevin.carlino@nsc.org).

### Donor Spotlight

[Gulf Petrochemical Industries Company \(GPIC\)](#) is an international National Safety Council member located in the Kingdom of Bahrain that believes safety is a global issue worth applying worldwide. Sharing similar goals with the Council, GPIC is a strong supporter of NSC in many ways.



We are very grateful to have wonderful leadership and financial support from the GPIC.

[Read the full GPIC profile](#)

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

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