

An update on philanthropic support for safety

# GREEN CROSS QUARTERLY

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Spring 2009

**DONATE NOW**

The National Safety Council is grateful for the continued support of The ExxonMobil Foundation, which has renewed its sponsorship of the [Robert W. Campbell Award](#) with its second five-year, \$1 million contribution. Thank you!

## Welcome!

Welcome to the inaugural issue of *Green Cross Quarterly*. The National Safety Council has created this newsletter to keep our supporters informed about our efforts to achieve the council's mission: reducing deaths and injuries at work, in homes and communities, and on the road. Each issue will feature news about council events and initiatives, and provides us with an opportunity to recognize businesses and individuals whose contributions aid the council's lifesaving work. We look forward to staying in touch with you as we work – with your help – to make this nation safer.

## Letter from the President



It is an exciting time at the National Safety Council. We've completed our strategic planning work, and strongly believe we can achieve our goal of preventing an additional 10,000 deaths and 1 million injuries by 2014 by helping people live safer lives.

Thank you to our contributors who have already helped us make a difference. Moving ahead, your generosity will continue to support proven, research-based initiatives that save lives. The council's strategic plans include reducing [distracted driving](#) and teen driving deaths and injuries through legislation; Graduated Driver Licensing laws and our "Alive at 25" program for teens and parents; and increasing our work with employers to improve employee safety both on and off the job.

This winter, the council became the first organization to issue a [call to motorists](#) to stop all forms of cell phone use while driving. Research shows that driving while talking on a cell phone is extremely dangerous and puts drivers at a four-times greater risk of crashing. We are asking all businesses to adopt policies banning on-road calling and texting while on the job. We are also:

- Working with legislators to institute state-level bans
- Educating businesses and the public about the risks of cell phone use while driving through added information to our safety initiatives, workplace training programs, publications, conventions and meetings
- Supplementing the content of our defensive driving training, which reaches 1.5 million people annually

The National Safety Council led the evolution of the "Click It or Ticket" program, promoting seat belt use from a pilot project to a 50-state program. To date, this initiative

Green Cross  
sponsors

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has saved an estimated 156,000 lives. The council was also an early advocate of Graduated Driver Licensing laws. States that have adopted comprehensive GDL laws have seen at least 20 percent reductions in their teen driving fatalities. We believe we can achieve the same kind of culture, behavior and legislative changes with cell phone use while driving as we have with seat belts and teen driving.

Kenny Construction Co.

However, our work is not self-sustaining. The council relies on financial support from our member organizations and others to achieve results. We are asking our current contributors to continue their support. Without you, we would be hard-pressed to meet our goals. We also hope new contributors will join us in our lifesaving work. We look forward to what we can achieve together.

Liberty Mutual

**Dinner Benefactors:**

Sincerely,  
Janet Froetscher  
President and CEO  
National Safety Council

AK Steel

Collins Bus Corp.

## Green Cross for Safety Dinner honors FirstGroup

Day & Zimmermann

DuPont



This year the National Safety Council will celebrate the 10th anniversary of the Green Cross for Safety Medal. The [dinner](#) will be held on Wednesday, April 29, at Capitale in New York City. Proceeds from the dinner will be used to support the council's mission of preventing injuries and deaths.

Group Associates

**10th Anniversary**  
Green Cross for Safety™ Dinner

Johnson & Johnson

The Michelin Group

The 2009 Green Cross for Safety Medal will be presented to Sir Moir Lockhead, CEO of FirstGroup. Lockhead was named one of the National Safety Council's "CEOs Who 'Get It'" in 2008, and is a distinguished corporate leader who understands the significance of safety to an organization's operations and corporate sustainability.

Monsanto

Seon Design Inc.

"This medal is a testament to the focus on safety of the entire organization. Our commitment to the safety of our employees and customers through our Injury Prevention Program means if you cannot do it safely, don't do it. I am extremely pleased and proud to receive this medal on behalf of all staff at FirstGroup," Lockhead said.

USIS

**Dinner Donors:**

Sponsoring the Green Cross for Safety Dinner is an excellent opportunity for your company to honor FirstGroup, support the National Safety Council mission, introduce your contacts to its lifesaving work, entertain important associates at the beautiful Capitale in New York City and network with other corporate sponsors.

ABC Companies

Authorized Transmission Remanufacturing

## Safety Ambassadors promote safety year-round

The Boeing Co.

The National Safety Council's [Safety Ambassador](#) program provides any



# SAFETY AMBASSADOR

person who is interested in promoting safety with an easy-to-use CD-based tool kit filled with council data, presentations and other materials to build awareness of injury prevention and safety risks among co-workers and community residents. From motor vehicle crashes to falls, overexertion and risks associated with prescription drugs, Safety Ambassadors address the leading causes of unintentional injuries and deaths in the United States and offer tips to stay injury-free.

Cintas Corp.

Emergency Medical Services Corp.

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Iasta.com Inc.

IMMI/Safeguard

Industrial Scientific Corp.

Safety Ambassadors receive presentations they can give at their companies or to neighborhood groups, such as park districts, special-interest clubs or parents meetings, to increase awareness of injury prevention. They also receive leave-behind National Safety Council materials and resources for more information on safety and health.

Become a Safety Ambassador to start making a difference today by encouraging safe environments at work, at home and on the road.

Lockton Companies LLC

Mansfield Oil Co.

Nationwide Insurance

Oracle

Petro – Canada

## A member's story



As chairman and CEO of Industrial Scientific Corp., which manufactures safety and industrial hygiene equipment for use in potentially dangerous locations, Kent McElhattan makes safety the No. 1 priority for himself and his employees. The company's mission statement, "Preserving human life on, above and below the earth," is something each employee knows and strives to achieve every day.

Once a publicly traded company, Industrial Scientific chose to return to being private because "We couldn't reconcile Wall Street's expectations for 'growth at any cost' with the culture and value system necessary to serve our customers the way we like to be served. We measure our real success by reducing accident and death rates, not by our income statement," McElhattan said.

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McElhattan sees the National Safety Council as a common ally in the mission to preserve human life. In addition to supporting the council through his corporation, McElhattan serves as a board member and donates to the council personally because, for him, "safety is a personal passion." While working for a mining machinery manufacturer, McElhattan experienced firsthand the loss of co-workers in mining accidents. To him, "It's been personal ever since."

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## An employee's story



When I was growing up, my folks would always say "Count your blessings. Be thankful for what you have. Always remember to give a little back. And never, never, never expect anything in return." When asked why giving of time, talent and treasure is so important to me, my reasons to donate, while very personal and private, almost always seem to result in making better tomorrows for someone else.

My motivation to donate to the National Safety Council's annual employee campaign comes from wanting to save someone else the emotions and fright that my family and I felt while living through the tragic and near-fatal car accident (caused by an impaired driver) involving my older brother almost 25 years ago. As a family, we count our blessings that his life was spared and are grateful to those who saved him. We will continue to pay it forward and advocate for causes, organizations and programs that save the lives of others.

Call it a way of life, call it the American spirit, call it what you will – those who are blessed with a genuine, giving spirit simply because "it is the right thing to do" almost always find peace in someone else's smile.

– *Donald Ortale, Director, Chapter Business Development, National Safety Council, on why he supports the council*

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