

An update on philanthropic support for safety

GREEN CROSS QUARTERLY

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Spring 2011

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In 2009, the National Safety Council announced its five-year goal: save an additional 10,000 lives and prevent 1 million injuries through research, leadership, education and advocacy. In the [last issue](#) of *Green Cross Quarterly*, I shared some of the ways we were able to surpass our first-year targets, saving an estimated 725 lives and preventing 195,000 injuries. This accomplishment was due, in large part, to the support NSC received, enabling us to focus on key areas where the greatest impact can be made – workplace, teen driving, distracted driving, and home and community.



As we enter our second year, NSC is targeted to save an estimated 1,300 lives and prevent 228,000 injuries. In this newsletter, you will learn about initiatives we are actively working on to maximize our second-year impact. You also will have the chance to get involved with a few opportunities that are about to be observed on a national scale. Working together, we all can play a role in saving more lives throughout 2011.

Sincerely,

Janet Froetscher
President & CEO

2011 Green Cross for Safety medal recipient: Schneider Electric North America

Congratulations to Schneider Electric North America, recipient of the 2011 Green Cross for Safety medal. Schneider Electric is being honored with this prestigious award in recognition of the company's strong safety culture, which is highly visible in all aspects of its work practices.

Chris Curtis, president and CEO, North America and Buildings (Global) Divisions for Schneider Electric, will be presented with the award on April 14 during the Green Cross for Safety dinner at Chicago's historic Union Station. This event also serves as the Council's principal fundraising event. Learn about how you can attend by visiting greencross.nsc.org. If your organization is interested in applying for the 2012 Green

Cross for Safety medal, please contact Sarah Stafford, NSC development manager, at (630) 775-2304 or sarah.stafford@nsc.org.

Apply for the 2011 Robert W. Campbell Award

The [Robert W. Campbell Award](#) recognizes organizations that demonstrate safety and health excellence and social responsibility. Campbell Award recipients turn their applications into business case studies that can be used in classrooms and boardrooms worldwide. Applications for the 2011 Campbell Award will be accepted through May 31. The winner will be announced at the NSC 2011 [Congress & Expo](#) in Philadelphia.

1 out of every 5 Fortune 500 companies has cell phone ban: survey

In January 2009, NSC called for a total ban on cell phone use while driving. Since then, the Council has worked closely with employers to create and enforce total bans on cell phone use while driving among all employees. Preliminary [findings](#) from a recent survey show nearly 1 out of every 5 Fortune 500 companies that responded to the survey had a total ban on cell phone use while driving. More than half of these policies were implemented since 2008 – indicating corporate America is heeding the public's growing call to eliminate cell phone use behind the wheel. These employee bans are evidence of progress in reducing the number of distracted drivers on the road.

Productivity issues have been viewed as obstacles by many organizations contemplating a ban. Interestingly, the preliminary results indicate productivity either increased or remained at the same level for 41 percent of companies with total bans. The impact on productivity was not yet known by 52 percent of respondents who recently implemented total bans, and only 7 percent said productivity had decreased. NSC will continue to work with employers to increase the number of employees covered under cell phone bans, making our nation's roadways safer.

Safe Communities America designation: Madison County, KY

As the official U.S. certifying center, the National Safety Council recently designated Madison County, KY, as the state's first Safe Community, a program of the World Health Organization Collaborating Center for Community Safety Promotion. Community interventions are helping to reduce the state's high unintentional injury mortality rates and prevent injuries. The Centers for Disease Control and Prevention's National Center for Injury Prevention and Control has highlighted the Kentucky Safety and Prevention Alignment Network for its efforts in helping Madison County achieve this designation. The center will continue to work closely with Safe Communities America, an initiative of the National Safety Council, to encourage more communities in Kentucky to seek designation. Read the full [success story](#) (.pdf file).

Safe Communities is sponsored by Boeing, Canadian National Railway, DuPont, FirstGroup and UPS. [Learn more](#) (.pdf file) about ways your organization can support the Safe Communities America initiative.

April is National Distracted Driving Awareness Month

Last year, April was designated as National Distracted Driving Awareness Month, introduced as a resolution by former Rep. Betsy Markey (D-CO) and passed by the House. The resolution mentioned 9-year-old Erica Forney, who was struck and killed by a distracted driver in Fort Collins, CO, in November 2008. This year, NSC and FocusDriven will continue to educate the public on the dangers of distracted driving.

NSC would like to thank FirstGroup America for sponsoring this month. "As a company that safely transports approximately 6 million children to and from school each day, FirstGroup America is proud to partner with the National Safety Council as a sponsor of National Distracted Driving Awareness Month," said Linda Burtwistle, president, First Student. "This is another way we are helping the communities we serve be safer places to live, work and play," she said.

DriveCam also is a sponsor of National Distracted Driving Awareness Month, and will be sponsoring a webinar on driver safety and its impact on fleets.

April is a great time to create or enhance a corporate cell phone policy banning all cell phone use while driving. NSC provides a free [Cell Phone Policy Kit](#) to help employers implement a policy.

If you are interested Distracted Driving Awareness Month and other safety observance [sponsorships](#), please contact Julie Ford at (630) 775-2104 or julie.ford@nsc.org.

NSC, FocusDriven launch PSA contest

The National Safety Council and FocusDriven have launched an "On the Road, Off the Phone" public service announcement [contest](#), calling on all aspiring filmmakers and safety advocates to create a short video about the dangers of using cell phones while behind the wheel. Although there has been significant focus on the dangers of texting, cell phone conversations are [contributing](#) (.pdf file) to far more crashes. Special thanks to The Goodyear Tire & Rubber Company for sponsoring the contest. Winners will be announced in April.

NSC, Allstate partner to improve teen driving

The National Safety Council and The Allstate Foundation have partnered to improve the teen driving culture in 10 states – California, Florida, Illinois, Maryland, Minnesota, New

Jersey, New York, Pennsylvania, Tennessee and Texas. With a grant from TAF, NSC is establishing [coalitions](#) in these states and providing communications and research support. The coalitions have brought together a broad base of leaders and community members – public health practitioners, safety experts, injury prevention groups, teens, parents and law enforcement – to change teen driving attitudes and behaviors.

Each state has a goal: establish a culture of safe teen driving based on the proven principles of Graduated Driver Licensing. State coalitions already have reviewed the current status of GDL in their states and created plans to improve safety. This includes involving parents, talking to local leaders and working on improving existing programs.

Impact story

NSC recently was contacted by the father of a teen driver who wanted us to share his story:

My 17-year-old son was driving down a highway with one of his best friends. While behind the wheel, he looked down to identify the sender of a text message. When he looked up "two seconds later," the traffic in front of him had nearly halted, causing him to slam into the rear of a semi tractor-trailer. The vehicle was totaled, but amazingly my son and his friend walked away from the crash without the need for medical attention. My son is very shaken up by this crash and still wakes up in the middle of the night reliving the event. Part of me doesn't want this "fear factor" to wear off too soon, but I also know he must emotionally recover and share his story with other teens to help prevent them from making the same mistake.

As the father of a teen driver, I had numerous conversations with my son on the subject of distracted driving, especially cell phone use while driving. I was sure that he "got it" and was compliant.

Unfortunately, the Council has heard several stories like this one, including many in which the teens involved did not survive. NSC recognizes that parents play a crucial role in helping teens become responsible drivers. The Council has been working to determine and develop ways to effectively communicate with and engage parents as their teens learn to drive so more lives can be saved. Additional information will be available in future issues of *Green Cross Quarterly*.

June is National Safety Month

Each June, the National Safety Council encourages organizations and the public to participate in its flagship safety observance – National Safety Month. Each week, the Council provides educational materials on areas where the greatest number of preventable injuries and deaths are occurring in our workplaces and beyond. This year's themes are:

Week 1:	June 1-4	Kickoff
Week 2:	June 5-11	Preventing Overexertion
Week 3:	June 12-18	Teen Driving
Week 4:	June 19-25	Preventing Slips, Trips and Falls
Week 5:	June 26-30	On the Road, Off the Phone

NSC provides free posters, tip sheets and other activities to engage employees and the public on these important safety issues. NSC members receive additional materials, including weekly webinars, to further drive the messages home. Organizations and foundations can support NSC efforts through National Safety Month [sponsorships](#) (.pdf file). These opportunities are designed to highlight your organization's philanthropic priorities. As a sponsor, you will send a message to employees, customers and vendors that safety is important to your organization. To request information, contact Julie Ford at (630) 775-2104 or julie.ford@nsc.org.

Thank you to our National Safety Month sponsors to date, including Toyota, which continues its support of Teen Driving week, and FirstGroup, which is supporting both Teen Driving and "On the Road, Off the Phone" weeks.

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