

# GREEN CROSS QUARTERLY

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## Letter from the President

The National Safety Council has the pleasure of walking alongside organizations from around the world. On the road of continuous improvement – the Journey to Safety Excellence – even the best safety performers realize their Journey never ends because there are always opportunities to improve their safety programs. This April, the Council is pleased to recognize an organization who takes its Journey very seriously – The Dow Chemical Company – as the 2012 recipient of the *Green Cross for Safety* medal.



Dow is being honored with this prestigious award for its comprehensive commitment to safety excellence. The *Green Cross for Safety* medal is given annually by NSC to an organization that has distinguished itself over a period of years for outstanding achievements in workplace safety, community service, environmental stewardship and responsible citizenship. Dow's continuous commitment to safety for both its employees and the communities in which it operates encapsulates the ideals for which the *Green Cross for Safety* medal was established.

The *Green Cross for Safety* medal will be presented to Dow Chairman and CEO Andrew Liveris on April 19 at The Woodlands Waterway Marriott in The Woodlands, TX, during the *Green Cross for Safety* [dinner](#). This event also serves as the Council's principal fundraising event. Funds raised at this dinner allow the Council to further our mission to save lives and prevent injuries and we hope to see many of you in attendance.

Sincerely,

Janet Froetscher  
President & CEO  
National Safety Council

## Pledge to drive cell free this Distracted Driving Awareness Month

Two years ago, April was designated nationally as Distracted Driving Awareness Month. Cell phone distracted driving is one of the Council's key initiatives along with workplace safety, off-the-job safety and teen driving because these are the areas where research shows people are most likely to suffer injuries or fatalities. To mark Distracted Driving Awareness Month, the Council will launch the campaign, "How many will it take?" to raise awareness of the thousands who die needlessly each year because people continue to use their cell phones while driving. NSC will be encouraging drivers throughout the month to take a pledge to drive cell free to reduce this rising trend. Visit [distracteddriving.nsc.org](http://distracteddriving.nsc.org) for more information.

Distracted Driving Awareness Month also is the perfect opportunity for employers to implement or enhance cell phone policies to protect employees.

Employers took the lead in promoting safety belt use among their employees, and now is the time for them to enact bans on cell phone use while driving. NSC provides many resources, including a free [Cell Phone Policy Kit](#), to help businesses get started. Download the kit and join employers taking the lead to keep our roads safer. If your organization already has a policy in place, the Council would love to [hear about it](#) so we can help others through the process.

Thank you to FirstGroup for agreeing to serve as one of our Distracted Driving Awareness Month sponsors. If you are interested in sponsorship opportunities for Distracted Driving Awareness Month, contact Maureen Coates at (630) 775-2104 or [maureen.coates@nsc.org](mailto:maureen.coates@nsc.org).

## Plan now for National Safety Month this June

Each June, the National Safety Council encourages organizations to observe National Safety Month. Since 9 out of 10 fatal injuries to workers occur off the job, this year's campaign will focus on how safety is a 24/7 endeavor. Each week of June has a theme that was selected based on the greatest number of preventable injuries and deaths as well as feedback from previous NSM participants.

### 2012 Themes

- Week 1: June 3-9 Employee Wellness
- Week 2: June 10-16 Ergonomics
- Week 3: June 17-23 Fall Prevention
- Week 4: June 24-30 Driving Safety

In the coming weeks, you will find a variety of information and materials regarding National Safety Month at [nsc.org/nsm](http://nsc.org/nsm). This year, we are promoting the Presidential Active Lifestyle Award + challenge during Employee Wellness week. Consider participating in the PALA + challenge with your workforce or at home as a motivating factor to increase physical activity and promote healthy lifestyles. NSC members receive additional materials including an NSM planner guide, weekly webinars and additional posters and fact sheets. Watch and share this [video](#) to promote NSM and [sign up](#) to receive regular updates to help you prepare for June.

### Be an NSM Sponsor

Sponsorship opportunities are available during National Safety Month to highlight your company's commitment to safety. To request information, contact Maureen Coates at (630) 775-2104 or [maureen.coates@nsc.org](mailto:maureen.coates@nsc.org).

## Touching HEARTS

March will be a difficult month for the Brezitski family of Pennsylvania. They tragically lost their 8-year-old son, Owen, on St. Patrick's Day 2011. Owen carried a music stand in one hand and crisp dollar bill in the other as he walked across a marked crosswalk with his entire family after his sister's band concert. He had just received the dollar from his grandfather for being so well-behaved during the concert. Owen told his family he wanted to go to McDonald's for a Shamrock Shake.

A 17-year-old driver who was shuffling through music on a cell phone while talking with a teen passenger and speeding at least 10 miles over the speed limit, failed to see the group of people crossing the street and didn't even know she had struck Owen. It wasn't until a crowd of people yelled and chased after her that she realized what she had done.

"It's the lost potential that bothers me most," said Karen, almost one year after her son's death. "He was going to be something. He was so loved and talented." Owen's family has created [Owen's Foundation](#) to help remind others to, "Slow down, be alert and save a life!" Their mission is to promote pedestrian, driver and childhood safety as well as raise awareness of the consequences of distracted driving practices.

The Brezitski family also has joined the [HEARTS Network](#) – Honoring Everyone Affected, Rallying The Survivors – which engages families and victims in teen safe driving issues. HEARTS celebrated its first anniversary on Valentine's Day. Many families, including the Brezitskis, have joined the nationwide community of families and victims whose lives have been changed forever because of teen driving-related car crashes. HEARTS Network survivor advocates also share their personal stories, like that of Owen's, in the hope of enacting change. The HEARTS Network is made possible through funding provided by The Allstate Foundation.

This St. Patrick's Day, Owen's Foundation, in conjunction with the National Safety Council, HEARTS Network and the Pennsylvania Teen Safe Driving Coalition, will host a "Launch O' Love" event to honor Owen as well as educate others on the dangers of teen distracted driving. This event will include an environmentally-friendly balloon launch, and attendees will also receive a free Shamrock Shake in honor of Owen's memory. Pennsylvania Rep. Kathy Watson, chairman of the House Transportation Committee's Transportation Safety Subcommittee, will be in attendance.

If you or someone you know has been impacted by a teen driving-related crash and would like to connect to other families that share your struggles, email [hearts@nsc.org](mailto:hearts@nsc.org).

### **Legislative Update**

Rep. Kathy Watson was instrumental and worked for several years to get the recent H.B. 9 passed in Pennsylvania to strengthen the state's teen driving laws. This bill, signed into law by Governor Corbett in October 2011, took effect in December 2011. This Graduated Driver Licensing law:

- Increased parent supervision during permit phase from 50 to 65 hours, including 10 hours at nighttime and 5 hours during inclement weather
- Upgraded safety belt law enforcement from secondary to primary for those aged 18 and under in front seat and back seat
- Limits number of passengers to one non-family passenger for teen drivers with a junior driver's license (during the first six months they're driving)

Another bill, S.B. 314 sponsored by Sen. Robert Tomlinson, was signed into law by Governor Corbett in November 2011 and will take effect on March 8, 2012. This law bans all drivers from texting with primary enforcement.

The National Safety Council was involved in the passage of these laws through advocacy and by encouraging NSC members in Pennsylvania to share their voice. The Council's [Pennsylvania Teen Safe Driving Coalition](#) – also made possible through The Allstate Foundation – is now educating the public about these new laws so families won't have to face the devastation that the Brezitski's do.

## **Madison/Dane County Safe Community hosts Rx Overdose Summit**

[Safe Communities America](#), a program of the National Safety Council, works with local communities to prevent needless deaths and disabling injuries. According to an NSC study, counties that contain Safe Communities have 9% fewer unintentional deaths than similar counties that are not designated Safe Communities. Madison/Dane County, WI was designated a Safe Community in 2009 and continues its hard work to keep its community safe by tackling head on an alarming trend facing its citizens – prescription drug overdose – which also is on the rise throughout the country.

In Madison, prescription drug overdose has surpassed motor vehicle deaths as the leading cause of unintentional fatalities. Opiate pain medications represent a significant proportion of deaths and non-fatal poisonings. They can be overprescribed and lead to dependence and abuse. Research indicates that prescription opiates are a gateway to heroin use, which is steadily increasing in

Dane County and nationally.

To tackle this rising trend, this Safe Community held a Drug Poisoning Summit: Stop the Overdose Epidemic on Jan. 30, 2012. The summit was attended by 130 community stakeholders including representatives from the insurance industry, medical and dental prescribers, healthcare services, law enforcement, policy makers, educators and other community representatives. The Summit was an important and visible step in Madison's commitment to stop this epidemic in its community.

Madison is one of 19 communities in the United States that have earned the prestigious Safe Communities America designation from the National Safety Council. NSC is the International Certifying Center for the U.S. through the Safe Communities America program, guiding community stakeholders to reduce injuries and promote safety for the residents of their communities.

For more information and how to get involved, attend a free Safe Communities America [webinar](#) on March 13.

## Donor Highlight: The Dow Chemical Company



The Dow Chemical Company is a global leader in special chemicals, advanced materials, agrosiences and plastics, delivering solutions to sectors such as electronics, water, energy and

infrastructure. In 2010, Dow had annual sales of \$53.7 billion and employed approximately 50,000 people worldwide. The company's more than 5,000 products are manufactured at 188 sites in 35 countries across the globe. A Charter Member of the National Safety Council, Dow is the recipient of two prestigious NSC awards – the 2012 *Green Cross for Safety* [medal](#) and the 2010 [Robert W. Campbell Award](#).

Dow Chairman and CEO Andrew Liveris summarizes the importance of safety to Dow's core values, "At Dow, safety is embedded in our corporate vision and strategic commitment to sustainability. We simply could not live up to our corporate values of Respect for People, Protecting the Planet and Integrity without an unrelenting focus on safety."

Dow's strong commitment to workplace safety excellence is demonstrated by the organization's "Drive to Zero" safety initiative, which represents an inclusive strategy with detailed execution in all phases of its operations. The goal of the initiative is zero injuries, zero incidents and zero excuses. Dow extends its safety commitment to contractor safety performance – believing everyone working at a Dow facility deserves to go home just as safe as when they arrived.

That commitment is further demonstrated by Dow's willingness to share its expertise with NSC. Mike Gambrell, advisor to the Chairman and CEO of The Dow Chemical Company, has volunteered much of his time providing guidance to the Council on its workplace initiatives. Mike is a member of the NSC Board of Directors and chair of the newly formed Campbell Institute, the NSC center of excellence for environmental, health and safety.

Dow generously sponsored this year's Executive Summit & Forum, a program at the NSC Congress & Expo that promotes open and engaging discussion between corporate leaders and EHS professionals. Dow also annually supports the overall NSC mission of saving lives and preventing injuries through sponsorship of the *Green Cross for Safety* dinner.

The National Safety Council is very grateful to Dow for its leadership, financial support and unwavering commitment to making our world safer.

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