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### Support Safety

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### Network with NSC



Please share what you plan on doing in the next year to make our world safer. Learn more about how your organization can celebrate at [nsc.org/100years](http://nsc.org/100years).

### Coming soon:

Registration opens on April 16 for the 2013 NSC [Congress & Expo Leading Safety into the Future](#) in Chicago.

Nominations for the 2013 Class of [NSC Rising Stars of Safety](#) open on April 1.

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### Message from the President

The National Safety Council has the pleasure of working with safety leaders from around the globe. This April we are especially honored to recognize one such leader, Exxon Mobil Corporation, as the [2013 Green Cross for Safety medal recipient](#). This recognition is presented annually to an organization and its CEO for their leadership and commitment to corporate social responsibility efforts in safety.

congratulations



Exxon Mobil Corporation is on the Journey to Safety Excellence. Continuous improvement is essential to achieving their safety vision of a workplace where "Nobody Gets Hurt." Rex W. Tillerson,

chairman and CEO of Exxon Mobil Corporation, believes that a culture of safety must be nurtured throughout the organization, starting with leadership. "For that culture to flourish, safety must be embedded as a core value and supported by each person's commitment to stay safe and to be responsible for the safety of those around them."

The *Green Cross for Safety* medal will be presented to Exxon Mobil Corporation Chairman and CEO Rex W. Tillerson on April 2 at The Hilton Americas in Houston, TX, during the [Green Cross for Safety dinner](#). This event also serves as the Council's principal fundraising event. Thank you very much to all of our [current sponsors](#). Funds raised at this dinner enable the Council to further our mission to save lives and prevent injuries. We look forward to seeing many of you in attendance.

Sincerely,

## Celebrating 100 Years of Safety Annual Report

The 2012 NSC annual report is now available online. This year's report takes you through the Council's 100-year history while highlighting the successes of 2012. [Click here](#) to digitally flip through the pages!

## Apply for the 2013 Campbell Award

Applying for the Robert W. Campbell Award? Looking to learn from the best of the best in EHS? [Full applications](#) from previous winners of this prestigious Award for Business Excellence through environmental, health, and safety management are now available! [Applications](#) are due by May 31, 2013.



Safe Communities America has launched Community Connect, a bi-monthly newsletter providing an overview of what local communities in the network are doing to reduce injuries, as well as updates on the Kentucky Pilot Project, upcoming events and activities from the international safe communities movement.

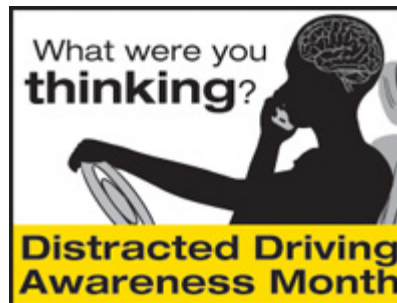
Read the [latest newsletter](#) and sign up to receive it at [scainfo@nsc.org](mailto:scainfo@nsc.org).

*Special thanks to our national partners: Boeing, CN, DuPont, FirstGroup and UPS, and to The Dow Chemical Company and ExxonMobil for local community coalition support.*

Janet Froetscher  
President & CEO  
National Safety Council

## Recognize Distracted Driving Awareness Month this April

NSC estimates that 1 in 4 crashes involve cell phone use while driving and that this number may even be low. Each April, the Council observes [Distracted Driving Awareness Month](#) to remember the lives that have been tragically lost, but also to bring national attention to the issue of cell phone distracted driving.



The focus of this year's campaign - What were you thinking? - is on cognitive distraction, or the distraction to the brain from a cell phone conversation. Many people have a false sense of security that hands-free devices are safer - but no research indicates it provides a safety benefit as the distraction to the brain remains. The unfortunate truth is that your brain can miss seeing up to 50% of your driving environment when you are talking on a cell phone. This could be a stop sign, a traffic light or even a pedestrian.

Join us in telling others about the dangers of cognitive distraction this April. You can find a variety of posters, fact sheets, videos and a pledge to drive cell free at [nsc.org/ddmonth](http://nsc.org/ddmonth). NSC members have access to even more materials including a planner's guide. Remember, no one's phone conversation is worth a life.

*A special thank you to [FirstGroup](#) for serving as our sponsor for Distracted Driving Awareness Month.*

## Be part of the solution to the prescription drug overdose epidemic



Prescription drug overdoses are one of the fastest growing causes of injury deaths in the United States. According to the CDC, more than 15,500 people die annually from overdoses of prescription medicines. Today, as many people will die from a drug overdose as in motor vehicle crashes. As one of the top two causes of injury fatality, the National Safety Council has added preventing prescription drug overdoses to our strategic plan.

This March 13-14 the Council is holding a symposium on this issue "Preventing Prescription Drug Overdoses: A National Strategy" in Atlanta. We are partnering with local and federal policymakers, health care professionals, prevention experts and drug and alcohol treatment specialists to craft a national strategy to reduce injuries and fatalities of prescription drug misuse and overdoses.

## Launching of the Innovation Challenge from the Campbell Institute

The Campbell Institute at NSC and the Stewardship Action Council have come together to launch a special Innovation Challenge.

This challenge will recognize organizations for their achievement in the planning and/or implementation of an innovative program addressing critical environmental, health and safety (EHS) topics.

Organizations can choose of the following categories for their Challenge submission:

- Zero Waste
- Off-the-Job Public/Private Partnership

Organizations of all sizes, industries, types and locales are encouraged to apply. Winners will be recognized at the 2013 NSC Congress & Expo. [Get details](#) and download the application today!

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The policies of today must prevent abuse and addiction while supporting the legal use of prescription drugs. NSC encourages anyone with expertise in these areas to join us in finding a solution. There is still time to [register to attend](#) the symposium.

As NSC confronts this epidemic on a national level, strong public-private partnerships are needed. Learn more about what you can do to help prevent injuries and deaths from prescription medicines at [nsc.org/RxDrugOverdoses](http://nsc.org/RxDrugOverdoses). Together we can put an end to this alarming trend and save lives.

*Special thanks to our Symposium sponsor, GPIC.*

## Start planning now for National Safety Month!

Each June, NSC celebrates National Safety Month as a time to bring key safety issues to the forefront, although we know safety is a 24/7 endeavor, 365 days a year.

This year's overall theme for the month is "Safety Starts with Me" - inspired by the pillar of Leadership and Employee Engagement from the Journey to Safety Excellence. You can [sign up](#) for a variety of materials including posters, tip sheets, crossword puzzles and more at [nsc.org/nsm](http://nsc.org/nsm) to get your entire organization excited this June.



Successful organizations engage everyone in safety and create a culture where people feel a person responsibility not only for their own safety, but for that of their coworkers, family and friends. While leadership from the top is important, creating a culture where there is a sense of ownership of safety by all, makes everyone in the organization a safety leader.

2013 NSM weekly themes:

- Week 1: Preventing Slips, Trips and Falls
- Week 2: Employee Wellness
- Week 3: Emergency Preparedness
- Week 4: Ergonomics
- Bonus topic: Summer Safety
- Bonus topic: Driving Safety

It is our hope you will use this June to find creative ways to bring out the safety leader in everyone!

*Special thanks to our partner, W.W. Grainger, for sponsoring National Safety Month.*

Learn more about [NSM sponsorship opportunities](#) still available.

## HEARTS Network celebrates its second anniversary

Each day, more than 15 people die in crashes involving teen drivers. This past Valentine's Day, the [HEARTS Network](#) - Honoring Everyone Affected, Rallying The Survivors -

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celebrated its second anniversary. This network is a community of individuals and families whose lives have been changed by motor vehicle crashes involving teen drivers. It is a voice for victims, a forum for survivors and a catalyst for improved teen driver safety.

More than 90 families are involved in the HEARTS Network - keeping the issue in the spotlight with media, sharing their stories within their communities and working with elected officials to get stronger teen driving laws passed.



This April 29-30, the National Safety Council, along with FocusDriven, will be hosting an [Advocates for Safe Roads Workshop](#) to help HEARTS members develop the skills they need to educate their communities and others about teen safe driving practices.

If you or someone you know has been affected by a teen driving crash, encourage him/her to join the HEARTS Network. Participation is at your own comfort level. Some join solely for the connection with other families who have experienced their same type of loss. We look forward to the impact HEARTS families will continue to make in the future.

*Special thanks to The Allstate Foundation for making the HEARTS Network possible.*

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