



Green Cross Quarterly

Making a difference in the lives of millions

Spring 2014

Support Safety

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

Network with NSC



Help Support NSC Advocacy Efforts

NSC members and volunteers play a critical role in helping to advance the Council's legislative priorities. Show your support by:

Completing our key contact program survey. This allows NSC to identify any relationships you presently have with elected officials and the ways in which you are willing to support our advocacy efforts.

Signing up to receive advocacy alerts. NSC tracks legislation introduced at the federal and state level and will email you at key points in the legislative process when your outreach to legislators would be most impactful. You can sign up to receive alerts on distracted driving, teen safe driving, workplace safety and prescription drug overdose legislation.

NSC announces Deborah Hersman as new President



The National Safety Council is pleased to announce the appointment of [Deborah A.P. Hersman](#) as our new president and CEO. Ms. Hersman, who is currently the chairman of the National Transportation Safety Board (NTSB), will be joining NSC at its headquarters in Itasca, IL, in suburban Chicago.

Ms. Hersman is a recognized leader in safety and understands the value of protecting human life through thoughtful attention and management of risk. Given her experience and expertise, the Council looks forward to Ms. Hersman leading NSC into our second century.

Recognize Distracted Driving Awareness Month this April

Each April, the National Safety Council observes [Distracted Driving Awareness Month](#) to help raise public awareness of the dangers of cell phone use while driving. This year's campaign - *Hands-free is not risk-free* - seeks to explain why drivers cannot rely on hands-free devices for safety.



To help keep your employees safe from the dangers of distracted driving, visit our [website](#) to find a variety of posters, fact sheets and videos. You can also spread the word via social media and use hashtag **#DDAM**.

For sponsorship opportunities, please contact michon.mohan@nsc.org.

Still time to attend the 2014 Green Cross for Safety dinner



On April 10, NSC is proud to present the 2014 Green Cross for Safety® medal to Owens Corning at a dinner at the Hyatt

Regency in Atlanta. Established in 2000, the award is given annually to an organization that demonstrates a steadfast

**2013 NSC Annual Report
Now Available**

The [2013 NSC Annual Report](#) is now ready to view digitally. In 2013, the Council looked toward the future of safety and where the greatest impact could be made. Check out the highlights of the year.

commitment to improving safety and health in the workplace and beyond.

Recipients of the award exhibit safety leadership at all levels of the organization, boast an outstanding safety record and are committed to improving the quality of life in the communities where its employees work and live.

[Click here](#) to learn more about sponsorship opportunities for the dinner.

Participate in the Innovation Challenge

Innovations result when smart companies find solutions to persistent issues. If your organization has made innovations in the areas of Workplace Wellness or Zero Waste, take the [Innovation Challenge](#), presented by the Campbell Institute and the Stewardship Action Council.

Raise the profile of your innovators deserving international recognition and help advance the science of EHS to benefit millions globally.

Sponsor National Safety Month

Join us this June, as NSC celebrates National Safety Month. Each week we will focus on a pillar of risk reduction from the Journey to Safety Excellence and have an opportunity to uniquely highlight your sponsorship.

Member reach: In 2013 NSM content was accessed by more than **9,000 individuals, representing more than 38,000 employees.** Content will be turnkey and easily distributed. The NSM webpage and emails will showcase sponsors.



Online visibility: the NSM campaign increased its visibility online by **20%** year over year, with the NSM landing page receiving 91,000 views. Campaigns are planned for LinkedIn, Twitter, YouTube and Facebook. Sponsor one of our online communities.

Critical Safety Topics: NSM will feature content on prevention of prescription drug abuse, slips, trips and falls, awareness of your surroundings in the workplace and putting an end to distracted driving.

Contact Michon Mohan today to join the campaign at michon.mohan@nsc.org or **630-775-2332**.

Create safety awareness with Jeans for the Journey

[Jeans for the Journey](#) is a turnkey way to create awareness with your employees that your organization is committed to safety.

Here's how it works. For a \$5 contribution, employees receive a Jeans for the Journey Casual Day coupon so they can "dress down" for a day - knowing that their donation to the Council will help strengthen safety programs. Casual days never counted so much.

Help spread the word through infographics



Infographics from NSC are a great way to illustrate the dangers of leading causes of injury and death. Share these graphics with your contacts and through your social media channels and post them on your company intranet and website to help raise awareness, prevent injuries and save lives.

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- [Prescription Nation](#)
- [Driving Down Distraction](#)
- [The Great Multitasking Lie](#)
- [Cell Phone Crash Data](#)
- [Teen Driving](#)

Inaugural Campbell Institute Symposium a success



The Campbell Institute at the Council is the global center of excellence for EHS management. It gathers and amplifies the collective experience of world-class organizations to enable the creation of better, safer workplaces and communities worldwide.

In early February, the Campbell Institute hosted its first symposium in Orlando. Nearly 80 leaders in business and EHS from all industries attended to explore the future of EHS and engage with world-class Charter Members of the Institute. Initial feedback from attendees was very positive with 97 percent saying they would recommend the event to their peers, and 85 percent planning to attend next year. Learn more about the event and the [impressive panel of speakers](#) that participated.

Save the date for the 2015 Campbell Institute Symposium to be held February 19-20 in Phoenix, Arizona.

Announcing the 2014 CEOs Who "Get It"



This year, ten individuals were honored in *Safety+Health* magazine as [CEOs Who "Get It."](#) They represent national and multinational organizations of all varieties and sizes.

Each of these leaders understands the value of a safe workplace. Among the group, four common elements were found: committed leadership and employee engagement, sound safety procedures, continuous risk reduction, and measuring and improving performance - pillars of the Council's Journey to Safety Excellence philosophy.

Donor Highlight: Toyota

TOYOTA

In this issue, we feature valued partner and multi-national automotive manufacturer, Toyota. Founded in 1937, Toyota employs over 330,000 employees worldwide and, as of January 2014, is the fourteenth largest company in the world by revenue.

Toyota's collaborative relationship with NSC began 12 years ago

with a shared interest in teaching teens to drive more safely. As a result, Toyota created a program entitled, "Toyota Driving Expectations," which incorporates the basics of defensive driving, issues teens face related to distracted driving and the importance of parental involvement. Toyota hosts teen driving safety programs that include behind-the-wheel skills training, high school assemblies, safety clinics in dealerships, the ToyotaTeenDriver program in partnership with Discovery Education and the Teen Drive 365 campaign with a distracted driving simulator experience at selected locations.

A member of the Council since 2004, Toyota has partnered in a variety of NSC initiatives both nationally and locally in communities where it has major operations. By providing generous financial support as well as thoughtful leadership for the following programs, Toyota has helped advance the mission of the Council to save lives and prevent injuries:

- Supporter of DriveitHOME, an educational initiative to keep the roughly one million teens who get their license each year safe behind the wheel.
- Sponsor of the Alive at 25 Kentucky program: a statewide initiative that offers classroom instruction led by Kentucky State Police personnel. This course meets the Kentucky state requirement for new drivers to take a four hour education course prior to licensing. The course helps teens identify the risks they will face on the road, while reinforcing basic driving skills and good decision-making.
- Provided senior-level volunteer involvement in the launch of the Executive Track at the NSC Congress & Expo.
- Founding member of the Campbell Institute: Dr. William Horsford, General Manager, Production Engineering Division, Safety Department of Toyota Motor Engineering and Manufacturing, North America (TEMA) has made significant thought-leader contributions to the Institute's World Class Team.

We are very grateful to Toyota for its involvement and continued commitment to the NSC mission.