

An update on philanthropic support for safety

GREEN CROSS QUARTERLY

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Letter from the President

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Each year, the National Safety Council hosts the Green Cross for Safety Dinner – its largest fundraising event. On May 13 in Chicago, NSC Board Chairman Joseph J. Ucciferro and I had the pleasure of presenting Exelon Nuclear and President and Chief Nuclear Officer Charles Pardee with the esteemed 2010 Green Cross for Safety Medal. More than 650 guests – the largest attendance in the award's 11-year history – gathered to recognize Exelon Nuclear. It was a wonderful celebration of safety leadership.

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Janet Froetscher, NSC president and CEO, and Joseph J. Ucciferro, NSC board of directors chairman, present Charles Pardee, Exelon Nuclear president and chief nuclear officer (center), with the 2010 Green Cross for Safety Medal.

The Green Cross for Safety Medal is presented annually to an organization that has distinguished itself over a period of years for outstanding achievements in workplace and off-the-job safety and health, community service, environmental stewardship, and responsible citizenship.

Exelon Nuclear is the first nuclear energy organization to receive the Green Cross for Safety Medal, joining an exceptional group of past recipients such as FirstGroup and Delta Air Lines.

"Since being formed in 1999, Exelon Nuclear has never had a work-related fatality, and neither has an Exelon Nuclear contractor," Ucciferro remarked during his introduction of Pardee.

On behalf of NSC, I would like to thank the 113 generous sponsors and donors who helped raise more than \$900,000 at this year's event. A special thank you to Dinner Host UPS and Dinner Safety Leaders Exelon Nuclear, FirstGroup, Holtec International and Shaw Group for their outstanding support.

View the complete [list](#) of the 2010 Green Cross for Safety Dinner sponsors and donors. The proceeds will be used to help the Council achieve its goal of saving an additional 10,000 lives and preventing 1 million injuries by 2014.

Sincerely,



Janet Froetscher
President and CEO

Donor spotlight: UPS

For almost 100 years, the National Safety Council has partnered with organizations around the globe to save lives and prevent injuries at work, in homes and communities, and on the roads. One such company is UPS. Since the company was founded in 1907, safe work methods and safe driving have been a top company priority.

Led by Chairman and CEO Scott Davis, UPS employees around the world demonstrate their commitment to safety excellence every day. Currently, nearly 5,000 UPS drivers are in the [UPS Circle of Honor](#), an elite group of drivers who have driven 25 years or more without an accident.



In 2009, UPS furthered its commitment to safety by working with the Council to create [UPS Road Code](#), a safe driving program for teens offered in conjunction with the Boys & Girls Clubs of America. Taught by UPS volunteers, the program is based on UPS's safe driving methods.

In addition to being an NSC member, UPS was the 2007 recipient of the [Green Cross for Safety Medal](#). UPS also is the Council's largest corporate donor, supporting the Green Cross for Safety Dinner for several years and, more recently, committing to a three-year pledge in support of the [Safe Communities America](#) initiative.

UPS views its support of NSC as a win-win for the two organizations. As Debbie Gehricke, UPS Director of Global Health & Safety, stated, "Our support of NSC is an investment in the safety of our employees and their families."

NSC greatly appreciates UPS for its contributions toward making our world safer.

Reducing teen driving fatalities

[Graduated Driver Licensing](#) is a science-based licensing system shown to reduce teen drivers' high crash risk by 20-40 percent through gradually exposing teens to driving challenges and allowing them to build experience in lower-risk conditions. The National Safety Council aims to reduce teen driving fatalities by half through a combination of accelerated GDL legislation and parent education.

The Council plans to provide leadership in the coordination of state coalitions to build grassroots outreach to legislators on enhanced GDL laws. NSC also will be conducting research and will launch a major campaign to effectively communicate to parents that they do not need laws to implement GDL best practices in their homes.

The National Safety Council will work with organizations such as the Centers for Disease Control and Prevention, universities, and public and private employers to share expertise and participate in producing a world-class lifesaving campaign. The Council already has dedicated more than \$600,000 in resources for the next fiscal year. Recently, a member of the NSC board of directors made a multiyear pledge of \$1 million to help launch additional fundraising. NSC is seeking additional partnerships with individuals and organizations interested in implementing solutions proven to save teen lives.

Safe Communities America update

[Safe Communities America](#), a National Safety Council initiative, brings together local businesses, fire protection districts, park districts, law enforcement, public health organizations and schools to address the top safety concerns facing a community. Designated communities create a plan that is certified by the World Health Organization's Collaborating Center for Community Safety Promotion.

Presently, 4.2 million people are living in nine Safe Communities in the United States. Recent designations include Madison County, KY; Shawnee, OK; and New Lenox, IL. An additional three communities are approved with scheduled designations, and 30 more communities are in the application process.

Distracted driving update

The National Safety Council supports the Distracted Driving Prevention Act ([S. 1938](#)), introduced Oct. 27, 2009, by Sen. Jay Rockefeller (D-WV). This legislation would provide incentive grants to states that adopt a ban on texting and handheld cell phone use for all drivers, and a total ban on cell phone use by drivers younger than 18. Twenty-eight states and the District of Columbia currently have bans on texting for all drivers. While this is a step in the right direction, the Council believes a disconnect exists in understanding the full extent of the danger of cell phone use while driving.

An estimated 200,000 crashes each year are caused by drivers who text. However, an estimated 1.6 million crashes are caused every year by drivers using cell phones. To address this issue, the National Safety Council has released a [white paper](#) (.pdf file), "Understanding the distracted brain: Why driving while using hands-free cell phones is

risky behavior." The white paper provides a concise summary of more than 30 scientific studies and reports detailing the dangers of cognitive distraction.

A look back at National Safety Month

Each June, the National Safety Council celebrates [National Safety Month](#) by educating the public about injury prevention and advocating safe behaviors. This year, National Safety Month focused on prescription drug overdose prevention, teen driving, preventing overexertion, distracted driving and summer safety.

Some highlights:

- More than 90,000 visitors to National Safety Month web pages offering free posters, tip sheets and other safety materials
- 1,500 registrants for the free NSC "First Aid and CPR with AED" online course
- 640 registrants for the free "Alive at 25 Parent Program" online course
- 1,620 downloads of the free NSC "Teen Driver: A Family Guide to Teen Driver Safety"

We would like to thank the following organizations for their support of the NSC 2010 National Safety Month celebration:



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