

An update on philanthropic support for safety

GREEN CROSS QUARTERLY

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Summer 2011

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On April 14, it was my pleasure, along with NSC Board Chairman Kent McElhattan, to present Schneider Electric North America with the 2011 *Green Cross for Safety* Medal. Each year, the Council presents the medal to an organization that has distinguished itself over a period of years for outstanding achievements in workplace, off-the-job and community safety, as well as responsible citizenship.



Chris Curtis, CEO of Schneider Electric in North America, accepted the award in front of more than 800 guests at a special fundraising dinner in the Great Hall at Chicago's historic Union Station. Schneider Electric is the first *Green Cross for Safety* honoree to also have won the Council's Robert W. Campbell Award, which recognizes organizations that demonstrate world-class operational safety performance.



Left to right: Janet Froetscher, president and CEO, National Safety Council; Chris Curtis, CEO in North America, Schneider Electric; and Kent McElhattan, chairman, NSC Board of Directors.

The *Green Cross for Safety* dinner is the Council's largest annual fundraising event. We are very pleased to announce that we raised a record-breaking \$1,165,000 to further the Council's mission of saving lives and preventing injuries. These funds will allow NSC to expand its efforts of promoting safety in the workplace, on the road, and in homes and communities through activities and programs.

We would like to thank everyone for their contributions to this year's event. A special thank you to the following:

- Dinner Hosts: Schneider Electric and UPS
- Dinner Industry Supporter: The Dow Chemical Co.
- Dinner Patrons: Coca-Cola Refreshments, Delta Air Lines, DuPont, Exelon Nuclear, GPIC, Liberty Mutual Group and Ryder System Inc.

View a complete [list](#) of sponsors.

View [photos](#) from the evening, as well as an inspiring [video](#) demonstrating how critical safety skills are saving lives off the job.

Again, our thanks to all who attended the *Green Cross for Safety* dinner, and congratulations to Schneider Electric on its achievements.

Best regards,



Janet Froetscher
President & CEO
National Safety Council

NSC Navigator: Your solution for streamlining safety management

The Council is pleased to introduce NSC Navigator powered by ICertainty, a secure, online solution that will revolutionize the way you manage your safety program. Organizations of all sizes are challenged with creating an effective safety management system. At NSC, we struggled with how to accumulate our safety information in a timely and efficient manner that allowed for a real-time snapshot as well as comprehensive data access.

That is why the Council has created NSC Navigator – to make it easier for employers to deploy their safety program through one smart system. NSC Navigator is unique in its ability to effectively assist companies of all sizes, with the capability to be customized for the most sophisticated needs. It can help organizations manage a process of improvement and sustained high performance.

With NSC Navigator, you can:

- Keep track of all safety activities in one place
- Manage, remind and schedule employee training from a single point
- Automate your recordkeeping, including OSHA 300 logs
- Monitor all corrective actions
- Improve reporting for hazards, near misses and injury or illness incidents
- Achieve 100 percent real-time compliance
- Quickly spot trends, issues and opportunities to improve

NSC Navigator uses six modules to capture, organize, report and benchmark safety activities in a single, secure system that requires no IT support. You can learn more at nscnavigator.com or by calling (800) 672-4692.

Illinois Distracted Driving Summit highlights

On April 21, the National Safety Council and FocusDriven presented the first Distracted

Driving Summit in Illinois to raise awareness about the dangers of cell phone use while driving. Secretary of Transportation Ray LaHood presented the opening keynote address. Additional speakers included Illinois Secretary of State Jesse White, Illinois Senate President John D. Cullerton and Illinois state Rep. John D'Amico.

The daylong event brought together experts, including medical professionals, law enforcement officers, behavioral researchers and driver education teachers. Family members of Illinois residents killed by drivers who were distracted by cell phones also shared their tragic stories.



Secretary of Transportation Ray LaHood listens to a panel presentation. The Council encourages other states to follow Illinois and is happy to provide guidance.

One of the main goals of the Summit was to create resources that others can use to drive change in their states. FocusDriven recently launched a new [website](#) featuring personal stories of victims in every state. These stories, along with proven data and information from experts, provide a strong foundation for people in any state to put together an effective summit to fight

If you are interested in follow-up resources from the Illinois event, visit focusdriven.org/summit. View some of the print and television media coverage of the Illinois Distracted Driving Summit below:

- [WGN-TV](#)
- [Fox News Chicago](#)
- [Chicago Tribune](#)
- [Chicago Sun-Times](#)

NSC and FocusDriven would like to extend a special thank you to event partner Shriners Hospitals for Children – Chicago and our sponsors, The Allstate Foundation and DuPont Sustainable Solutions.

Participate in National Safety Month

Management leadership and employee engagement are crucial to any successful safety program. National Safety Month, which takes place each June, provides an opportunity for leadership to place an emphasis on safety and involve employees at all levels. We encourage you to get creative and think of innovative ways to engage employees, their families and the communities in which you operate.

Unintentional injuries and deaths in the United States are at unacceptable levels. Motor vehicle crashes, falls and overexertion remain the leading causes of preventable death and injury. Each week of NSM features a theme to bring attention to these critical safety

issues.

- [Summertime Safty](#)
- [June 5-11: Preventing Overexertion](#)
- [June 12-18: Teen Driving Safety](#)
- [June 19-25: Preventing Slips, Trips and Falls](#)
- [June 26-30: On the Road, Off the Phone](#)

[Sign up](#) and download helpful materials to educate others, including tip sheets, posters and crossword puzzles. NSC members receive more, including additional posters and tip sheets, along with webinars and a Workplace Safety Team Toolkit. Not a member? [Join today](#).

Chances are you or someone close to you lives with a teen. But did you know the No. 1 cause of death for 16- to 25-year-olds is motor vehicle collisions? You can make a difference! During Teen Driving Safety week, take advantage of additional opportunities made possible by our generous sponsors:

- [Register](#) for the June 13 "How can I keep my teen driver safe?" webinar sponsored by FirstGroup America and Toyota.
- [Participate](#) in the NSC online Alive at 25 Parent Program at no charge.
- http://www.nsc.org/nsc_events/Nat_Safe_Month/Pages/Week3.aspx a free copy of *Teen Driver: A Family Guide to Teen Driver Safety*.

Thank you to FirstGroup America, Toyota, State Farm and PDA for making Teen Driving Safety week possible.

June also is a great time to build employee involvement through the new "Jeans for the Journey" program. Employees receive a coupon (\$5 donation each) to "dress down" for a day. All donations go to help strengthen NSC programs. Download the toolkit at nsc.org/jeans. NSC will recognize organizations that make contributions to the program during June.



Introducing the HEARTS Network: Honoring Everyone Affected, Rallying The Survivors

The [HEARTS Network](#) is a community of individuals and families whose lives have been forever changed by motor vehicle crashes involving teen drivers. Each day, more than 15 people die in crashes involving teen drivers. HEARTS is a voice for victims, a forum for survivors and a catalyst for improved teen driver safety.

Teen drivers bring to the road a unique mix of inexperience, distraction, peer pressure and a tendency to underestimate risk. But measures such as [Graduated Driver Licensing](#) can help reduce the high crash risk for teen drivers.

Individually and collectively, stories can help teens, parents, communities and key decision-makers understand the need to improve teen driver safety.

Members of the HEARTS Network have opportunities to:

- Connect with other survivors
- Share their stories of crashes involving teen drivers
- Educate communities and influencers about the lifelong impact these tragedies have on families
- Give a human dimension to research and statistics
- Mobilize their communities in support of efforts that will keep teens and others safe on our nation's roadways

The HEARTS Network recently was profiled in *Command Magazine*, a quarterly magazine for Illinois Chiefs of Police. The article presents the story of HEARTS member and McHenry Police Officer Tanya Stone, whose daughter was involved in a car crash in 2006 that nearly took her life.

If someone you know has been affected by a teen driving crash, encourage him or her to join the HEARTS Network.

Another way to get involved in this important issue is to join one of the 10 Teen Safe Driving Coalitions established through NSC and The Allstate Foundation. [Learn more](#) about how you can make a difference.

Safe Communities America: Pan Pacific Alliance

In the United States, employees are less safe at home than at work. In fact, 9 out of every 10 unintentional employee deaths occur off the job. Also, 70 percent of unintentional injuries occur in homes and communities. The Safe Communities of Australia, New Zealand, Canada and the United States have united to form the Pan Pacific Safe Communities Network (PPSCN). The goal of PPSCN is to address safety issues at a local level and improve the implementation of effective injury prevention and safety promotion practices within the many communities of the Pan Pacific region. [Safe Communities America](#), an initiative of the National Safety Council, has played an instrumental role in the development of PPSCN on behalf of the United States.

This well-established grassroots movement is dedicated to saving lives and reducing the fear, cost and pain caused by preventable injury and violence. Currently, there are 14 internationally designated Safe Communities in the United States with more than 25 additional communities in various stages of the process.

Combined, more than 15.3 million people live in designated safe communities throughout the Pan Pacific. The alliance will work to grow these numbers and benefit from the collective experience and cooperation of all the partners.

"We are very pleased to be part of this regional network," said Donna Stein-Harris, senior director of Safe Communities America for the National Safety Council. "This partnership will enable us to share success stories and provide mentoring opportunities with countries on the Pacific coast that will help make all of our communities safer."

For more information about PPSCN, visit ppscn.org or contact Donna Stein-Harris at donna.stein-harris@nsc.org or (630) 775-2555.

Donor highlight: FirstGroup America

As North America's largest passenger ground transportation provider, FirstGroup America has clearly demonstrated its commitment to safety, both on and off the job. The 2009 winner of the *Green Cross for Safety Medal*, FirstGroup America has partnered with NSC in many ways, providing financial resources and executive leadership, as well as advocating for key NSC issues.

First Student President Linda Burtwistle currently serves on the NSC board of directors, providing insight and experience from a passenger transportation perspective. In addition, Gary Catapano, FirstGroup America senior vice president of Safety, serves on the Safe Communities America Advisory Board and as an NSC delegate.

The partnership between FirstGroup America and NSC is a perfect example of how organizations can sponsor issues that match their own corporate mission and safety culture. As a transportation provider, safe driving is essential to FirstGroup America operations. The company also cares deeply about the safety of the children and adults it transports, and carries its strong commitment into the communities in which these passengers and their families live, work and play.

Support of the following NSC efforts are tangible ways FirstGroup America helps to keep families safe:

- [Safe Communities America](#)
- [National Distracted Driving Awareness Month](#)
- Teen Driving Awareness Week & Distracted Driving Awareness Week during [National Safety Month](#)
- Back to School Safety Week – check back in August for more information

The National Safety Council would like to express its sincere gratitude and appreciation of the safety leadership and partnership that FirstGroup America has continuously demonstrated.

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