



Green Cross Quarterly

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Summer 2012

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Letter from the President

This month marks the 17th annual observance of [National Safety Month](#), and we hope you will join us in bringing safety to the forefront. Safety is critical every month of the year, but in June organizations and communities across the country use this month to educate and encourage safe behaviors around leading causes of preventable injuries and deaths.

This year, the focus of National Safety Month is on practicing safe behaviors 24/7 - how employees can use the safety knowledge learned at work and apply it to home and vice versa. Three times as many employees are injured off the job than while at work.

National Safety Month is a great time for leaders to encourage employees to get involved in safety. Each week in June tackles a different topic - [employee wellness](#); [ergonomics](#); [preventing slips, trips and falls](#) and [driving safety](#). Free materials on each of the topics, including posters, facts sheets and quizzes, are available at nsc.org/nsm and provide an easy way to encourage your employees to practice safe behaviors at work and at home.

Thank you to our [National Safety Month sponsors](#) and all of those joining us in celebrating National Safety Month.

Green Cross for Safety dinner raises unprecedented funds

On April 19, NSC presented The Dow Chemical Company with the [Green Cross for Safety medal](#) at a milestone fundraising dinner in Houston. With more than 700 in attendance, the dinner honored Dow for its comprehensive commitment to safety excellence, and garnered record-breaking contributions with \$1.3 million raised. These donations allow NSC to advance its mission to save an additional 10,000 lives and prevent 1 million injuries by 2014.

NSC Chairman of the Board of Directors Kent McElhattan and Janet Froetscher, NSC president and CEO, presented the *Green Cross for*

Safety medal to Andrew Liveris, Dow chairman and CEO. "Receiving the *Green Cross for Safety* medal honors the dedication of Dow's women and men across the globe for their exceptional and unwavering focus on making a positive and sustainable impact on our company, our communities and our world. I congratulate everyone at Dow for their steadfast commitment to safety and health," said Liveris.

Dow also was recognized as the 2010 recipient of the [Robert W. Campbell Award](#) - safety's most prestigious performance award given to an organization - for demonstrating world-class operational EHS excellence.

Thank you to everyone who made a contribution and celebrated this achievement with Dow. Special thanks to the host sponsors, UPS and Dow, for making this evening possible. View a [video](#) highlighting the previous recipients of the *Green Cross for Safety* medal.

The success of Distracted Driving Awareness Month

Since 2010, NSC has recognized April as [Distracted Driving Awareness Month](#) for cell phone distracted driving is one of the Council's key initiatives. This year's campaign carried the theme, "How many will it take?" noting that thousands die needlessly each year because people continue to use their cell phones while driving.

Throughout April, NSC encouraged people to take a [pledge to drive cell free](#). If you have not yet taken the pledge, we urge you to do so now. Almost 10,000 people visited the [Distracted Driving Awareness Month webpage](#) and found posters and fact sheets available to provide education on the need to change this deadly behavior.

In conjunction with Distracted Driving Awareness Month, NSC released a [State of the Nation of Cell Phone Distracted Driving report](#). In the three years since NSC called for a nationwide ban on cell phone use while driving, progress has been made in legislation and enforcement, corporate policy, public perception and technology. The report addresses these five key areas while emphasizing the need for further improvement.

Also during April, NSC released "[Employer Liability and the Case for Comprehensive Cell Phone Policies](#)." This report details the potential liability employers face when employees are involved in crashes where cell phone use is a factor. The white paper explains the need for organization-wide bans that include hands-free and handheld devices.

Finally, the Council promoted its updated [Cell Phone Policy Kit](#) that includes everything an organization needs to implement or strengthen a cell phone ban.

Thank you to FirstGroup for sponsoring this year's Distracted Driving Awareness Month.

Join us for the Celebration of the Century

One hundred years ago, corporate leaders came together for the first Safety Congress and envisioned a national organization solely dedicated to the promotion of safety - the National Safety Council. A century later, we remain dedicated to the mission of preventing injuries and saving lives at work, on the roads and in homes and communities through leadership, research, education and advocacy.

The *Celebration of the Century*, the theme for the 2012 NSC Congress & Expo, being held Oct. 20-25, at the Orange County Convention Center

West Building in Orlando, is a time when we can all celebrate how far we've come. Meet with thousands of safety, health and environmental professionals and build off each other's strengths, resources and passion for safety excellence.

This year's Opening Session will kick off with Chicago's famed Second City and keynote speaker Captain Sullenberger, the pilot who successfully landed a commercial airplane on the Hudson River six minutes after takeoff. Hear Captain Sullenberger's tale of the "Miracle on the Hudson" as he details the airline industry's approach to safety management and the criticality of risk reduction.

Unique to this year's event are Expo floor highlights recognizing the history of safety. Special exhibits will help attendees experience a century of progress, with historical items, milestones and film clips. Also new this year, enjoy seven new Professional Development Seminars, more than 15 new Technical Session "Hot" Topics and two additional Technical Session tracks - the Young Professionals track and the Research to Practice track.

The 2nd annual Rock 'n' Community: Connections for a Cause celebrates 100 years of safety. NSC has invited the Orlando Magic to shoot hoops with attendees. Players and cheerleaders are scheduled to attend. This event will help raise awareness of NSC and the Orlando Magic Youth Foundation.

To register or learn more, please visit congress.nsc.org - register by July 20 for the best savings. We can't wait to celebrate with you!

Safe Communities America update

The [Safe Communities America](#) initiative of the National Safety Council mentors and guides communities to address the top safety concerns facing their communities through a collaborative approach which brings together businesses, civic organizations, local government, nonprofits and local residents. This international program is under the umbrella of the World Health Organization Collaborating Center for Community Safety Promotion.

In April, Safe Communities America had the pleasure of designating Emory University as the 20th Safe Community in the United States and the second academic institution to earn this recognition.

In May, NSC designated the Kentucky Injury Prevention and Research Center (KIPRC) of the University of Kentucky as an Affiliate Support Center for Safe Communities America. KIPRC is the first support center designated by NSC since the Council became an official Certifying Center in 2010. KIPRC will now be able to mentor communities through the application process and provide continuous support as designated Safe Communities mature. The addition of KIPRC into the Safe Communities America network will accelerate the growth of this successful approach to save lives and reduce injuries in communities throughout the United States.

In May, Safe Communities America also recertified the Greater Omaha area as a Safe Community. Greater Omaha was the fourth U.S. community to earn this designation back in May of 2007. In the last five years, the Greater Omaha area has applied numerous strategies to ensure and promote the safety of the community and to maintain their designation by Safe Communities America.

The Council is very excited to see the Safe Communities America

movement expanding across the country. If you have interest in bringing this program to your area, email scainfo@nsc.org.

Coalition highlights from National Youth Traffic Safety Month

Motor vehicle crashes are the No. 1 cause of death for teens. The best way teens can learn to drive safely is to actually drive - but sometimes the consequences can be catastrophic. That is why The Allstate Foundation has joined with the National Safety Council to zero in on teen driver safety by forming coalitions in 10 states to address the issue. These coalitions have a common goal to establish a culture of safe teen driving based on proven principles of Graduated Driver Licensing.

During May, the [Teen Safe Driving Coalitions](#) observed National Youth Traffic Safety Month by helping teen-led groups at middle schools and high schools raise awareness about safe driving. The coalitions provided activity guides to school groups and their advisors detailing different ways the schools could engage. Coalition leaders estimate their efforts reached more than 50,000 teens, parents and educators across California, Florida, Illinois, Maryland, Minnesota, New Jersey, New York, Pennsylvania, Texas and Tennessee.

On-campus activities included coordinating assemblies, running safety checkpoints at school entrances and exits, holding a seat belt fashion show and hosting a contest in which participants played a video game while wearing fatal vision goggles. Participating schools were asked to host at least three activities.

Some coalitions also held off-campus activities. The Maryland Teen Safe Driving Coalition held its "Erase Teen Crashes" event at the Maryland State Lacrosse Championships on May 22. Activities included a driving simulator and an impact video. The Texas Teen Safe Driving Coalition hosted an "Anti-Crash Bash" on May 12 that featured an impaired driving simulator, a driver obstacle course and a rollover simulator. In Illinois, more than 150 teens gathered at the capitol in Springfield to talk to lawmakers about the importance of teen safe driving.

The New Jersey Teen Safe Driving Coalition was particularly busy. The coalition recognized two individuals and two organizations for their efforts to improve Graduated Driver Licensing and protect young drivers in New Jersey. The coalition also hosted the Teen Safe Driving Summit - the state's first-of-its-kind peer-to-peer summit for teens and parents. More than 100 teens and parents attended the summit, which featured a hands-on distracted driving course, driver coaching, an insurance and vehicle selection workshop for parents, and guest speaker Maryanne Abbate, who lost her son in a crash involving a teen driver. The feature film, "The 5th Quarter," was based on the Abbate family's story.

The Council is grateful for the hard work put in by all of the coalition members to help keep our teens and our roads safer.

Free online training opportunity during National Safety Month

[Register for the Alive at 25 Parent Program](#) between June 24 and June 30 for a free chance to learn more about teen driver safety. You will have 30 days from the date of registration to complete your training.

Special thanks to SafetyServe.com for providing the Alive at 25 Parent Program online course free during Driving Safety week of National Safety Month. Over the past three years, more than 3,000 parents have taken advantage of this exceptional offer during this annual NSC observance.

Donor Highlight: Abbott



Founded by Chicago physician, Dr. Wallace Calvin Abbott in 1888, Abbott is a global, broad-based health care company whose diverse line of products includes pharmaceuticals, nutritional products, diagnostics and medical devices. Abbott has approximately 91,000 employees and markets products in more than 130 countries.

For the last few years, Abbott has been working with the National Safety Council to roll out a distracted driving initiative with its employees. Abbott called on the NSC to help educate its senior leaders about the importance of having a cell phone distracted driving policy which includes hands-free as well as hand-held devices. NSC staff has conducted more than 20 presentations about the dangers of cell phone distracted driving with various Abbott operating divisions. Many of these divisions have followed up on the presentations with a "total ban" cell phone driving policy.

In 2011, Abbott launched a worldwide campaign, titled Helping Employees Reduce Risk across our Organization (HERO). The campaign is designed to raise awareness about the current and emerging danger presented by distracted driving by engaging personnel across all levels and functional areas of the corporation.

In support of NSC, Abbott made a generous \$10,000 donation. Joe McKillips, Manager, Commercial Program Support within Abbott's Global Environment, Health, Safety & Energy organization visited an NSC employee meeting in April and praised NSC resources such as the [Cell Phone Policy Kit](#) and the [cognitive distraction white paper](#). He also presented Dave Teater, Senior Director of Transportation Initiatives and the Council advocacy team, with a special recognition plaque honoring the generous time and dedication Dave has extended to Abbott over the past two years.

NSC is currently working with several organizations, including Abbott, to develop case studies on the implementation process to measure the impact the policies have had on operations and productivity. These case studies will enable NSC to address concerns other organizations have with real-world examples of how challenges were overcome and policies successfully embraced, implemented and enforced.

We are very honored to partner with Abbott, and are grateful for its efforts to keep its employees safe, and to help NSC to promote awareness throughout the world on the dangers of distracted driving.

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