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

### Network with NSC



### Deadline approaching for the 2014 Green Cross for Safety medal nominations

Thanks you once again to Exxon Mobil Corporation and all the sponsors of this year's Green Cross for Safety dinner. Contributions raised totaled nearly \$2.1 million, a record amount for an NSC event.

NSC is currently accepting nominations for the 2014 [Green Cross for Safety medal](#). If your organization and CEO are demonstrated leaders in safety and community engagement efforts in your industry, we encourage you to consider applying for the Green Cross for Safety medal.

The deadline to apply is Friday, June 14. Email [GreenCross@nsc.org](mailto:GreenCross@nsc.org) or call (630) 775-2010 to find out more.

### Extended deadline for Rising Stars of Safety nominations

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### Message from the President

June is [National Safety Month](#) - our annual observance to educate and encourage safe behaviors around leading causes of preventable injuries and deaths. This year's campaign - *Safety Starts with Me* - highlights the steps everyone can take to be a safety leader.



You can find a variety of free materials including posters, tip sheets and games at [nsc.org/nsm](http://nsc.org/nsm) to help spread important safety messages on preventing falls, employee wellness, emergency preparedness, ergonomics, and summer and driving safety. NSC members have exclusive access to even more materials.

Special thanks to our NSM sponsors W.W. Grainger and Toyota. We hope you will join us in celebrating safety all month long to help save lives and prevent injuries.

Sincerely,

Janet Froetscher  
President & CEO

The *NSC Rising Stars of Safety*, presented by DuPont showcases up-and-coming safety professionals younger than 40, who have a track record of demonstrating true leadership in their organization's safety culture. Honorees will receive recognition at the 2013 NSC Congress & Expo and throughout the year. Review the criteria and [submit your nomination](#) today. **The nomination deadline has been extended to June 7, 2013.**



Businesses and communities working together to keep employees and their families safe when they leave work not only strengthens these relationships, but ultimately saves lives.

[Safe Communities America](#) in collaboration with the Community Safety Division is hosting a luncheon at the NSC Congress & Expo to explore these public/private partnerships. Representatives from business and the community will share their successes to help you enhance your off- the-job program.

**When:** Sept. 29, 2013,  
12:00 PM - 2:00PM

**Where:** Hyatt Place,  
151 E Wacker Dr., Chicago, IL

If you're interested in attending, please email [scainfo@nsc.org](mailto:scainfo@nsc.org) for registration updates.

## National Safety Council

### Join us in Leading Safety into the Future

The NSC Congress & Expo is the world's largest annual event dedicated to safety. It provides industry-leading technology, education, networking opportunities and the products and services needed to stay competitive. [Registration](#) is now open and we hope you plan on joining us.



This year's Opening Session will kick off with keynote speaker Captain Mark Kelly, commander of Space Shuttle Endeavor's final mission, speaking on Leading Safety into the Future. We are pleased to have Paul O'Neill, the 72nd Secretary of the U.S. Treasury as part of our Occupational Keynote along with Dr. Michaels of OSHA and Dr. Howard of NIOSH.

To register or learn more, please visit [www.congress.nsc.org](http://www.congress.nsc.org). Register by June 28 to receive the early registration discount. We look forward to preparing for the future of safety alongside each of you!

### NSC releases report on the underreporting of cell phone crash fatalities

The Council recently released findings from an analysis of national statistics on fatal motor vehicle crashes, in a report entitled, "[Crashes Involving Cell Phones: Challenges of Collecting and Reporting Reliable Crash Data](#)," funded in part by Nationwide Mutual Insurance Company. The report reviewed 180 fatal crashes from 2009 to 2011, where evidence indicated driver cell phone use. Of these fatal crashes, in 2011 only 52% were coded in the national data as involving cell phone use.



The report also brings up large differences in cell phone distraction fatal crashes reported by states. For instance, in 2011, Tennessee reported 93 fatal crashes that involved cell phone use, but New York, a state with a much larger population, reported only one.

Understanding the scope of cell phone involvement in crashes is important since decisions on prevention priorities, funding, legislation and even vehicle roadway engineering, are made based on this national data.

Read the [report](#) and check out an [infographic](#) on this topic.

### Updates from the Campbell Institute

The [Campbell Institute](#) at the National Safety Council is the

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

### Safety Leadership: A look at Firmenich - the 2012 Campbell Award winner

With the pillar of Leadership and Employee Engagement being the inspiration for this year's National Safety Month, Firmenich, the 2012 Robert W. Campbell Award winner, will be featured in the July issue of [Safety+Health magazine](#). Be sure to check it out!

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environment, health and safety (EHS) center of excellence that fosters healthy and high performing workforces and workplaces.

**New Charter Members:** NSC is proud to welcome BST, Chevron, DuPont, Georgia-Pacific, Honeywell and QAFCO as the newest Campbell Institute [Charter Members](#). These organizations join the mission to identify and share best practices, helping organizations across the globe improve their EHS performance.



You can learn more about what the Campbell Institute has accomplished in its 2012 [annual report](#).

### DriveitHOME hits the road to keep teens safe

The Council recently launched DriveitHOME, a program offering specially created resources to help parents keep their teens safer on the road, especially after a teen gets a driver's license.



Designed by parents for parents, the unique program includes an interactive website - [DriveitHOME.org](#) - featuring engaging videos, practice tips and other critical resources.

DriveitHOME is winding up a 14-city tour, funded by the Allstate Foundation, featuring the comedy of Second City for a funny, engaging night giving parents the tools to better coach their new teen drivers. An NSC spokesperson and HEARTS Network advocate are also present. Three events still remain - see if they are coming to a city near you [here](#).

And, Nancy O'Dell, DriveitHOME spokeswoman and co-anchor of Entertainment Tonight, recently conducted a Satellite Media Tour where she provided tips to parents on the crucial role they play in the driving process.

*Special thanks to our partners: The Allstate Foundation, General Motors Foundation, AT&T and Toyota.*

### The Success of Distracted Driving Awareness Month

Thank you to everyone who participated in this year's [Distracted Driving Awareness Month](#) in April and to FirstGroup for being the month's sponsor.

More than 50,000 people visited the Council's webpage offering free posters, fact sheets and videos. Nearly 1,000 people took the Council's pledge to drive cell free and almost 500 attended the [webinar](#) explaining the brain's ability to multitask.

NSC also released an

infographic entitled the [Great Multitasking Lie](#), which has currently been viewed more than 17,000 and has been posted on hundreds of website and blogs.

Distracted driving messages are relevant year-round. If you haven't had a chance to check out these materials, we encourage you to do so and share them with those you care about.



### Donor Profile



We'd like to thank our donor partner, [Grainger](#), for their second year commitment as Safety Champion sponsor

of National Safety Month and exclusive lead sponsor of Preventing Slips, Trips and Falls Week.

Grainger is North America's leading broad line supplier of maintenance, repair and operating products, with expanding global operations. The company provides safety services, solutions and products to customers in virtually every industry, including manufacturing, health care, lodging and hospitality and government.

Grainger has been a member of the National Safety Council since 2008. In addition to their lead sponsorships for National Safety Month, Grainger recently sponsored the December 2012 Safety + Health magazine article on OSHA's top 10 most cited violations, entitled, "Examining the Top 10," and is a regular sponsor and exhibitor at the annual NSC Congress & Expo, which hosts over 10,000 safety professionals from around the world. NSC has been proud to participate in Grainger's annual Customer Show event by providing safety seminars and training sessions such as, "The Future of Safety" and "Creating a World-Class Safety Culture."

NSC is grateful to Grainger for its continued partnership in educating both safety professionals and the public on best practices in the workplace and in the communities in which we live.

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