



Green Cross Quarterly

Making a difference in the lives of millions

Summer 2014

Support Safety

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

Network with NSC



Committed to Zero

Campbell Award winners are living the Journey to Safety Excellence. Check out this new spotlight on 2013 recipient, and the 2006 *Green Cross for Safety* medal honoree, DuPont from [Safety+Health magazine](#).

At DuPont, employees follow a "Committed to Zero" motto to prevent injuries in the workplace, and this creates a safety culture that extends from the office of the CEO to the shop floor of each plant site in the company. It is a commitment to safety excellence that has been embedded into DuPont for more than two centuries, and has helped the company grow into the organization it is today.

DuPont knows that the operational discipline that a safety culture imparts can ultimately reduce costs, increase productivity and improve quality. And employees recognize that by investing in

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Message from the President

It is a pleasure to introduce myself to you as I join the National Safety Council in the role of president and CEO. As the former chairman of the National Transportation Safety Board, our work was very similar to the safety priorities pursued by the National Safety Council. Like the NTSB, the National Safety Council goes where the facts lead us and makes recommendations to reduce future risk.



At the National Safety Council, our focus is to reduce the fifth leading cause of death in America; unintentional injury kills someone in the U.S. every four minutes. The most heartbreaking part is that each and every one of those deaths is preventable. While you may understand the importance of safety on a professional level, the National Safety Council is committed to saving lives by preventing injuries and deaths at work, in homes and communities, and on the roads through leadership, research, education and advocacy. We need your help to bring relevant safety messages not just to your employees, but to their families, your suppliers, your customers and the public.

The Council is focusing our efforts on five safety priorities where we can make the most impact: workplace safety, distracted driving, teen driving, prescription drug overdoses and safe communities. Wearing the proper personal protective equipment, putting down the phone behind the wheel, spending time in the car with teens not just before, but also after they get their licenses, properly storing prescription medications and putting together emergency plans with our families are steps we can take that will save lives and prevent injuries.

safety, the company is investing in their well-being.

CEO Ellen Kullman said, "We will continue to seek improvements in safety, health and the environment as we work to live up to the high standards represented by the Campbell Award."

As President and CEO, I am going to work to bring these issues into workplaces and homes to reduce the number of deaths in the U.S. as a result of unintentional injuries. I am excited to join the Council and look forward to working with you to make our world safer.

Sincerely,

Deborah Hersman
President & CEO
National Safety Council

Campbell Innovation Challenge

The Campbell Institute at the National Safety Council and the Stewardship Action Council are now accepting submissions for the [Innovation Challenge](#).

The program, in its second year, recognizes organizations for achievement in the planning and/or implementation of an innovative program addressing critical environmental, health and safety topics. Winners will be recognized at the 2015 Campbell Institute Symposium.

The submission deadline is **September 1, 2014**. Find out how to apply, and learn more, on the [Campbell Institute](#) website.

Join us in celebrating National Safety Month



It's [National Safety Month](#), a time when the Council spotlights leading causes of unintentional injury and death on a national scale. This year's theme is *Safety: it takes all of us*, and we are focusing on risk reduction - a key element of the Council's Journey to Safety Excellence philosophy.

There's still time to [sign up](#) for free NSM materials, including tip sheets and games. The resources were designed to engage everyone in your organization on risk reduction throughout the month.

Here's a [quick glance](#) at everything available this year. We hope you'll join us in spreading important messages this June as we come together for safety.

There's also still time to be a National Safety Month sponsor. Contact Michon Mohan for more information at michon.mohan@nsc.org or (630) 775-2332.

Engaging the Next Generation of Safety Professionals

The NSC Rising Stars of Safety met this spring for their second annual Leadership Conference in New Orleans, hosted by DuPont Sustainable Solutions.

The event provided opportunities to network, learn about best practices and hear from experts on leadership and development, emergency preparedness, achieving world class safety, engagement and teambuilding. Rising Stars toured the Army Corps of Engineers Levee System, as well as various local plant sites including DuPont, The Dow Chemical Company and UPS.

The new Young Professionals

2014 Green Cross for Safety dinner a great success

Thank you to everyone who attended the 15th annual *Green Cross for Safety®* dinner in Atlanta last April honoring Owens Corning. The dinner recognized Owens Corning with the *Green Cross for Safety* medal for its steadfast commitment to improving safety and health in the workplace and beyond.



Pictured above from left to right: Constance Bayne, Liberty Mutual Group & Green Cross Task Force Chair; Arnaud Genis, Owens Corning; Chuck Dana, Owens Corning; and Jeff Woodbury, ExxonMobil & NSC Board Chairman. Photo credit: Bill Adler

"Receiving the *Green Cross for Safety* medal honors the dedication of all of our employees," said Owens Corning Chairman and CEO, Mike Thaman. "We lead from safety, which means our ability to execute on safety is a primary indicator of how we perform as a company."

Division also held their first annual Spring Meeting in conjunction with the Rising Stars Conference. Lt. General Russel L. Honoré served as the keynote speaker, detailing his time as the Commander of Joint Task Force Katrina and how to succeed in "the new normal" of the safety world.

Learn more about the [Rising Stars of Safety](#) program and the [Young Professionals Division](#) and their related 2014 NSC Congress events.

If you are interested in related sponsorship opportunities, please contact Sandy Wolfrum at (630) 775-2124 or sandy.wolfrum@nsc.org.

Corporate and Community Partnerships Staff

Michael Pollock
Vice President
michael.pollock@nsc.org
(630) 775-2270

Vicki Verboom
Director
vicki.verboom@nsc.org
(630) 775-2304

Kevin Carlino
Manager
kevin.carlino@nsc.org
(630) 775-2010

Sandy Wolfrum
Manager
sandy.wolfrum@nsc.org
(630) 775-2124

Michon Mohan
Operations Coordinator
michon.mohan@nsc.org
(630) 775-2332

Melanie Gillies
Administrative Assistant
melanie.gillies@nsc.org
(630) 775-2049

In addition to recognizing Owens Corning's achievements, the *Green Cross for Safety* dinner is also an opportunity for the Council to raise funds for its mission of saving lives and preventing injuries. This year, while hosting more than 500 guests, we were able to raise more than \$1 million through the generosity of our donors. This represents the fourth consecutive year of exceeding the \$1 million threshold, and will greatly help as we work to make the world safer.

Council now accepting 2015 Green Cross for Safety medal applications

We invite you to apply, or suggest another company committed to safety excellence, for the 2015 award. The criteria and application are now available at greencross.nsc.org. Applications are due in late July. For further information, watch this [video](#) or contact Sandy Wolfrum at sandy.wolfrum@nsc.org or **(630) 775-2124**.

Make plans to attend the 2014 NSC Congress & Expo



Registration is now open for the [2014 NSC Congress & Expo](#), *Safety: Putting the Pieces Together*, to be held Sept. 13-19 in San Diego.

[See Why Attendees Come Back Year After Year](#)

Through research and collaboration with top-performing

organizations, NSC has identified important pieces of the puzzle that help drive safety excellence. The NSC Congress & Expo is the place to learn more about these critical pieces and how they facilitate top-performing safety programs.

Through technical sessions, professional development seminars, keynote speakers and an executive-edge track, you'll have access to unparalleled resources to help you move forward on your Journey to Safety Excellence. With more than 900 exhibitors and 14,000 professionals in attendance, you will have many opportunities to connect and share ideas, best practices and success stories with industry peers.

For more information, or to view the preliminary program, please visit congress.nsc.org.

Interested in NSC Congress & Expo sponsorship opportunities? Contact Joe Valentino at joe.valentino@nsc.org or **(630) 775-2339**, or Bill Steinbach at william.steinbach@nsc.org or **(630) 775-2403**.

Donor Spotlight:



Grainger has been a member of the National Safety Council since

1977, and will help launch the Journey to Safety Excellence campaign this fall at Congress & Expo in San Diego. As the National Founding Sponsor of the Council's workplace safety campaign, the Council and Grainger will assist companies of all sizes to determine if they are making the proper safety investment and encourage others to continue their Journey to Safety Excellence.

Grainger is North America's leading broad line supplier of maintenance, repair and operating products, including safety products, with operations in Asia, Europe and Latin America. The company's mission is to help professionals keep their operations running and their people safe while providing an environment where hard-working and talented team members thrive. Visit Grainger during the NSC Congress & Expo at booth #3823.

Highlights from Distracted Driving Awareness Month

Thank you to everyone who participated in April's [Distracted Driving Awareness Month](#). This year's observance focused on educating the public why *Hands-free is not risk-free*. The campaign generated more than 50 million media impressions and its webpage was viewed more than 45,000 times.



The Council created a variety of downloadable materials to engage others on the topic. If you haven't had a chance to check them out, you can still do so. Be sure to take a look at:

- * [Hands-free is not risk-free](#) infographic
- * [Case study](#) of how Owens Corning created a policy
- * The Multitasking Myth [webinar recording](#)
- * Cell phone distracted driving [Family Contract](#)

Interested in being a 2015 sponsor of Distracted Driving Awareness Month? Contact Kevin Carlino for more information at kevin.carlino@nsc.org or (630) 775-2010.