

An update on philanthropic support for safety

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Winter 2009

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Letter from the President

Thank you to our 2009 Congress & Expo Host City [Sponsors](#) for helping make this year's event so successful.

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The past few months have been exciting at the National Safety Council. Our efforts, thanks to your support, have resulted in significant progress on our key initiatives. Below are some highlights that your support has made possible.



- Participated in the Department of Transportation's [Distracted Driving Summit](#) in Washington. More than 200 safety experts, researchers, policymakers, public interest groups and wireless industry leaders were in attendance. The summit was convened to bring together critical individuals and organizations to address this issue and raise public awareness.
- Launched a [public service announcement](#) with CTIA-The Wireless Association that targets the parents of teens about the dangers of text messaging while driving. As "keepers of the keys," parents play a critical role in protecting teen lives. NSC is committed to helping parents educate their teens about safe driving practices.
- Designated Madison, WI, as an International Safe Community. This community identified its key safety issues and established a plan to address them. In doing so, Madison residents benefit from a safer community that is prepared to respond efficiently and safely in the event of an emergency.
- Concluded [Ride the Americas](#), a campaign to bring awareness to the dangers of distracted driving. Tony Anschutz arrived safely home in Cozumel, Mexico, on Oct. 20, ending his 13,200-mile motorcycle journey. This campaign helped NSC raise awareness and funds, as well as educate hundreds, if not thousands, of people about this dangerous behavior.
- Hosted the 2009 [Congress & Expo](#). It was a great event that recognized our safety heroes and demonstrated how they can rely on NSC to stay safe. While at Congress, we announced our goal for the coming year: to perform [A Million Acts of Safety](#). This campaign encourages organizations and individuals to play an active role in making our nation safer. Seemingly small acts can have a major impact.
- Launched a new [Website](#) to better serve our members, customers, donors, advocates and partners. Visitors can now create user profiles and customize home page content – giving them the information they want.

We hope you all enjoy a safe and happy holiday season. To help you do so, we've compiled [holiday safety tips](#) (.pdf file) for you to share with your employees.

NSC participates in Distracted Driving Summit

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The Department of Transportation, under the direction of Secretary of Transportation Ray LaHood, held a Distracted Driving Summit in Washington on Sept. 30 and Oct. 1. The purpose of the Summit was to address the dangers of text messaging while driving and other driver distractions. More than 300 people participated in the summit, including senior transportation officials, elected officials, safety advocates, law enforcement representatives and academics. The National Safety Council was represented by David Teater, senior director of transportation initiatives, and John Ulczycki, group vice president of research, communications and advocacy. Janet Froetscher, NSC president and CEO, was a principal speaker on the Educational panel, one of five subject matter panels. Other panels included Definitions and Data, Research, Technology, and Legislation and Enforcement.

NSC staff observed many positive outcomes from the summit:

- A significant amount of national media coverage, bringing much public attention to distracted driving.
- President Barack Obama signed [Executive Order 13513 of October 1, 2009](#) (.pdf file) – Federal Leadership on Reducing Text Messaging While Driving, which bans federal employees from texting or e-mailing while driving.
- In LaHood's closing remarks, he called the summit the "most important meeting held in the history of the Department of Transportation."
- NSC staff had many wonderful opportunities for one-on-one advocacy with key players in the traffic safety community.

National Safety Council, CTIA join forces to educate parents and teens on distracted driving dangers

The National Safety Council and CTIA-The Wireless Association recently announced a joint education campaign to explain the dangers of distracted driving to teens and remind them when they're "On the Road, Off the Phone." This campaign includes a television public service announcement and [Website](#) with information for parents and teens to learn more about distracted driving. Parents play an important role in educating their teens about safe driving practices. Two new studies found that parents who set firm rules, but do so in a supportive way, can reduce the likelihood of their teen being involved in a motor vehicle crash by half.

More than 270 million wireless subscribers were in the United States in 2008, using 2.2 trillion minutes, and 110.4 billion text messages were sent and received each month last year. Teens and novice drivers learning the complex task of driving a motor vehicle are the most likely group to be involved in crashes as the result of driver distraction. In fact, AAA conducted a [study](#) in 2007 and found 46 percent of teens admit to text messaging while driving.

"On behalf of the wireless industry, we are pleased to be continuing our relationship with the National Safety Council and working with them to educate parents and teens about the dangers of distracted driving. We believe education is key to changing behavior, and we remind teens and novice drivers – 'On the Road, Off the Phone,'" said Steve Largent, president and CEO of CTIA.

Madison/Dane County, WI, joins Safe Communities Network

Madison/Dane County in Wisconsin celebrated on Oct. 13 its induction into the international Safe Communities Network. It is the 160th Safe Community in the world, the sixth in the Safe Communities America/National Safety Council network and the first in Wisconsin. Safe Communities America encourages and mentors communities to bring together all of their stakeholders to assess the safety needs of their residents and address safety and health issues that cause the greatest harm. By working together, the community coalition implements processes to protect residents and minimize injuries and deaths.



Donna Stein-Harris, Safe Communities America/ National Safety Council, presents an international designation plaque and a gift from the National Safety Council to Kathleen Falk, Madison/Dane County Executive, and Cheryl Wittke, Madison's Safe Community Executive Director.



Members of the Madison/Dane County Safe Communities Coalition applaud their achievement of becoming an international Safe Community.

Over the past 10 years, Madison/Dane County has worked to reduce injuries from falls, violence and motor vehicles. Its coalition works closely with local police, fire and emergency services. It also has developed successful programs for suicide prevention, neighborhood and school safety, and child safety.

Madison/Dane County has shown measurable outcomes as a result of its efforts, including:

- Increased safety belt use among young drivers by 4 percent in targeted school and faith communities
- Established a fall prevention network for Dane County older adults, and trained more than 120 health care providers to deliver evidence-based fall prevention treatments
- Educated more than 500 people on how to help someone they know survive a suicidal crisis
- Reduced reported speeding by 79 percent as a result of its "Slow Down" yard sign campaign
- Improved yield-to-pedestrian rate at hard-to-cross intersections by 89 percent through pedestrian flag and pedestrian zone programs
- Taught more than 1,000 pre-kindergarten children to be safe at Safety Town
- Participated in Safety Sunday at the Madison Children's Museum

The designation was overseen by the Safe Communities Foundation, New Zealand Certifying Centre. Internationally trained certifiers from Safe Communities America conducted a site visit and designation ceremony.

'Ride the Americas' wraps up



Tony Anschutz arrived home safely in Cozumel, Mexico, on Oct. 20, ending his 13,200-mile "Ride the Americas" motorcycle journey to educate the public about the dangers of driving while using cell phones. Tony became an advocate for the issue after learning about the death of his friend's 12-year-old son, who was killed in a motor vehicle crash caused by a distracted driver. Tony's journey began Aug. 17 in Colorado. From there, he headed north to Alaska, down into the states through California, across Texas and back home to Mexico.

"I have met travelers from all over the world. We all have something in common – we all share the road," Tony said when asked about his adventure. "Taking risks on the road doesn't just impact the driver of that vehicle, it impacts those he or she shares the roads with. Many people I met agree that putting down the cell phone is a wise choice when driving, but getting them to actually do it is a challenge. I can only hope my journey and

sharing the story of my friend's son saved lives."

2009 Congress & Expo

The National Safety Council's 2009 Congress & Expo recognized our safety heroes, the countless men and women who use their knowledge and experience to protect the people around them. We celebrated their successes at the [Opening Session](#) on Oct. 26 and at our awards ceremony. We've also called on these individuals to help NSC achieve its goal of performing [A Million Acts of Safety](#) in the coming year. We're mobilizing the public and asking for their help in making our world safer. Participants can track their progress and their impact by creating a user profile online in our national database.

Several awards were presented to organizations during Congress, including:

The **2009 Robert W. Campbell Award** was presented to Schneider Electric North America for its outstanding, world-class operational safety practices.

The **Distinguished Service to Safety Award** was presented to:

- James M. Dougherty, Chief Safety Officer, Director of Safety, Security and Enforcement, San Francisco Municipal Transportation Agency
Recognized for outstanding efforts within the Transportation Division
- Timothy J. McClain, CSP, President, T. McClain & Associates
Recognized for outstanding efforts within the Labor Division
- Dennis Rourke, Director, Risk Management, First Data Corp.
Recognized for outstanding efforts within the Chapter Services Division
- Kenneth L. Schriener, Safety & Occupational Health Specialist, Western Area Power Administration
Recognized for outstanding efforts within the Utilities Division
- Raymond F. Wagner, President, Company Safety Inc., and Safety Training Specialist, DiVal Safety
Recognized for outstanding efforts within the Business & Industry Division
- Garland E. Whitworth, Director, Safety & Education (retired), Southern Illinois Builders Association
Recognized for outstanding efforts within the Construction Division
- James A. Wick, Emergency & Business Continuity Programs Manager, Intel Corp.
Recognized for outstanding efforts by the NSC Board of Directors

Teen Driving Safety Leadership Awards, a new award for NSC, were presented to the New Jersey Division of Highway Traffic Safety, Johnson & Johnson Global SAFE Fleet Leadership Team in collaboration with The Driving Center, and Anoka (MN) High School SADD Leadership Team. Read more about these outstanding [leaders](#) in teen driving safety.

This year's event included a steep increase in advanced Technical Sessions, outstanding Keynotes, an Executive Edge Track, and more than 800 companies exhibiting the latest

safety products and services on the Expo Floor.

We look forward to seeing you at next year's event, scheduled for Oct. 3-8 in San Diego.

Check out NSC's new Website

On Nov. 2, the National Safety Council launched its new [Website](#). Based on visitor feedback and focus groups conducted last year, NSC completely redesigned the site and added the features asked for by its members, customers, donors, advocates and partners. Visitors will find more user-friendly navigation, better search functions and more content. You can now create a user profile and customize home page content based on your wants and needs. Please e-mail feedback@nsc.org and tell us what you think.

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