

OUR DRIVING CONCERN

TEXAS EMPLOYER TRAFFIC SAFETY PROGRAM

A PROGRAM OF THE NATIONAL SAFETY COUNCIL



Five Minute Traffic Safety Strategies

The **Safety Coach** and **Tailgate Talk** are quick and easy tools to help you keep your employees safe on the road.

Safety Coach is designed for an office setting. You can use these at a staff meeting, incorporate into email communications and newsletters, or print for bulletin boards.

Tailgate Talks allow you to take the message on the road - for your employees that are not working in an office setting or accessing technology through their jobs.

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Safety Coach

Conversation Starter: "According to TxDOT, in 2012, there were 90,378 traffic crashes in Texas that involved distracted driving. These crashes resulted in 18,468 serious injuries and 453 deaths. In fact, nearly one in four crashes in Texas involves driver distraction."

Making a difference:

- Click and Save this image



- Distribute via company social media, employee emails, and e-newsletters.
- Print and share this [Distracted Driving Tip Sheet](#) for your employees at your next staff meeting

Tailgate Talk

Conversation starter: "Although cell phone use is the most easily recognized distractions, all in-vehicle distractions are unsafe and can cause crashes or fatalities. What sort of dangerous or extreme distracted driving behaviors have you seen while on the road? (Provide some examples, if necessary - putting on make-up, changing clothes, etc...)"

Making a difference:

Encourage your employees to share these tips with family and friends to help make everyone safer on the roads.

- Start a habit of turning off your cell phone when you get in your vehicle.
- Put your cell phone in your trunk to avoid temptation.
- Be familiar with the controls in your vehicle, especially when you are borrowing someone else's car or driving a

- rental.
- Adjust vehicle controls such as mirrors, seat, radio, heat or air conditioning before you drive.

How's your company doing?
[Share your traffic safety practice with us!](#)

Questions?
Contact [Lisa Robinson](#), CFLE, Program Manager, Texas Employer
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