

# OUR DRIVING CONCERN

TEXAS EMPLOYER TRAFFIC SAFETY PROGRAM

A PROGRAM OF THE NATIONAL SAFETY COUNCIL



## December 2014

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 resources at a staff meeting, or incorporate into email communications and newsletters.

**Tailgate Talks** allow you to take the message on the road and connect with your employees in the field.

Motor vehicle crashes are the **#1 cause** of workplace related deaths.

The average workplace motor vehicle crash costs an employer **more than \$24,000**.

If the employee is injured, the average cost increases to **more than \$125,000**.

**For more resources, visit our website:**  
[www.txdrivingconcern.org](http://www.txdrivingconcern.org)

Know someone who would benefit from receiving this?  
[Add them](#) to our email list.

## Safety Coach

**DID YOU KNOW?** Nearly one in four crashes in Texas involves driver distraction. This holiday season, cherish the ones you care about by taking the time to talk to your employees about deadly distraction on the road.

Share one video below each week in your safety talk, social media or e-newsletter to keep messaging consistent. Make sure to encourage employees to take the message home to their families!

- [Understanding Cognitive Distraction](#) (Video)
- [Hands Free is NOT risk free](#) (Video)
- [Hear how one call changed everthing](#) (Video)
- [Multi-tasking Fact or Fiction](#) (Video)

## Tailgate Talk

The holiday season, while full of cheer, also means crowded stores, busy streets and parking lots, last minute errands and trips to the mall.

One important tip to ensure that you avoid the dangers of distracted driving is to try plan ahead for each trip, and consider when and where you can take time to park and call, if needed. As a precaution against delays due to bad weather conditions or congested roadways, this measure can prevent the urge for last-minute calling or texting while on the road.

Still can't resist the urge to use your cell phone to call or text while driving for work or personal business?

Here are some more tips to help you drive cellphone free:

- Turn off your cell phone when you get in your vehicle and turn it back on when you are done driving.
- Put your cell phone in your trunk or somewhere you cannot access while driving to avoid temptation.
- Proactively stop calls by telling others to not call or text when it's known that you are driving.

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- Record a voice mail greeting telling your callers that you are driving and will call them when you are parked and no longer driving as it is unsafe to make calls while you are driving.

Drive Safe,

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