



April 2014



In 2013, the number of Texas crashes involving distracted driving totaled **94,943, up 4 percent** from the previous year.

Drivers who use a cell phone when driving are **four times more likely** to get into a crash serious enough to cause injury.

Sending or receiving a text takes a driver's eyes away from the road for an average of **4.6 seconds**. At 55 mph, that's the equivalent of **driving the length of a football field while blindfolded**.

Upcoming Events

Lifesavers Conference
April 27-29, 2014
Nashville, TN

ODC: Train-the-Trainer Workshop
May 6, 2014
8:30 a.m. - 12:30 p.m.
[Register online](#)

**Texas Department of Insurance
18th Annual Texas Safety Summit Conference**

Selections Underway! Texas Employer 2014 Traffic Safety Award

This spring marks the first selection of the National Safety Council's **Our Driving Concern (ODC): Texas Employer 2014 Traffic Safety Award**. We want to thank all of you who participated in nominating your company or another company for this prestigious award, we look forward to reviewing your applications.

The ODC Traffic Safety Award honors Texas employers that encourage positive driver behaviors among employees on-and-off the job. Traffic Safety awards will be presented to Texas businesses in the upcoming months, so stay tuned for more about these exceptional employers!

Pay Attention: Deadly distraction on the rise

As the number of crashes caused by distracted drivers continues to rise, the Texas Department of Transportation is urging motorists to put away their mobile devices and pay attention to the road. April marks National Distracted Driving Awareness Month and the kickoff of TxDOT's annual Talk, Text, Crash public education campaign.

Having a distracted driving policy in place doesn't just make good safety sense - it makes good business sense. For resources to support your company's policies and practices related to distracted driving, please **visit us at txdrivingconcern.org**.

Additional Resources:
[NHTSA Distracted Driving](#)
[Texas State Laws and Cell Phones](#)

Company Health Fair

May 6 - 8, 2014
Austin, TX

**Texas Transportation Institute
Traffic Safety Conference**
May 12-14, 2014
San Antonio, TX

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

Questions?

Contact [Lisa Robinson](#), CFLE,
Program Manager, Texas
Employer Traffic Safety
Program, (512) 466-7383.

Like us on **Facebook** 

Do you have any friends or
colleagues who would benefit
from Texas traffic safety tips?
Forward this newsletter to them
and encourage them to [sign up
online!](#)

Need materials for your company health fair? We have tons of
free resources for you to use!

Send an email request to Lisa.robinson@nsc.org with the date of
your event, the number of employees and mailing address.

Conversation Starter

Everybody knows somebody who texts and/or talks while driving.
At your next staff meeting or safety meeting, introduce cell phone
distracted driving as an issue that's getting more and more
attention in the media and ask your employees,
"What percentage of people do you see on and off the job who
use their phones to text or talk while driving?"

Follow up by giving them some time to brainstorm ideas on what
they can do to educate family, friends or co-workers on the
dangers of cell-phone use while driving.

Training Opportunities

Our Driving Concern: Texas Employer Traffic Safety Program
offers free training for Texas employers and their employees,
providing the information and tools necessary to help keep
employees safe on Texas roads. Join us at one of our upcoming
workshops. ***Space is limited, please register to attend.***

Our Driving Concern: Train-the-Trainer

May 6, 2014 (8:30 am - 12:30 pm)

TxDOT Lufkin District H.Q.

1805 N Timberland Dr., Lufkin, TX 75901

[Register online](#)

Why travel? Host a training at your location

Training sessions are hosted throughout the state; schedule a
training at your workplace by contacting [Lisa Robinson](#), CFLE, or
at **(512) 466-7383**.

What are you doing?

We are fortunate to be able to partner with TxDOT which enables us to provide resources at no cost to Texas employers. It is important to collect data on what companies are doing as a result of this newsletter, program, resources, training, etc. Have you tried any of our free resources or the ODC training materials?

[Share your employee safety activity](#) with us, big or small, 5 minutes or 60 minutes, and your company may be highlighted!

Our Driving Concern Monthly Newsletter

Our Driving Concern is a monthly e-newsletter from the Texas Employer Traffic Safety Program, a landmark driving initiative funded by a grant from the Texas Department of Transportation. This initiative is building a statewide network of employer involvement in crash prevention for employees both on and off the job.

How's your company doing? Have you tried any of our free resources? [Share your employee safety activity](#) with us, and your company may be highlighted!

Questions? Contact [Lisa Robinson](#), CFLE, Program Manager, Texas Employer Traffic Safety Program, **(512) 466-7383**.



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