

OUR DRIVING CONCERN

TEXAS EMPLOYER TRAFFIC SAFETY PROGRAM

A PROGRAM OF THE NATIONAL SAFETY COUNCIL



December 2014

December
Drunk & Drugged Driving
Prevention Month

December 12-January 1
Drive Sober or Get Pulled Over
Campaign

Save the Date:

March 29
Our Driving Concern
Train-the-Trainer *(4) hours
Austin, TX
(free - registration details to come)

March 29
Putting Traffic Safety Into Your
Safety Culture Makes \$ense
Austin, TX

Visit our website for resources
www.txdrivingconcern.org

Know someone who would benefit from receiving this monthly newsletter?

[Add them](#) to our email list.

Questions?

Contact [Lisa Robinson](#),
(512) 466-7383.

Raising awareness cuts distracted driving by half

A simple intervention designed to raise awareness about the use of communication devices while driving reduced the incidence of distracted driving by 50 percent in hospital personnel, according to findings from a [site study presented at the 2014 Clinical Congress of the American College of Surgeons](#).

While driver inattention is the leading factor in most crashes and near-crashes, this study suggests simple education and awareness efforts can go a long way. Use the distracted driving materials below at your workplace for effective ways to message your workforce.

A Simple 3-Step Intervention:

1. [Share a video](#) about the dangers of Distracted Driving
2. **Use a poster** in your lobby or bathroom area from [Our Driving Concern: A Texas Employer Safety Program](#)
3. Educate management with this [informative brochure](#)

*Ongoing messaging is key, **keep your reinforcement consistent by "bookmarking" these regularly updated web links:**

- [Distracted Driving Resources for Employers](#)
- [ODC Distracted Driving Resources](#)

Fleet safety: a management blindspot

Most industries are overlooking one of the biggest risks to their operations - *driving*. By taking a proactive approach to fleet safety management – one driven from the top of the organization down – companies can effectively protect the health and safety of their employees and their businesses.

[Take a look at these practical considerations for managing your fleet safety](#), particularly if you deal with non-traditional fleets - for example, a truck fleet to ship its products, along with a fleet of sales representatives driving vehicles to meet with customers nationwide.

Tweak these sample driving policies, place on your company letterhead,

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Keep your employees safe.
[Join the Journey to Safety Excellence](#) today!
#SafetyJourney

and establish standard safe driving practices in your workforce.

- [Distraction free driving sample policy](#)
- [Aggressive driving sample policy](#)
- [Seatbelt use sample policy](#)
- [Impaired driving sample policy](#)

Remember, consistent enforcement is just as important as a clear policy.

The drug epidemic in U.S. workplaces

America's most fatally abused drug is legal and sitting in the medicine cabinet. Employee use of prescription painkillers threatens employees' safety and your bottom line. Download the [Prescription Drug Employer Kit](#) and keep opioid painkillers from affecting your workplace.

Twenty-three percent of the U.S. workforce has used prescription drugs non-medically. Even employees who take a regular dose may be too impaired to work, especially in a safety-sensitive position. Nonmedical use of prescription painkillers costs health insurers up to \$72.5 billion annually in direct health care costs.

There are specific things employers can do to reduce risk and keep employees safe. Read [The proactive role employers can take: Opioids in the workplace](#) to understand employers' role.

Getting into the holiday spirits?

The holiday season includes more opportunities to celebrate and often, more festivities where alcohol will be present. Many employers even serve alcohol at employer-sponsored events. Help employees get to know the [Effects of Blood Alcohol Concentration \(BAC\)](#).

Texas leads the nation in impaired driving related fatalities. [TxDOT Reminds Texans to Give the Gift of a Sober Ride this Holiday Season](#), and make sure your employees know even one drink impairs driving ability and increases the risk of a crash.

[Social media resources for sharing](#)

[Give the gift of a Sober Ride this season](#)

OSHA employer guidelines

Every 12 minutes someone dies in a motor vehicle crash, every 10

seconds an injury occurs and every 5 seconds a crash occurs. Many of these incidents occur during the workday or during the commute to and from work. See the [OSHA Guidelines for Employers to Reduce Motor Vehicle Crashes](#).

Why do you need a driver safety program?

In addition to saving lives and preventing injuries, there is a very real financial impact in doing nothing. Off-the-job crashes account for 80% of employer crash-related health benefit costs, and half of crash-related injuries cause employees to miss work. According to *Injury Facts*, the average economic cost due to a crash was more than \$1 million per death, and more than \$78,000 per nonfatal disabling injury.

Our Driving Concern: FREE Workshops

The National Safety Council's Our Driving Concern: Texas Employer Traffic Safety Program offers a free training program for employers that provide presentation skills in conjunction with the traffic safety curriculum to address driver behaviors that are costly to Texas employers. This training is geared for HR professionals, safety professionals, supervisors, safety instructors, and other staff.

These instructor-led modules are designed with an Employer-Employee focus with behavior-specific modules. Each module includes scripted PowerPoint, video and audio presentations, Facilitator guide, tip sheets, and handouts. After completing the training, participants will receive their own copies of the curriculum for use at their company.

To set up a training at your location, contact [Lisa Robinson](#), Program Manager, (512) 466-7383.

Super Bowl Safety

Take advantage of ready-made marketing materials this season!

America's most watched national sporting event will be here before you know it. It's not too early to begin prepping your workforce for Super Bowl Sunday, February 1. For game day socializing that may include drinking, NHTSA is urging football fans to choose sides now: drinking OR driving.

NHTSA's Fans Don't Let Fans Drive Drunk campaign encourages people to make plans ahead of time that will prevent them from getting behind the wheel of a vehicle after drinking. Driving drunk could result in injury or death for you or others on the road. [Click here](#) and get your campaign materials now.

[Make your own Game Plan!](#)

The *Our Driving Concern* 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.

Do you have a friend or colleague who would benefit from receiving this monthly newsletter? [Add them to our email list.](#)

Our goal is to help employers put traffic safety into their safety culture. Please feel free to contact me,

Lisa

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