July 2014

Share a video, make a point.

If you can't *text and walk*, why would you *text and DRIVE?*

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Upcoming Trainings & Webinars

Incorporating Traffic Safety into Your Safety Culture
Webinar
August 6, 2014 11:00 a.m. - 12:00 p.m. CST Register Now

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**.

Upcoming Webinars

Mark your calendar for these FREE webinars! Our presenters will provide insight into resources and helpful information for keeping your employees safe on the roads, on and off the job.

Incorporating Traffic Safety into Your Safety Culture
Wednesday, August 6, 2014 11:00 am, CST
Register Now

SHARE with other safety professionals or co-workers!

Training Opportunities

Why not host a training at your location? Training sessions are hosted throughout the state; to schedule a training at your workplace, please contact Lisa Robinson, CFLE, or at (512) 466-7383.

NHTSA Report sheds light on economic cost

Motor vehicle crashes cost Americans $871 billion in economic loss and societal harm in 2010, according to a new study from the National Highway Traffic Safety Administration.

That price tag includes $594 billion tied to loss of life and pain and decreased quality of life due to injuries. It also accounts for $277 billion in economic costs such as productivity loss, property damage, and medical and legal costs - nearly $900 per U.S. resident.

New Fleet Safety Guide

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!

The Network of Employers for Traffic Safety (NETS) announced the publication of the new NETS' Comprehensive Guide to Road Safety™ Guide. The guide is aimed at a wide audience, appealing to employers of large or small fleets of all vehicle types with new, developing or advanced road safety programs. The Guide is available free of charge via the NETS Website.

2014 Injury Facts: highlights & webinar

The National Safety Council has released the 2014 edition of *Injury Facts*®, which details safety statistics and trends across the U.S. and worldwide. *Injury Facts* has been the Council's go-to resource for all safety statistics for more than 90 years. Among the findings, cell phone use is now estimated to be involved in 26 percent of all motor vehicle crashes - up from the previous year. An estimated 5 percent of crashes involve texting, while 21 percent involve drivers talking on handheld or hands-free cell phones. Both of these numbers represent an increase over the prior year. View the full news release and highlights from findings.

A free recording of a webinar addressing highlights from the 2014 edition of *Injury Facts*® is available here.

Take advantage of our *FREE* materials!

Would it surprise you to know that fewer workers are injured or killed at work than away from work? One study placed the off-the-job percentages at more than half as many injuries and over two-thirds as many deaths as resulted from on-the-job accidents.

Vehicle-related accidents are the prime cause of fatalities both on the job and off. So why not, at zero cost, emphasize off-the-job safety by providing free training and materials, including:

- Fact sheets
- Posters
- Payroll stuffers
- and more!

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

Spotlight your company: Employers who care, *share!*

The Our Driving Concern program strives to make traffic safety programs a success with Texas employers, but we want your feedback. Tell us what you have tried or shared with your employees to help make them safer on the road.

Recently, Enbridge-St Lawrence Gas held topic specific lunch and learns for their employees on various driving topics. Tell us how you make your employees safer in this quick and easy form, so we can help support you better!

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.

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

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HELP US MAKE THE WORLD SAFER.

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