

## OUR DRIVING CONCERN

TEXAS EMPLOYER TRAFFIC SAFETY PROGRAM

A PROGRAM OF THE NATIONAL SAFETY COUNCIL



### October 2014

Ntl. Teen Driver Safety Week  
**October 19-25**

Ntl. School Bus Safety Week  
**October 20-24**

Drunk & Drugged Driving  
Prevention Month  
**December**

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

Visit our website for  
resources

[www.txdrivingconcern.org](http://www.txdrivingconcern.org)

**What did you do for Drive  
Safely Week, Oct. 7-11?**  
*We're listening:*

[Share your traffic safety activity  
with us!](#)

**Know someone who would  
benefit from receiving  
this monthly newsletter?**

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

#### Questions?

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

### 2014 ODC Employer Traffic Safety Awards Recipients Announced

The recipients of the inaugural 2014 *Our Driving Concern: Texas Employer Traffic Safety Award*, presented in partnership with the Texas Department of Transportation represent employers who have shown outstanding commitment to the safety and well-being of their employees on-and-off the job in the area of traffic safety.

The *Our Driving Concern* Texas Employer Traffic Safety Program proudly recognizes the following employers for their leadership and commitment to safety:

#### AFC Transportation

**City of Corpus Christi, Risk Management Division**

**City of Irving**

**City of San Marcos**

**Dylan's Drivers**

**Region 6 Education Service Center**

**Texas Department of Transportation, Construction Division**

**Texas Municipal League, Intergovernmental Risk Pool**

"Car crashes are the leading cause of workplace deaths in the U.S.," said Deborah A.P. Hersman, president and CEO at NSC. "NSC is excited to recognize this first class of outstanding organizations committed to advocating for their employees' safety on the roads."

The 2014 honorees were selected through an application process that evaluated each company's commitment to promoting safe driving behaviors among their employees. Employee education, training and other activities centered on traffic safety were considered. While each employer demonstrated a notable commitment to traffic safety, the group is diverse in many ways. Applicants ranged from employers with 10 employees to more than 1,000 and from nonprofits to municipal organizations.

Recipients will be honored in March at the annual NSC Texas Safety Conference & Expo in Austin.

### ***Our Driving Concern* Training Workshops**

Motor vehicle crashes are the leading cause of unintentional workplace deaths in the United States. Texas employers spend \$3.5 billion every year as a result of on- and off-the-job traffic injuries and fatalities.

Follow us on twitter

[ODCTX @ODCTXTS](#)

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

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 that is used to address driver behaviors on-and-off the job that are costly to Texas employers. This training is geared for HR professionals, safety professionals, supervisors, safety instructors, and other staff that can utilize these materials.

These instructor-led modules are designed with an Employer-Employee focus and the behavior-specific modules are designed to deliver to your employees at staff meetings, safety meetings, etc. 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.

### Upcoming Workshops

[Register Now](#): **Pharr, Oct. 17**, 8:30 a.m. - 12:30 p.m

[Register Now](#): **San Antonio, Oct 30**, 2014, 8:30 a.m. – 12 p.m.

[Register Now](#): **San Angelo, Nov. 3**, 8:30 a.m. - 12:30 p.m.

[Register Now](#): **Lufkin, Nov. 6**, 8:30 a.m. - 12:30p.m

*This training can be provided at your company.*

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

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### Q & A: Caught in the Act

**Question:** You see a friend checking her email when she is stopped at a stoplight. You politely remind her that using cell phones while driving is extremely dangerous. Your friend replies that she only looks at her phone when she is at a stoplight. How do you respond?



**Suggested answer:** While this may seem like a safe compromise, checking phones at stoplights actually makes you a vulnerable target. If you are distracted, even while stopped, you are not paying attention to the conditions around you - you could miss a traffic signal or unintentionally take your foot off the brake, for

example.

Also, it's not easy to end a telephone call or a text at the precise moment a light turns green - both physically and mentally. And if the phone is always turned on and sitting beside the driver, it is reasonable to assume that use while driving will increase because of the very difficult task of ignoring an inbound text, email or phone call.

To avoid the temptation, try placing your phone on silent in the glovebox, or even in the backseat/trunk. This simple measure is a huge step in making our roadways safer.

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### **Employer Resources: Prescription Drug Overdose Kit**

Drug overdoses are now the leading cause of unintentional injury-related death for Americans ages 25 to 64. Opioid prescription painkillers – legally obtainable drugs that are sitting in many medicine cabinets – account for most of these fatal drug overdoses.

NSC just released a white paper “The Role Employers Can Take: Opioids in the Workplace” It can be viewed and [downloaded here](#). The free Employer Toolkit can be downloaded at <http://safety.nsc.org/rxemployerkit>.

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### **Quick Resources**

**2012 Speeding Traffic Safety Fact Sheet** is an [interesting fact sheet](#) to provide background on the cost and toll of speeding, one of the most prevalent factors contributing to traffic crashes and at a tremendous cost.

**NSC Video Series: Understanding Distracted Driving** [A series of 12 short videos](#) answer the most common questions about cell phone use while driving.

Your child's safety seat can get checked by a local specialist! **Text your ZIP code and the word "seat" to 876526** to find your closest check point. Or visit [SaveMeWithASeat.com](http://SaveMeWithASeat.com)  
#savemewithaseat

**Bicycle Safer Journey** is a [free, online education tool](#) designed to help educators, parents and others who care about bicycle safety to get the conversation started with children and youth.

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### ***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,  
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