

An update on philanthropic support for safety

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Letter from the President

Thank you to everyone who attended this year's 2011 National Safety Council Congress & Expo in Philadelphia Oct. 31 - Nov. 4, as we explored the Pursuit of Continuous Improvement. At its core, the Journey to Safety Excellence philosophy is the pursuit of continuous improvement. The Journey is about assessing the current status of your safety program, taking steps to move it forward and then measuring your progress. As you pursue continuous improvement, you're able to enhance the following key elements of the Journey: management leadership & employee engagement, continuous risk reduction, safety management systems and performance measurement.



For those unable to join us, we compiled an overview of the [highlights](#) from this year's successful event. You also can view a [video](#) of highlights from the Opening Session which featured keynote speakers Ellen J. Kullman, chair of the board & CEO of DuPont and Peter Sheahan, bestselling author and CEO of ChangeLabs.

The importance of safety 24/7 was a key theme throughout Congress because to keep our employees safe we need them to bring safety home. Employees are 3 times more likely to be injured at home than at work. We developed an online [toolkit](#) to make it easy for you to integrate the same safety behaviors you focus on in the workplace into home life, too – safety 24/7.

It was our great pleasure to announce a variety of safety accomplishments and award winners which we recognized in Philadelphia, including:

- 2011 [Robert W. Campbell Award](#) - safety's highest honor - presented to UTC Fire & Security
- 2011 [Distinguished Service to Safety Award](#) recipients - the highest individual safety achievement
- Announcement of the 2012 [Green Cross for Safety medal](#) recipient as The Dow Chemical Company
- 2011 [Teen Driving Safety Leadership Award](#) recipients
- 2011 Class of [NSC Rising Stars of Safety](#) - the up-and-coming future leaders in safety
- NSC member Occupational and Safe Driver awards presented at the [National Awards Celebration](#)

As we enter the holiday season, the Council would like to wish you, your employees and their families a safe and happy holiday. The work you do to prevent tragedies

in our workplaces, on our roads, and in our homes and communities makes this season all the more reason to celebrate.

Best regards,



Janet Froetscher
President & CEO
National Safety Council

Robert W. Campbell Award: Call for Entries

The National Safety Council invites organizations around the world to apply for the 2012 Robert W. Campbell Award, safety's highest honor, presented annually to organizations that integrate environmental, health and safety management into the very core of their business operations. Applications will be accepted through **May 31, 2012**. The winner will be announced at the NSC 2012 Congress & Expo in Orlando.

NSC shares the knowledge learned from past winners of the Campbell Award to help others improve their safety management systems. Each winner develops a case study detailing their Journeys and lessons learned, which are shared in boardrooms and classrooms worldwide to enhance the future of the EHS field.

Organizations can take a 10-question online quiz at campbellaward.org/ready to determine how ready you are to apply for the Campbell Award and find where you are on your safety Journey. Simply applying for the award provides valuable insight to focus and refine continuous improvement efforts for your company. Learn more at campbellaward.org.

Teen Driving: Legislative Update

NSC would like to congratulate Pennsylvania on recently passing two pieces of legislation to help save lives. Pennsylvania [House Bill 9](#) aims to reduce the risks of teens being involved in motor vehicle crashes and [Senate Bill 314](#) makes sending text messages while driving a violation for all drivers. Each day, more than 15 crashes involving drivers from 15 to 20 years of age occur. These crashes also involve people of all ages, making this an important issue for all who share the road.

Graduated Driver Licensing is proven to reduce teen crashes by 20-40 percent. It is a licensing system which gradually exposes teens to driving challenges and allows them to build experience in lower-risk conditions. Components of GDL include parent supervision during a permit period, nighttime driving restrictions, passenger restrictions, banning cell phone use while driving and mandatory safety belt usage.

Pennsylvania House Bill 9 addresses passenger restrictions. This bill limits the number of passengers in a vehicle driven by a teen to one person younger than 18, excluding siblings, for the first 6 months after receiving his or her driver's license. For 16- and 17-year-old drivers, fatal crash risk increases with each additional young passenger. The risk that a 16-year-old will die in a crash increases 39 percent with a single passenger, 86 percent with two passengers and 182 percent with three or more passengers (Chen, Baker, Braver, Li, 2000). House Bill 9 also requires parents to spend at least 65 hours behind the wheel with their teen during the learner's permit period to qualify their teen to earn a license and 10 of those hours must include driving at night and five in inclement weather.

Cell phone use while driving can be deadly at any age, but particularly for teens.

Pennsylvania Senate Bill 314 makes sending text messages while driving a violation for all drivers. NSC estimates 12 lives will be saved each year in Pennsylvania and about 1,200 injuries requiring medical attention will be prevented because of S.B. 314. Pennsylvania is the 35th state to ban texting for all drivers.

NSC will continue to work with states to upgrade GDL laws to add stronger components, such as Pennsylvania's passenger restriction. NSC also strongly supports the STANDUP Act - a bill in the U.S. Congress to encourage minimum requirements across states for GDL laws as a way to strengthen weaker state GDL laws. NSC supports this legislation and encourages everyone to reach out to their federal legislators to urge them to cosponsor this important bill. Learn how to [show your support](#).

Supporting NTSB Distracted Driving Recommendations

NSC applauds the National Transportation Safety Board [recommendation](#) to ban all cell phone use, both handheld and hands-free, by commercial motor vehicle drivers (except in emergencies). This ban is one of 15 new safety recommendations issued by the NTSB last fall.

The call for a cell phone ban for commercial drivers follows the investigation of a March 2010 crash involving an 18-wheel semi truck. The truck driver was cited with distraction from cell phone use as the probable cause of the crash that killed 11 people. The investigation found the truck driver had used his cell phone 69 times in the 24 hours prior to the crash, and four calls were made in the minutes leading up to the collision.

NSC estimates 23 percent of crashes involve cell phone use each year. According to the NTSB, because cell phone conversations cognitively distract drivers, shifting their attention from the task of driving and altering their behavior, both handheld and hands-free devices impair driving. The report also made a connection between the driver's fatigue and the level of distraction provided by the cell phone.

This NTSB recommendation is another step in federal agencies understanding the dangers of cell phone use while driving in addition to the following efforts:

- [OSHA](#) has called upon employers to prohibit any work policy or practice that requires or encourages workers to text while driving, or risk being in violation of the Occupational Safety and Health Act of 1970
- The Federal Motor Carrier Safety Administration has announced a [final rule](#) prohibiting interstate truck and bus drivers from using handheld cell phones while driving, along with putting in place a federal ban on [texting](#), with civil or criminal penalties up to \$2,750
- In Oct. 2009, President Obama issued an [Executive Order](#) banning all civilian Federal Government employees from texting while driving

NSC is greatly encouraged to see federal agencies taking action against distracted driving. The Council called for a total ban on all cell phone use while driving across the nation nearly three years ago and will continue to work with employers, lawmakers, technology solutions and the public to change our culture which is still participating in this dangerous activity.

The Importance of First Aid

Kinlee Keltner, age 2, and her family were playing in her grandfather's pool. Kinlee needed to use the bathroom, so her father took off her floaties and sent her into the house with her mother. Kinlee silently slipped back outside and into the pool unnoticed.

The family realized Kinlee was missing and found her lifeless at the bottom of the pool. Her father, Brian, immediately began CPR while another family member called 911. Brian, a CPR instructor for the National Safety Council, never thought he'd be using his skills to perform CPR to save the life of his own daughter. Miraculously, Kinlee made a full recovery thanks to her NSC CPR-trained father. She was able to walk out of the hospital a few days later to live a normal childhood. You can view Kinlee and her father's [story](#) as he recaps that day and hear his view on being a hero.

As a member of the International First Aid Science Advisory Board, NSC provides evidence-based first aid treatment recommendations that are published in the current U.S. and international guidelines for CPR and Emergency Cardiovascular Care. Research shows 75 percent of out-of-hospital cardiac arrests occur at home and 25 percent of hospital emergency department visits could be eliminated if someone knew first aid. NSC trains more than 400,000 responders in first aid, CPR and AED every year.

Kinlee is just one of the estimated 338 lives saved this year by NSC training. In 2011, NSC First Aid courses were updated according to the current CPR and ECC guidelines, which are updated every five years. [Learn more](#) about how to become trained in first aid and CPR.

Donor Highlight: General Motors and the General Motors Foundation



[General Motors Company](#), one of the world's largest automakers, has been a member of the National Safety Council since 1938. Dedicated to employee and consumer safety on and off-the-road, GM is a faithful NSC partner in a number of key initiatives related to transportation and workplace safety.

Thanks to funding from the GM Foundation, NSC is able research and develop strategies for parents of teen drivers. Despite decades of improved traffic safety in the United States, motor vehicle crashes remain the leading cause of teen fatalities. Because parents play a critical role in helping their teens become safe drivers, NSC and the GM Foundation want to equip parents with the knowledge and tools necessary to alleviate the risks associated with [teen driving](#).

The [Teen Driving Safety Leadership Awards](#) program, also supported by the GM Foundation, was created to honor individuals and organizations that have made exceptional contributions to reducing the number of crashes, injuries and deaths involving teen drivers. Award recipients have been recognized for their work in advocacy, best practices, leadership development and enhancing public understanding.

GM also has made a commitment to world class workplace safety. James M. (Mike) White, Director of General Motors North America Global Health & Safety, offers his guidance and leadership as a member of the newly formed Campbell Institute, whose mission is to create healthy and high performing organizations. GM generously sponsored this year's Executive Summit & Forum at the 2011 NSC Congress & Expo, which began in 2008 as an annual event to promote open and engaging discussion between corporate leaders and EHS professionals at all levels.

In addition, GM was the largest funder of the NSC Air Bag and Seat Belt Safety Campaign from 1996-2005, contributing nearly \$15 million. GM also annually supports the overall mission of the NSC through sponsorship of the [Green Cross for Safety](#) award dinner and the [Friends of Safety](#) campaign.

NSC is very grateful to GM and the GM Foundation for their steadfast partnership, innovative programming ideas and financial support. Together they are an excellent example of a corporation and foundation collaboration that has made an impact on safety not only for their employees, but through partnering with others to make our world safer.

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