

GREEN CROSS QUARTERLY



Fall 2009

Did you know that U.S. workers are actually safer on the job than in their homes or communities? This is according to the 2009 edition of the National Safety Council's "Injury Facts." The council has teamed up with [DuPont](#) to offer free resources to help organizations launch or expand their off-the-job safety programs. [Download](#) these free guides today.

Development Department Staff

Michael Pollock
Vice President,
Development
michael.pollock@nsc.org
(630) 775-2270

Amanda Cornell
Corporate and
Foundation Giving
Manager
amanda.cornell@nsc.org
(630) 775-2104

Michon Mohan
Development Operations
Coordinator
michon.mohan@nsc.org
(630) 775-2332

Sarah Stafford
Development Manager
sarah.stafford@nsc.org
(630) 775-2304

Visit the Development
Department [Web page](#)

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Letter from the President



Distracted driving continues to be a topic of hot debate across the country. In June, the National Safety Council launched its "Death by Cell Phone" billboard campaign in 67 markets nationwide, reaching more than 1 million motorists daily. We would like to thank Nationwide Insurance Co. and Lamar Advertising for sponsoring this campaign.

Photos of Linda Doyle, a 61-year-old woman from Oklahoma, and Joe Teater, a 12-year-old boy from Michigan, are featured on the billboards. Both were killed in car crashes caused by drivers using cell phones.

The campaign title came from Linda Doyle's daughter, Jennifer Smith, when she described the incident involving the young driver who hit her mother: "He ran a red light and T-boned her car at 45-50 mph, which was the posted speed limit. My mother died within a couple of hours from blunt force trauma to the head, neck and chest. I just call it death by cell phone."



Media coverage about the dangers of using a cell phone while driving has been steadily increasing. Dave Teater, Joe Teater's father and the National Safety Council's senior director of transportation strategic initiatives, and I have given multiple interviews to the media. Below are a few items of interest:

- *The New York Times* front page [story on distracted driving](#)
- [Op-ed piece](#) describing why NSC supports a total ban on cell phone use
- Dave Teater interview with [Fox News](#)

Change won't happen overnight, but through your support we are taking the first step. NSC plans to work with the International Association of Chiefs of Police, the National Highway Traffic Safety Administration, the Governors Highway Safety Association and any other group that can assist us in creating a pilot enforcement model. This model would have police in one community work on how to best enforce a cell phone ban, including testing various approaches, measuring the effectiveness and documenting results. A very similar process was used for the "Click It or Ticket" seat belt initiative.

We want to prove distracted driving laws can be enforced, document how to do it, and get police departments to widely support and adopt the enforcement model. This will build a strong foundation for support of state legislative bans in the future. Further, we are working to engage various federal agencies to discuss how we can work together on calling for cell phone bans among their employees.

NSC's approach to science and research has been consistent. We weigh the overall body of evidence before drawing conclusions. We adopted our distracted driving policy after our researchers reviewed more than 50 reports, many of which had very similar findings – increased crash risks

are present for motorists who talk and text message on cell phones while driving.

We are only in the beginning stages of what could be a very long struggle to make our roads safer. We appreciate your financial support that helps make the work of NSC possible. I welcome any questions and comments on this important issue.

Sincerely,



Janet Froetscher
President and CEO
National Safety Council

Will you STANDUP for teen driver safety?

"Five kids in a car with a new driver on a country road at night. This is a recipe for disaster."

That is how Thomas Didone, captain of the Montgomery County Police Department, described the events leading up to a tragic car crash that killed one teen passenger. Didone was not a police officer called to the scene of the accident – his 15-year-old son Ryan, who was not wearing his seat belt, was the passenger killed. The driver, reportedly going at least 20 mph over the posted speed limit, had received his provisional license only weeks before the October 2008 crash.

The leading cause of death for 15- to 20-year-olds is motor vehicle crashes. More than 5,000 teens are killed in motor vehicle crashes annually. This age group also is the largest age group to not wear seat belts – the No. 1 defense in a motor vehicle crash.

To help prevent teen driving deaths, the National Safety Council has joined other safety advocates; insurance and automotive representatives; and teen and parent organizations to form the Saferoads4teens Coalition in support of the [Safe Teen and Novice Driver Uniform Protection \(STANDUP\) Act](#). If passed, the legislation would "provide driver safety grants to states with graduated driver licensing laws that meet certain minimum requirements."

You can help save teen lives by:

- Enforcing the elements of a comprehensive [graduated driver licensing program](#) in your own household – regardless of your state laws.
- Supporting the STANDUP Act by contacting your [representative](#) asking him or her to co-sponsor STANDUP. Customize an NSC grassroots [advocacy letter](#) (MS Word doc).
- Making a [donation](#). NSC devotes thousands of staff hours to raising awareness, educating the public, and advocating for better laws that will ultimately save thousands of lives and prevent millions of injuries. We depend on donations from organizations and individuals to expand our efforts to keep America's roadways, workplaces and homes safe.

Illinois joins ban on text messaging while driving

On Aug. 6, Illinois Gov. Pat Quinn signed a bill making it illegal to text message while driving. Given the council's aggressive action on this



Janet Froetscher, National Safety Council president and CEO, addresses the audience and media on the dangers of text messaging while driving.

issue, Janet Froetscher, National Safety Council president and CEO, was invited to speak about the hazards motorists face when people send and read text messages while driving. The support of our generous donors makes it

possible for NSC to provide the research, education and advocacy necessary to change laws and save hundreds of lives each year.

Safety beyond your wildest expectations



Take your career to the next level by attending the only safety event that delivers everything and more than our competitors for less – the National Safety Council's 2009 Congress & Expo, scheduled for Oct. 25-30 in Orlando, FL.

Whether you're searching for the latest technology or tried-and-true products and services, this event has the solutions to all your safety, health and environmental needs.

Congress & Expo provides access to:

- Outstanding educational opportunities
- More than 800 exhibitors
- New product showcases
- Live exhibitor presentations
- Networking events

Take advantage of networkNow!, a new planning tool that allows you to schedule meetings before, during and after the show; search for products and educational sessions; and create a personalized, printable Expo Floor plan.

Register before Sept. 18 and save up to \$200. To learn more and to register, please visit congress.nsc.org.

The National Safety Council invites your organization to be a sponsor of the 2009 Congress & Expo. Each sponsorship package includes several networking events. As a "Host City" sponsor, you will help welcome more than 13,000 SH&E professionals from around the world to metropolitan Orlando. In addition, you will set yourself apart from the competition as a supporter of the National Safety Council, while building brand awareness that will last well beyond Congress & Expo.

To secure your sponsorship today, please e-mail Development at development@nsc.org.

One man. One mission. 16,000 miles.

On Aug. 17, Tony Anschutz began a solo motorcycle adventure to help raise awareness about the dangers of cell phone use while driving. Tony's "Ride the Americas" trip will take him through North American crossroads and big cities, where he will stop to meet



people and advance the National Safety Council's call for a nationwide ban on cell phone use while driving. For Tony, the mission is personal. He is dedicating his trip to the memory of Joe Teater, who was killed at age 12 by a driver using a cell phone. Joe was the son of Tony's friend Dave Teater, the council's senior director of transportation strategic initiatives. Tony will write about his adventures and post images along the way. Visit www.ridetheamericas.com or become a "Ride the Americas" [Facebook Fan](#).

Special thanks to Driver Care for sponsoring Tony's ride.

If you would like to sponsor Tony's ride, please e-mail Development at development@nsc.org. You also can make a [donation](#) to help end distracted driving deaths.

A look back at 2009 National Safety Month

Every June, the National Safety Council celebrates National Safety Month by educating people about the nation's leading causes of preventable deaths and injuries. This year, NSM focused on distracted driving, teen driving, and preventing falls and overexertion.

The council provided free posters, tip sheets and other materials that highlighted the benefits of on- and off-the-job safety to both members and the general public.

Following NSM, a survey was sent to employers who used the provided materials. The majority of respondents (59 percent) said they have been NSM participants for two to five years and expressed high levels of satisfaction (70 percent) with the program. Eighty-three percent said they plan to participate again. Interestingly, 53 percent of survey respondents using the materials were not members, demonstrating the broad reach generated by this national observance.

We would like to thank the following companies for their support of our 2009 National Safety Month celebration:

Teen Driving Week Safety Leader:

TOYOTA

Making a Difference

Distracted Driving Week Safety Leader:

 **Nationwide®**
On Your Side

Safety Advocates:

 

Safety Guardians:

 



Safety Supporters:
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Special thanks to the following corporate sponsors for their generous financial support:

- Johnson & Johnson
- Anheuser-Busch InBev

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1121 Spring Lake Drive
Itasca, IL 60143-3201
(630) 285-1121
development@nsc.org

