

An update on philanthropic support for safety

# GREEN CROSS QUARTERLY

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Spring 2010

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## Letter From the President



The National Safety Council is fortunate to partner with organizations around the world that have supported our mission. Safety is important in all aspects of our lives. It extends beyond the workplace, into our homes and communities.

This issue of *Green Cross Quarterly* focuses on a few ways NSC works with businesses and communities to reduce injuries and save lives. I want to bring to your attention two organizations specifically: Exelon Nuclear and DuPont.

Exelon Nuclear is being recognized next month at the NSC Green Cross for Safety Dinner for its achievements in workplace safety. Its strong commitment to the safety of its employees is remarkable.

DuPont has been a member of NSC since the council's inception, received the Green Cross for Safety Medal in 2006 and has been a corporate donor for many years. DuPont's support has allowed NSC to have an even greater impact on saving lives and preventing injuries. Read on to learn how DuPont is taking a leadership role in our [Safe Communities America](#) program. We are proud to have such a strong partner for this important project.

We appreciate all of our donors and members. Thank you for your support, especially when times are tough. Your contributions help us continue our lifesaving work.

Sincerely,



Janet Froetscher  
President & CEO

## Recognizing Exelon Nuclear

Next month, Exelon Nuclear will receive the Green Cross for Safety Medal at a special dinner in Chicago. The organization is being awarded NSC's Green Cross for Safety Medal for its achievements in workplace safety.

Operating the largest nuclear fleet in the nation – and the third-largest fleet in the world – is no small task. Exelon Nuclear has a strong reputation as a safety leader in its industry. Its injury rates are well below the private industry average and well within the top quartile among nuclear generating companies. In addition, its safety performance systems have led to continuous improvement since 2001. Most important, Exelon Nuclear has never experienced a work-related fatality of its own or its contractor employees, ensuring every individual returns safely to his or her family.

Known for protecting its employees, Exelon Nuclear's commitment to safety is clearly a top priority, and employee engagement at all levels within the organization is highly visible.

Exelon Nuclear joins a group of organizations highly committed to safety. Past recipients of the Green Cross for Safety Medal include FirstGroup, Delta Air Lines, UPS, DuPont, Liberty Mutual Group, Chrysler Group of DaimlerChrysler, Kenny Construction Co., Ryder Systems Inc., Intel Corp. and AK Steel Corp.



In addition to a time when we can recognize safety-focused organizations, the [Green Cross for Safety Dinner](#) is NSC's largest fundraising event of the year. The funds raised at this dinner allow the council to continue improving safety in workplaces, in homes and communities, and on the roads. With the number of preventable injuries and deaths on the rise, there has never been a more important time to support safety. If you would like to make a donation, be a sponsor or purchase tickets to attend the Green Cross for Safety Dinner, please e-mail Sarah Stafford in the NSC Development Office at [sarah.stafford@nsc.org](mailto:sarah.stafford@nsc.org) or call (630) 775-2304.

## Featured Donor: DuPont

Proud member since: Nov. 1, 1914

Number of employees: 29,700

DuPont's commitment to safety is demonstrated through its continual philanthropic support of many of the National Safety Council's initiatives. Most recently, DuPont was one of the first organizations to commit to a three-year annual pledge of \$25,000 to establish the Safe Communities America Advisory Board.

DuPont Executive Vice President Mark Vergnano also is leading the Advisory Board and asking other organizations to join this important initiative. "DuPont's commitment to Safe Communities America will help ensure the long-term sustainability of this international movement in the United States," said Donna Stein-Harris, senior director of the council's Safe Communities America initiative.

In addition to Safe Communities America, DuPont annually supports the Green Cross for Safety Dinner, and currently is sponsoring the National Safety Council's [off-the-job Web page](#).

## NSC receives Certifying Center designation

The National Safety Council recently received the [International Safe Communities Certifying Center](#) designation from the World Health Organization Collaborating Center on Community Safety Promotion, Karolinska Institutet, Stockholm. The designation was officially presented March 25 at the 19th International Conference of Safe Communities in Suwon, Korea. NSC is the eighth international WHO Safe Communities Certifying Center, and the only one in the United States, making us a leader in the International Safe Communities movement.

Prior to this announcement, the council was serving as an Affiliate Safe Communities Support Center, promoting community development and acting as a mentor in the Safe Communities process. During its first three years in this role, NSC assisted seven communities in becoming official Safe Communities and has worked hard to bring national attention to this program. Designation will now be able to come through NSC as the Certifying Center for Safe Communities America, but NSC will enjoy a dual role and continue to work collaboratively with Safe Communities Canada as a member of the Safe Communities North American Region on community networking and training.



A "safe community" is one with a structured approach to safety, employs creative methods of education and environmental change, and works in tandem with appropriate local legislation and enforcement. To change existing behaviors, each community may approach safety and injury prevention in different ways. While building efforts around their unique challenges, populations, resources and social norms, the communities must identify and characterize their safety issue(s) and evaluate the effectiveness of their interventions.

Through Safe Communities America, the National Safety Council provides structure, administrative support, and years of experience and expertise in injury prevention in an effort to make communities safer places to live, work and play.

The Safe Communities America Advisory Board is made up of executive-level professionals representing a cross-section of business leaders who will, for example, provide resources to help facilitate and support community-based strategic planning for designated and aspiring safe communities.

Current Advisory Board members include Mark Vergnano (chair), DuPont; Gary Catapano, FirstGroup; Debbie Gehricke, UPS; Robert Paul, The Boeing Co.; and Patrick Waldron, CN.

Presently eight communities have been designated as Safe Communities in the United States: Dallas; Anchorage, AK; Omaha, NE; Springfield, MO; Madison/Dane County, WI; Madison County, KY; Itasca, IL; and Shawnee, OK. Safe Communities America also is working with an additional 30 communities in different stages of application review and interest, including the University of Southern California, which would be the first designated Safe Communities campus in the world.

## **Are you ready for National Safety Month?**

[National Safety Month](#) is the time when the National Safety Council asks corporate and foundation leaders to come together and help the council educate the public about injury prevention and advocate safe behaviors. Each June, NSC helps people understand where the greatest number of preventable injuries and deaths are occurring, who is at risk, and what actions need to be taken to stay safe. Weekly themes bring attention to areas where increased education and advocacy are needed to prevent injuries and save lives.

This year's themes are:

- June 1-6      Prescription Drug Overdose Prevention**
- June 7-13     Teen Driving Safety**
- June 14-20    Preventing Overexertion at Work and at Home**
- June 21-27    Dangers of Cell Phone Use While Driving**
- June 28-30    Summer Safety**



Visit NSC's Website for posters, tip sheets, member-exclusive Webinars and more. Use these materials to engage your employees and educate them about the hazards around them. We appreciate your efforts. Current National Safety Month sponsors include John Deere and Walmart. To learn more about how you can become a National Safety Month sponsor, contact Julie Ford at [julie.ford@nsc.org](mailto:julie.ford@nsc.org) or (630) 775-2104.

#### Development Department Staff

**Michael Pollock**

Vice President, Development

[michael.pollock@nsc.org](mailto:michael.pollock@nsc.org)

(630) 775-2270

**Julie Ford**

Manager, Corporate & Foundation Partnerships

[julie.ford@nsc.org](mailto:julie.ford@nsc.org)

(630) 775-2104

**Michon Mohan**

Coordinator, Development Operations

[michon.mohan@nsc.org](mailto:michon.mohan@nsc.org)

(630) 775-2332

**Sarah Stafford**

Manager, Development

[sarah.stafford@nsc.org](mailto:sarah.stafford@nsc.org)

(630) 775-2304

