

An update on philanthropic support for safety

GREEN CROSS QUARTERLY

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Fall 2010

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The National Safety Council recently completed the first year in its five-year plan to save an additional 10,000 lives and prevent 1 million injuries. We are pleased to report we exceeded our goals. I'd like to share a few activities from the past year that contributed to this success.



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Workplace

Training plays a critical role in workplace safety. NSC provides training to tens of thousands of organizations to help improve safety performance. During the past fiscal year, 1.1 million people were trained in our Defensive Driving Courses and more than 350,000 were trained in CPR. We estimate that last year, 194 lives were saved by NSC-trained CPR responders.

We were pleased to see more than 28,000 people participate in employee perception surveys to help determine the culture of safety within their organizations. Also, our member retention rate stayed strong last year at 83 percent, demonstrating the value of safety among NSC member organizations.

Teen driving

Graduated Driver Licensing provides novice drivers with gradual exposure to driving challenges, enabling them to build experience and skills in lower-risk conditions. GDL is a licensing system that has been successful in reducing teen crashes by 20-40 percent, depending on the strength of components such as restrictions to passengers and nighttime driving, which vary by state.

With vast opportunities to strengthen laws and increase parental education, NSC aims to reduce teen motor vehicle fatalities by 30 percent over the next four years. NSC spent the past year laying the foundation – particularly in Michigan, Pennsylvania, Iowa and Florida – for educating lawmakers on the importance of comprehensive GDL laws. The passage of legislation is a multiyear effort, and the work done over the past year will help us begin building state coalitions that will be tasked with identifying the best methods for addressing the issue.

Distracted driving

In January, NSC announced that an estimated 1.6 million crashes result from cell phone use while driving each year. NSC was part of a co-branded public service announcement campaign with CTIA – The Wireless Association to deter teens from texting while driving. After six months, the "On the Road. Off the Phone." television PSA played on 392 stations in 170 markets in 46 states, generating more than 356,180,200 audience impressions. An online and radio version garnered an additional 104,230,500 audience impressions.

NSC also launched a free online [Cell Phone Policy Kit](#) to help employers educate employees and implement cell phone bans that was downloaded almost 9,000 times last year. To help the public understand the dangers of cell phone conversations while driving, NSC released the white paper, "[Understanding the distracted brain: Why driving while using hands-free cell phones is risky behavior.](#)"

Home and community

In March, NSC was designated as an official Certifying Center for the World Health Organization's Safe Communities movement – the only organization in the United States to have this designation. This helps expedite the Safe Communities application process. Presently, 13 official Safe Communities in the United States represent 4.4 million residents, and more than 20 communities are at various stages of the application process.

Again, this is a sampling of activities that have made a difference. We look forward to the upcoming year and making an even greater impact.

Sincerely,



Janet Froetscher
President and CEO
National Safety Council

Donor spotlight: Johnson & Johnson

The National Safety Council is proud to recognize Johnson & Johnson as one of its top corporate partners. A 2005 recipient of the Robert W. Campbell Award, Johnson & Johnson has demonstrated its achievement in business excellence by integrating environmental, health and safety management into its business operating systems. The company also has exemplified what a true partnership with NSC can be. Johnson & Johnson is an NSC member that supports the Council through both human and financial resources.



Many staff members have volunteered for various NSC programs. Courtney Billington,

vice president of the global supply chain at Johnson & Johnson, recently spoke at the Executive Forum during the NSC 2010 Congress & Expo in San Diego in October. Billington was part of a panel that discussed the importance of building and sustaining a strong safety culture and actions that drive change. Also, Dr. Susan Tierman, medical director for global health, North America at Johnson & Johnson, currently serves on the NSC Off-the-Job Safety Advisory Board. Other Johnson & Johnson associates have served on the NSC Board of Directors and Delegates.

Through generous grants and sponsorship of the annual Green Cross for Safety Dinner, Johnson & Johnson is helping NSC continue to keep thousands of Americans safe through education, advocacy and research. NSC is truly grateful to Johnson & Johnson for its commitment to making our world safer.

Congratulations to Schneider Electric North America, recipient of the 2011 Green Cross for Safety Medal

At its 2010 Congress & Expo in San Diego in October, the National Safety Council announced it will present the 2011 Green Cross for Safety Medal to Schneider Electric North America. The [Green Cross for Safety Medal](#) is presented annually by NSC to an organization that has distinguished itself over a period of years for outstanding achievements in workplace and off-the-job safety and health, community service, environmental stewardship, and responsible citizenship. The medal will be presented to Schneider Electric North America CEO Chris Curtis.



Schneider Electric North America is the first organization to receive both the Green Cross for Safety Medal and the Robert W. Campbell Award, which recognizes organizations that demonstrate world-class operational safety performance.

Sponsorships for the 2011 Green Cross for Safety Dinner, scheduled for April 14 in Chicago, are available now. Proceeds from the dinner will be used to continue the NSC mission of saving lives and preventing injuries. For more information, please contact Sarah Stafford, NSC development manager, at sarah.stafford@nsc.org or (630) 775-2304.

NSC 2010 Congress & Expo recap: The 'Journey to Safety Excellence'

Thank you to everyone who attended this year's Congress & Expo in San Diego. With attendance numbers up by 16 percent and almost 800 exhibitors, this year's event was a great success.

The theme of the show focused on the "Journey to Safety Excellence" and aimed to help

attendees determine the following about their safety programs:

- Where are you now and where do you want to go?
- How do you move forward?
- How do you manage your improvement and measure your progress?

For organizations to be successful on their Journey to Safety Excellence, the following elements are critical for any safety program:

- Management leadership and employee engagement
- Continuous risk reduction
- Safety management systems
- Performance measurement

View a video of [highlights](#) from the Opening Session, including key award winners, as well as a variety of [news releases](#) from the October event. NSC was pleased to welcome Kent McElhattan, co-founder and chairman of Industrial Scientific Corp., as the new chairman of the Board of Directors. Outgoing Chairman Joseph J. Ucciferro, retired president and CEO of Commercial and Public Sector Businesses at Day & Zimmermann, was awarded the prestigious Flame of Life Award for significant lifesaving contributions to safety. This award has been given out only twice in the past 40 years.

Also, for the first time, the Council recognized the safety leadership of young safety professionals through its Rising Stars of Safety program. Aimed to meaningfully engage tomorrow's safety leaders in addressing current and future safety challenges, 40 [honorees](#) younger than 40 were chosen from almost 200 nominations.

Bringing safety beyond the workplace

Three times as many employees are injured off the job than at work, and the Council is striving to reverse this trend. Thanks to generous funding from, and collaboration with, the Centers for Disease Control and Prevention, NSC is able to offer the Family Safety & Health Employer Resource free to the public. This resource assists organizations in promoting healthy behaviors and targets leading causes of employee injury, illness and death. Modules provide background information, assessments, tools, materials and program elements for organizations of any size to develop their safety program beyond the workplace.

Topics covered in the resource include:

- Building your family safety and health program
- Driving safety
- Preventing unintentional overdoses
- Vaccine-preventable diseases
- Tobacco cessation
- Increasing physical activity

The Family Safety & Health Employer Resource will be available January 2011.

Building state coalitions to reduce teen driver fatalities

Every day, 11 teens die on our nation's roadways. These crashes also involve people of all ages. Graduated Driver Licensing is proven to reduce teen crashes by 20-40 percent. State GDL laws vary a great deal and have multiple components. According to NSC, a strong GDL law should include:

- A supervised driving permit period of 12 months
- Issuance of provisional licenses, with restrictions, in effect for a minimum of one year
- Restrictions on nighttime driving after 10 p.m. during the provisional stage
- Bans on teen passengers during the provisional stage
- Safety belt use with primary enforcement
- Prohibition on all use of cell phones while driving

NSC has developed a strategy to reduce teen driving fatalities by 30 percent in four years. Thanks to generous donations from The Allstate Foundation and Jack and Debra Furst, and a grant from the Centers for Disease Control and Prevention, the Council now has partial funding to begin creating its teen driving goals for the coming year. NSC plans to provide leadership in the coordination of state coalitions to create a safer teen driving culture and educate parents to reduce teen crash risk. States that will be focused on in the coming year include California, Florida, Illinois, Iowa, Maryland, Michigan, New Jersey, New York, Pennsylvania, Tennessee and Texas. With additional funding, more states can be added to this list.

NSC also plans to launch a major campaign to effectively communicate to parents that they do not need laws to implement the lifesaving benefits of GDL in their homes. Parents have more power than they know. Numerous studies show teens are more likely to follow GDL rules when parents set clear expectations and enforce consequences.

Help prevent the flu among your employees

The flu season is upon us. It is important to share prevention messages with employees that they also can share with their families. NSC recently hosted a webinar, "Make It Your Business to Fight the Flu," presented by the Centers for Disease Control and Prevention and the Department of Health and Human Services. [Download](#) the webinar and share it with your employees.

CDC recommends a yearly flu vaccine as the most important step in protecting against flu viruses. This year, everyone 6 months of age and older is recommended to vaccinate against the flu. This webinar discusses what to expect this flu season, new recommendations for flu vaccination and new CDC tools developed to help businesses

fight the flu.

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