

DRIVE EMPLOYEES...

TO A COMPANY-WIDE TRAFFIC SAFETY POLICY: STOP AGGRESSIVE DRIVING



AGGRESSIVE DRIVING FACTS

CRASHES CAN WRECK YOUR BUSINESS

Your company may already have safety training programs in place for employees who drive company vehicles. The next step is to train all your employees to adopt safe driving habits and to avoid potentially dangerous situations when they encounter aggressive drivers, on and off the job.

- Employees injured in traffic crashes will undoubtedly lose productivity. Fewer crashes involving your employees will reduce absenteeism and hold the line on health care and benefit costs.
- This year, more than 3,500 people will be killed and 350,000 will be injured on Texas streets and highways. One of your employees could be among them.

WHAT IS AGGRESSIVE DRIVING?

- Aggressive driving behaviors can include speeding, frequent and unnecessary lane changes, tailgating, and running red or yellow lights. These behaviors create unsafe situations and can lead to road rage.
- Nearly 40 percent of all traffic deaths in Texas are speed related. A crash on a road with a 65 mph or greater speed limit is more than twice as likely to result in a fatality than one on a road with a 45 or 50 mph speed limit.
- Driving too fast makes it harder to react to dangerous situations, reduces drivers' ability to steer safely around curves or objects in the roadway and increases the force of impact in a crash.
- Aggressive drivers do not fit a common profile. They include all backgrounds: male, female, wealthy, poor, college graduate or school dropout.

THE PROBLEM

In Texas, there were 61,954 serious injury traffic crashes in 2008. Crashes that happen when employees are off the clock are responsible for 80 to 90 percent of your company's crash-related benefit and health care costs. Opinion surveys show motorists rate aggressive driving as a top threat to highway safety, yet many do not identify their own driving behavior as aggressive. Crash data shows a continuous increase in the number of deaths and injuries attributed to speed. And, the more congested streets and highways get, the more your employees will encounter aggressive and unsafe drivers, on and off the job.

MAKING DRIVING DEFENSIVELY A COMPANY POLICY

The best offense to aggressive driving habits is solid defensive driving skills. Talk with your employees about the risks associated with aggressive driving and encourage them to adopt safe habits whenever they are behind the wheel. This includes always driving at a speed that is safe for road and weather conditions. See the sample company-wide defensive driving policy on the CD, and feel free to use it as the starting point for developing your company's position on aggressive driving.



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OF safe drivers!**
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The National Safety Council saves lives by preventing injuries and deaths at work, in homes and communities, and on the roads, through leadership, research, education and advocacy. For more information about safe driving in Texas, please visit the Texas Chapter of the National Safety Council at txdrivingconcern.org/safecompany, call 888-222-4143 or email texas@nsc.org.

DRIVE EMPLOYEES...

TO A COMPANY-WIDE TRAFFIC SAFETY POLICY: STOP AGGRESSIVE DRIVING



Your policy should clearly state that:

- Employees are expected to drive defensively at all times and to obey all traffic laws, including posted speed limits, traffic signals and signs.
- Employees should be encouraged to complete a defensive driving course at least once every three years in order to refresh defensive driving skills.
- Consequences for not following the company's defensive driving policy also should be spelled out.

WHAT TO DO

Follow these three simple steps to enact a company-wide defensive driving policy:

- First, educate your staff about the risks associated with aggressive driving, including speeding. Use the materials included on this CD, including fact sheets and meeting tips.
- Second, develop your written defensive driving policy, get it approved by company decision-makers and attorneys, distribute it to employees and have them return it to you or their supervisor, dated and signed. File it in their personnel file. If applicable, work with your Human Resources manager to determine how to reward employees for following the policy or penalize them for violating it—including dismissal.
- Third, routinely promote safe driving habits: display reminders in break rooms or on public bulletin boards at your place of business, or consider using your company's email or Intranet. Take advantage of no-cost opportunities like these to encourage your employees to always drive defensively—on and off the job.



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