



National Safety Council

OUR DRIVING CONCERN

[www.txdrivingconcern.org](http://www.txdrivingconcern.org)

No.2

# BUCKLING UP IS GOOD FOR BUSINESS

**For every 1 percent increase in safety belt use, 25 fewer Texans will be killed in traffic crashes and 586 will escape serious injury.**

*National Highway Traffic Safety Administration*



The simple act of wearing a safety belt may very well be the easiest, least expensive and most effective way to prevent traffic deaths and injuries on and off the job. Drivers and passengers who buckle up have a 50 percent better chance of surviving serious traffic collisions and avoiding serious injuries. Although safety belt use has steadily increased in Texas and nationwide, motor vehicle crashes are still the leading cause of accidental off-the-job death in the U.S. and the number one cause of death at work. Businesses incur enormous economic costs each year from these traffic crashes through lost productivity, workers' compensation, medical care and higher health insurance premiums.

# WHO'S NOT BUCKLING UP?

One of every 10 motorists in Texas has yet to get into the habit of using a safety belt. Odds are, some of your employees or their relatives are among them. Among the worst offenders when it comes to failure to buckle up are teens and pickup truck drivers.

**Fewer than half of pickup truck drivers use safety belts.**

**Almost half of occupants in SUVs, pickups and vans killed in 2006 were not buckled up.**

**One of every four rural drivers does not use a safety belt.**

**More than one third of teen drivers admit to driving without a safety belt, and half say their passengers don't buckle up either.**

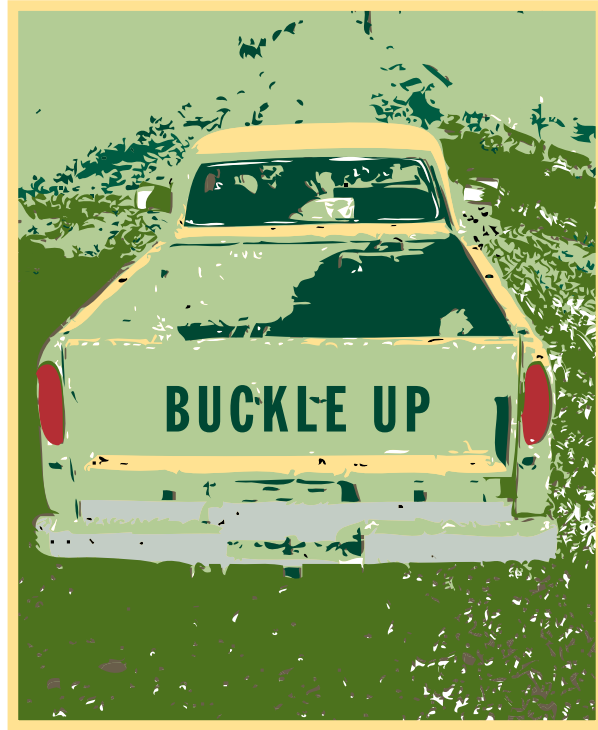
**HOW TO PROTECT YOUR EMPLOYEES AND YOUR BUSINESS.** As an employer, you can help save lives by promoting the use of safety belts on and off the job.

- *Explain the advantages of buckling up.* Safety belts protect drivers and passengers by helping absorb the force of a crash. They keep occupants from being ejected in a crash, a frequent cause of death when people aren't properly secured. They hold the driver in place so he or she can better control the vehicle. Safety belts increase the odds of surviving a serious crash by 50 percent.
- *Enact and enforce a company safety belt policy.* Companies with a written policy requiring employees to buckle up in a company vehicle or on company business have higher on-the-job safety belt usage. Employees in the habit of using a safety belt during work hours are more likely to buckle up when they are off the clock, too.
- *Support the state's annual safety belt enforcement campaign.* The Texas Department of Transportation conducts its annual Click It or Ticket campaign each May by combining extensive advertising with stepped up enforcement of the state's safety belt laws. This is an ideal time for your business to conduct a safety belt education program and remind employees that buckling up not only can save them from a serious injury, but it can also keep them from getting an expensive ticket.

# Pickups Rock. They Also Roll.

One of every four vehicles in Texas is a pickup. In fatal crashes, pickup trucks roll over twice as often as passenger cars. Wearing a safety belt reduces the

risk of dying in a rollover pickup truck crash by up to 80 percent. In 2005, more than half of those killed in rollover crashes in Texas were not wearing safety belts.





# Click It or Ticket.

Since this annual initiative began in Texas in 2002 to encourage drivers and passengers to buckle up or get an expensive citation, millions more Texans are now using safety belts and buckling up their children. As a result, experts say safety belts have saved an additional 1,600 lives and prevented 37,600 injuries. This has saved Texas more than \$6.6 billion in insurance premiums, medical care, property damage, lost productivity and travel delays.



**The National Safety Council recommends that all employers have safety belt policies and practices to encourage, promote and measure safety belt use.**

*Sources: National Highway Traffic Safety Administration 2006, National Safety Council Injury Facts 2008, Bureau of Labor Statistics 2006, National Occupant Protection Use Survey 2007, Texas Transportation Institute 2006, 2007, and the Texas Department of Transportation 2007.*



**Save a Life™**  
Texas Department of Transportation

**FOR FREE RESOURCES AND MORE INFORMATION ON WHAT YOU CAN DO TO ENCOURAGE YOUR EMPLOYEES TO DRIVE SAFELY ON AND OFF THE JOB, VISIT OUR WEBSITE AT [www.txdrivingconcern.org](http://www.txdrivingconcern.org).**



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*Texas Employer Traffic Safety Program*