



## **April 2013**

### [Alcohol Awareness Month](#)

April

### [Distracted Driving Awareness Month](#)

April

### [Our Driving Concern: Making a Difference](#)

April 24 – Dallas

April 30 – Houston

May 1 – Ft. Worth

May 2 – Austin

### [Click It or Ticket](#)

May

# **76,435**

In 2011, driver inattention was a contributing factor in **76,435** Texas crashes.

Source: [Texas Department of Transportation](#)

## **Distracted Driving Awareness Month**

April is National Distracted Driving Awareness Month – a perfect opportunity for employers to implement cell phone policies for all employees. This year’s theme focuses on the cognitive distraction from cell phone conversations, whether handheld or hands-free. How you can get involved:

- Take the [pledge](#) to drive cell free.
- Share this new [infographic](#).
- Visit [nsc.org/ddmonth](#) to download posters, fact sheets, videos and more.
- Share these [social media posts](#).

And don’t forget to visit the *Our Driving Concern* distracted driving [page](#) for more Texas-specific materials and information.

## **New *Our Driving Concern* Employee Traffic Safety Training**

We are excited to announce a brand new, **FREE** employee traffic safety training – *Our Driving Concern: Making a Difference*. This training session will cover all of the traffic safety issues in our program and provide you with the necessary tools to teach your employees the importance of safe driving. Our new training is ideal for:

- Company owners, managers and supervisors
- HR professionals
- Safety professionals

NHTSA reports that employers in Texas spend [\\$3.5 billion](#) every year as a result of on-the-job and off-the-job traffic injuries. Off-the-job crashes are especially costly, accounting for [80 percent](#) of employer crash-related health fringe benefit costs and 92 percent of employer crash-related health care costs.

With your company’s bottom line at stake, can you afford not to develop and support a companywide traffic safety program?

### **Training Schedule:**

Dallas - April 24  
Houston - April 30  
Ft. Worth - May 1  
Austin - May 2

**RSVP today for one of our free trainings by contacting our Program Manager, Debby Young at [Debby.Young@nsc.org](mailto:Debby.Young@nsc.org) or (214) 435-3211.** Additional information can be found at our website, [txdrivingconcern.org](#).

## **Updated NSC Cell Phone Policy Kit**

Employers across Texas have realized the dangers of cell phone use while driving and are taking actions to make roadways safer by implementing cell phone policies. The National Safety Council recommends

**(MORE)**

policies include both hands-free and handheld devices and cover all employees. Updated in April 2012, the [Cell Phone Policy Kit](#) includes everything an organization would need to implement or strengthen a cell phone ban. The kit includes resources for executives, materials and guides for the implementation team and educational materials for employees, and best of all, it is FREE. [Download](#) the kit and help make Texas roadways safer.

## Corporate Liability White Paper

The National Safety Council recently released the white paper, "[Employer Liability and the case for Comprehensive Cell Phone Policies.](#)" which details the potential liability when employees are involved in crashes where cell phone use is a factor. This research includes examples of employers who have been held liable with awards reaching into the tens of millions of dollars, including cases involving employee-owned cell phones and cars and in situations where employees were driving during non-work hours or engaged in personal phone calls. The white paper is free to [download](#) and more resources on distracted driving can be found on the *Our Driving Concern* [website](#).

## Our Driving Concern Distracted Driving Posters and Brochures

Visit the *Our Driving Concern* website to download free posters and brochures on passenger restraints to share with your colleagues.

[Distracted Driving Brochure](#)

[Cognitive Impairment Brochure](#)

[Distracted Driving Poster](#)



## Take the Texas Challenge!

The NSC Texas Challenge Injury Facts [quiz](#) is the newest way to educate employees about driving risks. The Texas Challenge provides a weekly question and safety tips directly related to Texas roadways.

Ways to use the Texas Challenge:

- Download and print posters linked in the quiz to hang around the building and share with employees.
- Use the quiz to reward employees for learning about driving risks.
- Share the quiz with audiences beyond employees, including customers, vendors and citizens in the community.

*Our Driving Concern* would love to hear your workplace safety success stories, problems and questions. Please send an e-mail to our Peer Advice column at [debby.young@nsc.org](mailto:debby.young@nsc.org) and your story may be shared with other Texas safety employers.

(Links to Resources)

National Highway Traffic Safety Administration

<http://www.nhtsa.gov/>

National Safety Council

<http://www.nsc.org>

Texas Department of Transportation

<http://www.txdot.gov/>

Texas Employers Traffic Safety Program

<http://www.txdrivingconcern.org>

Texas Transportation Institute

<http://tti.tamu.edu/>

U.S. Department of Transportation

<http://www.dot.gov/>

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*Our Driving Concern* is a monthly e-newsletter from the Texas Employer Traffic Safety Program, a landmark driving initiative funded by a grant from the Texas Department of Transportation. This initiative is building a statewide network of employer involvement in crash prevention for employees both on and off the job. Because you care about your employees and their families, and keeping employees safe means keeping your business healthy, this e-newsletter provides you with traffic safety resources from across the state. Visit us at [www.txdrivingconcern.org](http://www.txdrivingconcern.org).

Please send safety comments, experiences, stories or questions to:

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