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## Five Minute Traffic Safety Strategies

The **Safety Coach** and **Tailgate Talk** are quick and easy tools to help you keep your employees safe on the road.

**Safety Coach** is designed for an office setting. You can use these at a staff meeting, incorporate into email communications and newsletters, or print for bulletin boards.

**Tailgate Talks** allow you to take the message on the road and connect with your employees in the field.

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## Safety Coach

**Conversation Starter:** "According to TxDOT, in 2012, there were 90,378 traffic crashes in Texas that involved distracted driving; at least one in four crashes in Texas involves driver distraction."

### Making a difference:

- Click and Save this image



- Distribute via company social media, employee emails, and e-newsletters.
- Print and share this [Distracted Driving Tip Sheet](#) for your employees at your next staff meeting
- [Register now](#) for this **free** distracted driving webinar, taking place **Wednesday, April 16, 2014 at 12:00 pm CST**.

## Tailgate Talk

**Conversation starter:** "Cell phone use is one of the most prevalent distractions on the road; although all in-vehicle distractions are unsafe, what is it about a cell phone that is distracting to you or others?" Get them thinking about themselves, co-workers, and others that they see.

### Making a difference:

Encourage your employees to share these tips with co-workers, family and friends to help make everyone safer on the roads.

- Start a habit of turning off your cell phone when you get in your vehicle.
- Put your cell phone in your trunk to avoid temptation.
- Be familiar with the controls in your vehicle, especially when

you are borrowing someone else's car or driving a rental.

- Adjust vehicle controls such as mirrors, seat, radio, heat or air conditioning before you drive.

### How's your company doing?

[Share your traffic safety activity with us!](#)

### Questions?

Contact [Lisa Robinson](#), CFLE, Program Manager, Texas Employer Traffic Safety Program, (512) 466-7383



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