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December 2013

Distracted Driving Resources

Want to learn more about the issue?

Visit distracteddriving.nsc.org for more information and materials



Spread the word

Our infographics are a great way to illustrate the dangers of cell phone use while driving.

[Share our graphics](#) with your contacts and through your social media channels to help raise awareness, prevent injuries and save lives.

Events

[National Drunk and Drugged Driving Prevention Month](#)
December (All Month)

New NSC's Our Driving Concern: Texas Employer 2014 Traffic Safety Award

The National Safety Council's Our Driving Concern (ODC): Texas Employers Safety Program will honor Texas employers through a new awards recognition program. Traffic Safety awards will be presented to Texas businesses that encourage positive driver behaviors among employees on-and-off the job.

Eligibility: Any Texas business is eligible to submit an application. Companies are nominated or can self-nominate. Companies may be municipal, corporate, private or not-for-profit, small or large.

To nominate your business click [here](#).

Share and Learn: The Great Multitasking Lie

Distracted driving certainly includes texting, but what many people don't realize is that a cell phone conversation while driving, regardless of hands-free technology, is also very dangerous. The National Safety Council encourages you to share this [infographic](#) with everyone to educate the public on the myth of multitasking, and help prevent the dangers that can occur due to the use of cell phones behind the wheel.

Training Opportunities in January

Our Driving Concern: Making a Difference Train-the-Trainer

[Drive Sober or Get Pulled Over.
National Crackdown](#)

December 13, 2013 - January 1,
2014

[The 9th Annual Texas
Transportation Forum](#)

January 6-8, 2014

[TSCE in Galveston](#)

March 30 - April 1, 2014

[Texas Department of Insurance
18th Annual Texas Safety
Summit Conference](#)

May 6 - 8, 2014



Do you have any friends or
colleagues who would benefit
from Texas traffic safety tips?
Forward this newsletter to them
and encourage them to [sign up
online!](#)

4-hour employer traffic safety workshop

January 13, 2014
8:30 a.m.-12:30 p.m.

Location: T&T Staff Management
511 Executive Center
El Paso, TX 79902

Space is limited. Please register to attend.
To register, contact:

Allison Marshall, PHR
Human Resource Director
T&T Staff Management
allisonm@ttstaff.com
(915) 771-0393 ext. 267

**Our Driving Concern: Making a Difference Train-
the-Trainer**

4-hour employer traffic safety workshop

January 15, 2013
8:30 a.m.-12:30 p.m.

Location: City of San Marcos Activity Center, Room 2
501 E Hopkins, San Marcos, TX 78666

Space is limited. Please register to attend.
To register, contact

Lisa R. Robinson, CFLE
NSC Texas Employer Traffic Safety Program Manager
lisa.robinson@nsc.org
(512) 466-7383

**Our Driving Concern - Making a Difference Train-
the-Trainer**

4-Hour Employer Traffic Safety Workshop

January 23, 2014
8:30 a.m.-12:30 p.m.
TxDOT District Offices
135 Slanton Rd Lubbock, TX 79404

Space is limited. Please register to attend.
To register contact:

Lisa Robinson, CFLE
NSC Texas Employer Traffic Safety Program Manager
lisa.robinson@nsc.org
(512) 466-7383

2014 NSC Texas Safety Conference and Expo

March 31 - April 1, 2014
Galveston, Texas

[What is the NSC Texas Safety Conference & Expo?](#)

Safety, health and environmental professionals face both new and continuing challenges in the workplace today. In addition, today's busy professional has minimal time to dedicate towards continuing education. Where do you turn to find the resources you need to lead your safety program? The Internet is convenient and far-reaching, but it is increasingly difficult to sort the expert advice from the rest of the noise.

The 2014 NSC Texas Safety Conference & Expo offers a myriad of opportunities for safety professionals to connect with the latest safety news, resources and each other - face-to-face.

All in one place. All in three days.

About the NSC Texas Safety Conference & Expo

The National Safety Council Texas Safety Conference & Expo is an annual event for safety professionals from the Gulf Coast and beyond looking to improve safety in their organization. The conference allows attendees of all experience levels to learn best practices and trends, network in a variety of settings and discover safety solutions from more than 170 exhibitors.

Attendance at the 2013 TSCE conference grew by more than 5%. This growth was attributable to an increase in attendance among safety professionals both domestic and international, who were interested in learning how to resolve their biggest safety challenges.

2014 TSCE In-Conjunction Events

Our Driving Concern: Train-the-Trainer **Sunday, March 30, 2014**

Motor vehicle crashes are the No. 1 cause of unintentional workplace deaths in the US, and most of these crashes are preventable. NSC Texas Employer Safety Program *Our Driving Concern* training program for employers provides a traffic safety curriculum to address driver behavior on and off the job. Materials are designed with an Employer-Employee focus for staff meetings, safety talks, etc.

Distracted Driving: Employer Policies **Sunday, March 30, 2014**

In Texas 25% of crashes are attributed to distracted driving, according to the Texas Department of Transportation. Using

cell phones while driving significantly increases the risk factors associated with automobile crashes. This session will address the risks of using cell phones while driving and what employers can do to protect their employees. Participants will receive a copy of the NSC Cell Phone Policy Kit with resources to implement an employer policy.

Dave Teater, Sr. Director Transportation Initiatives
National Safety Council

Deborah Trombley, Senior Program Manager, Transportation Initiatives
National Safety Council

NSC Congress & Expo: Why cell phone distracted driving affects employers

At the most recent NSC Congress & Expo this past September, two very popular technical sessions about employer cell phone distracted driving policies were held. Speakers shared valuable advice about how to effectively build employee buy-in and compliance with a new or upgraded policy.

One innovative approach we heard emphasizes the importance of executive leadership support. Among employees - particularly sales staff - there are often concerns about how productivity will be impacted when they stop using phones while driving.

When Owens Corning upgraded its policy to include prohibiting hands-free use, the CEO stopped using his phone while driving for three months before the policy was revealed to employees. This set a positive leadership expectation for the company from the very top.

Speakers shared some practical tips:

- Put tent cards by conference call phones, reminding staff to ask if anyone on the other end is calling while driving. If they are, excuse them from the conference call until they are safely parked.
- Include an alternate phone number on your voicemail, so a colleague or administrative assistant can filter your calls while you're driving.
- If an assistant is screening your calls, set your phone to deliver a unique ring tone if there is an urgent call. You will know to park as soon as possible, then call the office.
- Field sales teams could schedule coordinated weekly blocks of time for conference calls when they do not travel, such as a morning or afternoon once or twice a week.
- Employees who are yearning to talk on the phone will often begin a call before even leaving the parking lot.

To check compliance, you could easily do parking lot observations. If you haven't yet implemented a cell phone policy, you could do parking lot observations before and after a policy is implemented, to measure change. In addition to observing the parking lot, you can do observations just off your property, such as at nearby intersections that employees pass through.

- Get employees involved in creating policy materials. Employees could create campaign slogans and personalized activities appropriate for their office culture. This will encourage buy-in and acceptance of a policy.
- It may be worth asking, "is this trip really necessary?" Cell phone policies may lead to better time management which pays productivity dividends.

More tips to build employee buy-in and compliance are included in our free [Cell Phone Policy Kit](#). You can download the kit at <http://cellphonekit.nsc.org>.

Our Driving Concern Training

Our Driving Concern is offering FREE trainings for employers to provide necessary traffic safety information to keep employees safe on Texas roads. Training sessions will take place throughout the state, and we can even come to your workplace to host a training for a group of employees.

We are setting up training dates from January 2014 through September 2014 and looking for locations to host these events. Would your company be willing to host?

RSVP today for one of our free trainings or schedule your own by contacting [Lisa Robinson](#), CFLE, at (512) 466-7383.

Want a Speaker?

If you would like to invite a cell phone distracted driving victim or a [FocusDriven - Advocates for Cell-Free Driving](#) representative to speak at your next meeting or event, please contact: info@focusdriven.org or call (630) 775-2405.

Faces of Drunk Driving

At a recent ODC Train-the-Trainer, the Jacqueline Saburido story was discussed and attendees asked for the link to locate these resources. The TxDOT Faces of Drunk Driving website has a lot of resources employers can use to incorporate into their safety campaign.

Drunk driving can have serious consequences, far beyond

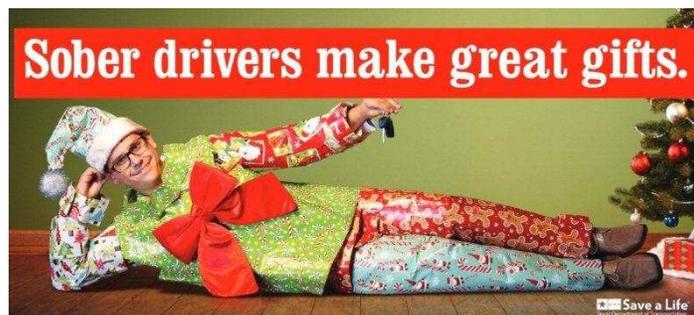
the legal and financial ones. Thousands of lives are permanently impacted each year because of someone's decision to get behind the wheel while impaired from the effects of alcohol.

The Faces of Drunk Driving public education campaign and website highlight the extensive human toll that drinking and driving can have and provides personal accounts from victims, families and others whose lives have been shattered. And as one observer points out, none of it had to happen.

For their compelling stories and to learn how you can help prevent more tragedy from drunk driving, visit [Faces of Drunk Driving](#).

Holiday Don't Drink and Drive TxDOT Campaign

The daily death toll from drunk driving crashes during the Christmas and New Year's holiday period is significantly higher than during the rest of the year. On average, more than 2,400 alcohol-related traffic crashes occur on Texas roads and highways in December, resulting in 89 fatalities. (Estimates are based on an analysis of state crash data since 2003.)



Plan Ahead When Planning Your Company Party

Too often a designated driver is chosen during the evening and is the "least drunk" person in the group. Also, in many of our Texas towns and cities, mass transit and/or taxi availability is limited. Supervisors need to talk to employees and plan ahead whether this is a full company-wide party or a department party hosted by the supervisor of that department. Realize the risks and liability and plan ahead for designated drivers.

Employer Liability

Employer liability is a growing concern and source of financial as well as legal risk for Texas employers. [Click here](#) to see what you can do regarding instituting company policies and ensuring your employees adhere to laws and

regulations.

Resources

[Texas Driving Concern](#)

[TxDOT Traffic Safety](#)

[Current information regarding Texas traffic laws.](#)

[The Economic Impact of Crashes on Employers](#)

[The Great Multitasking Lie](#)

[National Highway Traffic Safety Administration](#)

[Distracted Driving Facts](#)

[Distraction.gov](#)

[National Safety Council](#)

[National Transportation Safety Board](#)

[Texas Transportation Institute](#)

[U.S. Department of Transportation](#)

[Texas Department of Insurance](#)

[Safe Hand Texas](#)

[DITTE](#)

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Need resources (posters, handouts, etc. to give out? Let me know as I have resources I can send to you to use! Send an email to me at lisa.robinson@nsc.org with your complete mailing address and I will ship you some!

Our Driving Concern Monthly Newsletter

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 txdrivingconcern.org.

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

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

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