



Calendar:

[National Poison Prevention Week](#)

March 14-20, 2010

FREE Our Driving Concern Distracted Driving Webinar
March 24, 2010
[Register Today](#) (link to come)

[2010 Texas Safety Conference & Expo](#)

March 16-17, 2010

[Impaired Driving Prevention – St. Patrick’s Day](#)

March 17, 2010

[Alcohol Awareness Month](#)
April 2010

1.6

Drivers using cell phones and texting cause at least 1.6 million crashes each year, according to the National Safety Council.

Public support and laws banning cell phone use is gaining momentum. Learn more about [distracted driving laws](#) in Texas.

Traffic deaths in 2009 are expected to reach a record low. Let’s continue this trend throughout 2010 by focusing efforts on impaired driving and distracted driving. *Our Driving Concern* is here to provide your employees with the resources they need to help reduce crashes on Texas roadways.

Local Texas Woman on a Mission

Jennifer Smith, a Grapevine resident, is on a mission to stop deaths caused by drivers who use cell phones. Smith’s mother was killed when a man ran a red light while talking on his cell phone.

Smith and other advocates who lost loved ones in cell phone distracted driving accidents have founded a nonprofit organization called [FocusDriven](#). Its mission is to support victims and families of cell phone distracted driving crashes and increase public awareness on the dangers associated with cell phone use behind the wheel.

View a [timeline](#) of distracted driving milestones from the past year.

2010 Texas Safety Conference & Expo

Join NSC and other safety, health and environmental professionals March 16-17 for the [2010 Texas Safety Conference & Expo](#) in The Woodlands. Jennifer Smith of *FocusDriven* and Deborah Trombley of the National Safety Council will be speaking about distracted driving. You won’t want to miss it.

Recipe for Disaster

Share this [poster](#) from the Ad Council with your employees. It provides the necessary ingredients for the “It’s Not Like I’m Drunk” cocktail. The recipe calls for 2 oz. of tequila, 1 missed red light and 1 lowered reaction time.

Check Your Drinking Survey

Take the [Check Your Drinking](#) survey to find out the amount of money you spend on alcohol, the number of calories you consume and the possible weight you gain due to drinking each year.

The survey allows participants to evaluate their drinking habits and compares them to national averages. Many participants are using this survey or others like it as a way to find out whether they are a problem drinker. You also can try this [survey](#) from Join Together.

Share these surveys with your employees on the intranet or in an employee newsletter. The [Texas Employers Traffic Safety Program](#) also has information on screening and brief intervention.

Texas Alcoholic Beverage Commission

A new [policy](#) announced by the Texas Alcoholic Beverage Commission allows Texas youth to report alcohol overdoses and other problems without fear of being charged

with underage drinking.

Get 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.

Free Materials for Texas Employers

Order innovative payroll stuffers and information cards specifically created for you to communicate with your employees.

Paper cutouts address the dangers associated with distracted driving, non-use of safety belts and impaired driving. These materials are a great way to communicate the risks of unsafe driving behaviors to employees and their families. To order, click [here](#).

In addition to ordering print copies, you also can download, print and share these materials electronically in your own employee communications. To download, click on the PDF link on the shopping cart page.

(Feedback)

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 and your story may be shared with other Texas safety employers.

(Links to Resources)

Alcohol Screening

<http://www.alcoholscreening.org/>

Check Your Drinking

http://www.checkyourdrinking.net/cyd/CYDScreenerP1_0.aspx

FocusDriven

<http://www.focusdriven.org>

Join Together

<http://www.jointogether.org>

<http://www.jointogether.org/news/research/summaries/2010/online-intervention-found-to.html>

<http://www.jointogether.org/news/headlines/inthenews/2009/report-alcohol-overdoses.html>

National Safety Council

<http://www.nsc.org>

Stop Impaired Driving

<http://www.stopimpaireddriving.org>

Texas Department of Transportation

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

Texas Employers Traffic Safety Program

<http://www.txdrivingconcern.org>

The Ad Council

<http://www.adcouncil.org/>

(Boilerplate)

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 newsletter provides you with traffic safety resources from across the state. Visit us at www.txdrivingconcern.org.

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

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