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## February 2014

### Interested in creating a cell phone distracted driving policy?

The Council's free Cell Phone Policy Kit has everything employers need to start an organization-wide total ban policy.

Download the kit at [cellphonekit.nsc.org](http://cellphonekit.nsc.org)

## Events

### [St. Patrick's Day](#)

March 17, 2014

As NHTSA notes, buzzed driving is drunk driving

### [TSCE in Galveston](#)

March 30 - April 1, 2014

### [Alcohol Awareness Month](#)

and

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

April 2014

### [Lifesavers Conference](#)

April 27-29, 2014

Nashville, TN

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

## 2014 NSC Texas Safety Conference and Expo

March 31 - April 1, 2014

Galveston, Texas

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. The Internet is convenient and far-reaching, but it is increasingly difficult to sort the expert advice from the rest of the noise. *Where do you turn to find the resources you need to lead your safety program?*

The [2014 NSC Texas Safety Conference & Expo](#) spans three days and 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 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.

## 2014 TSCE In-Conjunction Events

**Two free trainings at NSC TSCE in Galveston: You DO NOT have to attend TSCE to attend the free trainings, but you do need to [register!](#)**

### [Our Driving Concern: Train-the-Trainer](#)

Sunday, March 30, 2014

Motor vehicle crashes are the number one cause of unintentional workplace deaths in the US, and most of these crashes are preventable. The Council's Texas Employer Safety Program 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,

[Texas Safety Summit  
Conference](#)

May 6 - 8, 2014

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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!](#)

safety talks, etc.

[Distracted Driving: Employer Policies](#)  
Sunday, March 30, 2014

**Dave Teater**, Sr. Director Transportation Initiatives  
National Safety Council

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

Twenty-five percent of crashes in the state of Texas are attributed to distracted driving, according to the Texas Department of Transportation. Using cell phones while driving significantly increases crash risk. This session will explain why using cell phones while driving increases crash risk, the legal liability that employers may face if employees crash 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.

### Upcoming Training Opportunities

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

April 21, 2014

ODC Train-the-Trainer

9 a.m. - 1 p.m.

Austin Recycled Reads Bookstore

5335 Burnet Road, Austin TX

**To register**, contact [Shelly Buchman](#), Occupational Health & Safety Coordinator, Austin Public Library, or call **(512) 974-7451**.

#### NEW NSC *Our Driving Concern*: Texas Employer 2014 Traffic Safety Award

The National Safety Council *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/municipality 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. **Apply now!** The application is easy to complete online.

The deadline to apply is **March 31, 2014**. Businesses will also receive recognition within NSC ODC publications, listed within best practices and more throughout the year.

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

**Start preparing for**

### **Distracted Driving Awareness Month!**

This year's [DDAM](#) campaign, Hands-free is not risk-free, seeks to explain why drivers cannot rely on hands-free devices for safety. Beyond where a driver's hands and eyes are, where the driver's mind is also matters.

Our brains actually do not multi-task, contrary to popular thinking. We "toggle task" when we try to do two mentally-intense activities at the same time, such as driving and talking on a phone. Switching back and forth between the two tasks is too much for the brain to handle

As a result, drivers can miss seeing up to half of the roadway environment right in front of them. Drivers could miss seeing stop signs, traffic lights or even bicyclists and pedestrians. April's DDAM campaign will help you explain this to employees and the public.

### **Get the Texas Challenge!**

Get the [National Safety Council Texas Challenge Injury Facts Quiz!](#) The Texas Challenge automatically posts new weekly questions and answers about unsafe driving risks. It's a great way to educate people about where the real driving dangers are. It also shares Safety Tips to encourage safe driving.

### **Video Contest**

Do you have a creative way to show why hands-free cell phone use is not safer than handheld cellphones? NSC wants to see it! Send us an original video by **March 14, 2014** that illustrates how - and why - drivers using hands-free devices still are cognitively distracted and you could win up to \$2,000 and receive national recognition! Winners will be announced in April. Find more details at [nsc.org/ddmonth](http://nsc.org/ddmonth).

### **Find us on Facebook!**

Be an advocate for saving driving for your family and employees. [Like us on Facebook](#) to receive the latest *Our Driving Concern* news, programs and tips to help make Texas roads safer.

### **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.

## 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](#)

[Texas Department of Insurance Safety and Health Newsletter](#)

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Need resources (posters, handouts, etc. to give out? Let me know! I have resources I can send to you! Send an email to me at [lisa.robinson@nsc.org](mailto: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](http://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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