



**Calendar:**

[Know When to Pass](#)  
Sep. 2010-Feb. 2011

[Fans Don't Let Fans Drive Drunk](#)  
Jan. 31-Feb. 6

[NSC 2011 Texas Safety Conference & Expo](#)  
March 28-29

[Creating a Company of Safe Drivers – TxDOT Business Roundtable](#)  
March 29-30



**100,000**

Drivers who type or read text messages contribute to more than **100,000** crashes each year.

Source: 2009 NSC Attributable Risk Estimates

**Make a Resolution to Focus on Safety in 2011**

As the new year begins, it is a great time for you and your employees to focus on safety issues that are still problematic. If you are one of the more than [1 million](#) Texans still not buckling up or part of the [70%](#) who have talked on a cell phone while driving in the past 30 days, resolve to make safety a priority this year. Let's all make 2011 as safe as we possibly can!

**NSC Texas Safety Conference & Expo and TxDOT Business Roundtable**

Join Texas business and safety leaders at the [National Safety Council 2011 Texas Safety Conference & Expo](#), scheduled for March 28-29 at The Woodlands Waterway Marriot Hotel & Convention Center in The Woodlands, TX. TSCE provides an opportunity to share the latest developments in safety issues, pick up valuable knowledge at Technical Sessions, receive continuing education credit through Professional Development Seminars, and explore the latest products and services from more than 100 exhibiting companies. [Register](#) for the event.

There also will be a [Business Roundtable](#) March 29-30, sponsored by TxDOT and NSC, that will explore the role of Texas employers in reducing traffic-related injury and death. In facilitated, interactive sessions, Texas transportation officials will explore workplace challenges, identify solutions and tools, and partner with the NSC Texas Employer Traffic Safety Program to create a roadmap for developing a company of safe drivers. [Registration](#) is free.

**“Fans Don't Let Fans Drive Drunk” from Super Bowl Parties**

This year's Super Bowl is Sunday, Feb. 6, and while we don't know which teams will be competing yet, we do know that Super Bowl Sunday is a very dangerous day to be on the road. [“Fans Don't Let Fans Drive Drunk”](#) is a National Highway Traffic Safety Administration program that encourages fans to “pass their keys” to a designated driver throughout the football season. In 2009, [four](#) DUI-related fatal crashes occurred in Texas on Super Bowl Sunday. Make sure to designate a sober driver if you are drinking and take extra precautions if you are the sober driver!

**NSC Remembers Ban on Cell Phone Use While Driving**

On Jan. 12, 2009, the National Safety Council called for a total ban on all cell phone use and texting while driving. It is estimated that [1.3 million](#) crashes each year involve cell phone use while driving. These statistics show the risk of cell phone use while driving and how it could affect your business:

- In 2009, cell phone use was a contributing factor in 3,310 Texas crashes. ([TxDOT](#))
- 45% of teens and young adults surveyed have texted while driving. ([The RAC Foundation](#))

- Estimates indicate drivers using cell phones look at, but fail to see, up to 50 percent of the information in their driving environment. ([NSC](#))
- In 2009, motor vehicle crashes in Texas resulted in 3,089 fatalities and \$20.3 billion in economic loss. ([TxDOT](#))

The National Safety Council provides a free [Cell Phone Policy Kit](#) for employers to help build or enhance a corporate cell phone policy and better communicate to employees the crash risks and need for a policy.

## TxDOT Creates “Mini Telenovelas” to Reach Hispanic Audience

A series of [mini telenovelas](#) aimed at a Hispanic audience aired across Texas Spanish-language stations last month. The telenovelas, which will continue to air throughout 2011, focus on impaired driving in the Hispanic community. Of all 2009 DUI fatalities in Texas, [36%](#) occurred in crashes where a Hispanic driver was under the influence of alcohol. TxDOT is one of the first U.S. state agencies to tackle the dangers of drinking and driving through the telenovela format, which is very popular in the Spanish-speaking community.

## News Briefs

- [University of Texas Study on Teen Pickup Drivers](#) – Teenagers driving pickups are twice as likely to be severely injured as those in other types of vehicles.
- [Texas Struggles to Prevent Drunk Driving Fatalities](#) – The National Transportation Safety Board reports that Texas has implemented only four of the agency’s 11 recommendations to eliminate “hardcore” drunk driving.
- [New Phone App Helps Prevent Drunk Driving](#) – Heineken USA releases Taxi Magic app for your iPhone, Blackberry, Android, or Palm Pre to book a taxi.
- [Baby Falls Out of Vehicle, Is Run Over](#) – A 22-month-old child fell out of a vehicle and was run over and killed because she was not in a car seat.

## Free Safety Materials



These are a few of the innovative information cards specifically created for you to communicate with your employees:

[Underage Drinking](#) (.pdf file)

[Driving While Intoxicated](#) (.pdf file)

[Order](#) complimentary print copies or click on the above PDF links to download.

## 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.

*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>

NSC 2011 Texas Safety Conference & Expo

<https://www.nsctexexpo.com/index.cfm>

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/>

*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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