



## **May 2013**

[Motorcycle Safety Awareness Month](#)

May

[Click It or Ticket](#)

May

[National Safety Month](#)

June

# **50%**

Drivers talking on cell phones can miss seeing up to **50%** of their driving environments, including pedestrians and red lights. They look but they don't see. This phenomenon is also known as "inattention blindness."

Source: [National Safety Council](#)

### **Click It or Ticket 2013**

When Click It or Ticket launched in Texas 12 years ago, only 76 percent of Texans buckled up. Today, 94 percent of Texans wear their safety belts. The National Highway Traffic Safety Administration estimated the Click It or Ticket campaign has saved nearly 3,700 lives and prevented more than 50,000 serious injuries since its launch. The increase in seat belt use also has saved an estimated \$10 billion in wages and productivity losses, medical expenses, insurance premiums, taxes and other costs. Visit [texasclickitorticket.com](http://texasclickitorticket.com) to download this year's resources and learn more.

### **NSC Analysis Shows Distracted Driving Vastly Under-Reported**

The National Safety Council released findings from a recent analysis of national statistics on fatal motor vehicle crashes, in a report entitled, "[Crashes Involving Cell Phones: Challenges of Collecting and Reporting Reliable Crash Data.](#)" funded in part by Nationwide Mutual Insurance Company. The report reviewed 180 fatal crashes from 2009 to 2011, where evidence indicated driver cell phone use. Of these fatal crashes, in 2011 only 52% were coded in the national data as involving cell phone use. To learn more about the issue and download free Texas-specific resources, head over to the *Our Driving Concern* [distracted driving page](#).

### **Celebrate National Safety Month This June**

Each June, NSC encourages organizations and communities to participate in National Safety Month – an annual observance to educate and encourage safe behaviors around leading causes of preventable injuries and deaths. This year's campaign – Safety Starts with Me – highlights the steps every individual can take to be a safety leader. Free materials including posters, tip sheets and games are available at [nsc.org/nsm](http://nsc.org/nsm) to help spread these important safety messages.

### **Motorcycle Safety Awareness Month**

May is Motorcycle Safety Awareness Month – a time to encourage motorists to share the road with motorcyclists and take extra precautions when they are nearby. Motorcyclists are much more vulnerable to crashes than other drivers, and many crashes occur because motorcycles are hidden in a vehicle's blind spot. Motorists should allow a greater following distance behind a motorcycle, be extra cautious in intersections and never try to share a lane with a motorcycle. Motorcyclists should avoid riding in poor weather conditions, wear a helmet and use turn signals for every turn or lane change. Visit the Texas Department of Transportation's "Look Learn Live" [website](#) for more information on motorcycle safety in Texas.

### **The Great Multitasking Lie**

The National Safety Council has a new infographic, "[The Great Multitasking Lie.](#)" debunking the myths of cell phone distracted driving. Most people may know that texting while driving is a dangerous behavior, but many don't fully grasp the idea that having cell phone conversations in the car also is risky. Share this graphic with your employers, family and friends to help spread the word that it is not safe to use your cell phone while driving.

**(MORE)**

## **Our Driving Concern Distracted Driving Posters and Brochures**

Visit the *Our Driving Concern* website to download free posters and brochures on passenger restraints to share with your colleagues.

[Distracted Driving Brochure](#)

[Cognitive Impairment Brochure](#)

[Distracted Driving Poster](#)



## **Take 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>

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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