



**Calendar:**

[Halloween Impaired Driving Prevention](#)  
Oct. 25-31

[National Teen Don't Text & Drive Week](#)  
Nov. 21-27

[Tie One On For Safety](#)  
Nov. 25-Jan. 1

[National "Drunk & Drugged Driving" \(3D\) Prevention Month](#)  
December 2010

[Impaired Driving Prevention – National Enforcement Crackdown](#)  
December 16, 2010-January 3, 2011

**14 Million**

In 2008, there were 14 million drivers with commercial driver's licenses.

Source: Department of Transportation

**Millions of Americans Driving Impaired**

Findings from a 2008 [study](#) conducted by NHTSA reveal that 20 percent of Americans have driven within two hours of drinking, and 8 percent have done so when they considered themselves drunk. While most Americans view impaired driving as a safety threat, many are still driving or getting in vehicles of those who participating in this risky behavior.

Although the NHTSA study shows there is work to do, it's encouraging that 80 percent of Americans have not driven within two hours of drinking. Those in the 20 percent category are likely to be higher-risk, heavy users. You might want to encourage your employees to take an [online assessment](#), before the holidays hit, that could help determine if they have some risky behaviors they might want to reconsider.

As your organization starts to think about planning for holiday parties, keep these statistics in mind. Listen to the [recorded webinar](#) of how to plan safe holiday parties so your employees aren't drinking within two hours of driving.

**Get Ready for New FMCSA Changes in November**

On Nov. 30, the Federal Motor Carrier Safety Administration will launch its new Safety Measurement System to monitor the performance of motor carriers and commercial motor vehicle drivers. This new initiative was developed in response to an apparent plateau in the rate of decline of fatal crashes involved CMVs. Read the [Safety+Health article](#) explaining how this change might bring a "rude awakening" to many carriers.

**Technology & Highway Safety**

The Governors Highway Safety Association's Annual Meeting draws traffic safety leaders from all states including Texas. This year's focus was an issue on many of our minds: Technology and Highway Safety. Technology will continue to become more integrated with our vehicles, and while some is clearly distracting, other technologies are being used to prevent crashes and injuries.

Key highlights from the 2010 annual meeting included:

Devices that allow parents to monitor new teen drivers, such as smartphone software and in-vehicle cameras, are showing effectiveness at reducing risky teen driving behavior when the monitoring feedback is used by parents. These technologies can monitor and deliver feedback about speeding, geographic location and risky driving maneuvers. These same devices are also used by fleet managers to reduce crashes among CMV and passenger vehicle drivers in company-owned fleets.

In-vehicle devices are being used to deliver persistent belt reminders and speed reminders to drivers, particularly teen drivers. We know music and radio are important to teens, and some in-vehicle devices turn off the radio if teens are not wearing their safety belts. Parents can monitor these devices and choose settings to reduce teen driver risks.

The most effective and least expensive safety device is very simple: the safety belt. Federal Motor Carrier Safety Administration research shows that commercial vehicle drivers are less likely to wear safety belts than passenger vehicle drivers (74% vs 85%). FMCSA has grant opportunities to increase occupant protection among CMV drivers.

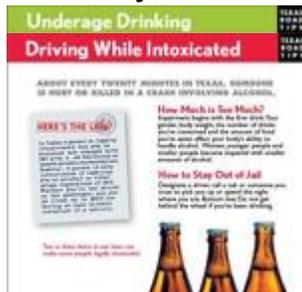
How to change traffic safety culture is a growing conversation. Employers know that organizational safety culture is important. Apply similar principles to traffic safety. Changing culture is changing values. We can learn from the movement that reduced smoking. Smoking prevention became more effective when the focus moved from concern about individual smokers' health to concern about the effect of tobacco smoke on others including non-smokers. The same principle applies on our roadways. Driver actions affect all others in vehicles around them. Traffic safety isn't only about individual drivers, it's about the roadways we all share together.

Anne Ferro, FMCSA Administrator, emphasized performance-based measures and noted "what affects a company's business relationships affects policy change." This makes the issue a value in the business world.

### Support FocusDriven – Advocates for Cell-Free Driving

FocusDriven, an advocacy group for victims of motor vehicle crashes involving drivers using cell phones, is working to make roadways safer for all motorists. Associa, a community association management company, is raising money for FocusDriven as part of its Associa Safe Kids campaign. "Like" [Associa's Facebook page](#) by Nov. 17, and the company will give \$1 to FocusDriven. Your "Like" signifies your commitment to drive cell phone-free. Ask your employees and friends to "Like" the page too and keep Texas roads safer.

### Free Safety Materials



[Underage Drinking](#) (.pdf)

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

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

[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)

Federal Motor Carrier Safety Administration  
<http://www.fmcsa.dot.gov/>

FocusDriven – Advocates for Cell-Free Driving  
<http://focusdriven.org>

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>

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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