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## September 2013

### Driver Distraction

According to TxDOT one in four crashes involves driver distraction. Drivers who use cell phones in their vehicles have a higher risk of collision than drivers who don't, whether holding the phone or using a hands-free device.

Although Texas has no statewide law banning the use of cell phones while driving, many local areas prohibit or limit the use of cell phones while driving.



The recent boom in oil and gas production across Texas has created thousands of jobs and many new opportunities for energy-producing areas. Unfortunately, with an influx in traffic in these areas, there also has been an increase in crashes.

Drivers are urged to take the following basic safety precautions: buckle up; drive a safe speed; pass carefully; always stop at red lights and stop signs; and avoid using cell phones while driving.

### Our Driving Concern Training

Our Driving Concern is offering a **FREE** training 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 October 2013 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.

### 2013 NSC Congress & Expo

Register today for the "must attend" safety event of the year! Attendance at the **2013 NSC Congress & Expo: Leading Safety into the Future** can make the difference between your safety program stalling, surviving or even thriving.

Sept. 28 - Oct. 4, 2013 in Chicago  
Don't miss out - [register today](#)

### Corporate Liability

Last month, a Texas jury handed down a \$21 million verdict against Coca-Cola Refreshments USA Inc., in a case involving a woman whose automobile was struck by a Coca-Cola employee driving a company-owned vehicle while talking on a hands-free device. Among other things, the suit alleged that Coca-Cola's driver cellphone policy was vague and ambiguous.

Coca-Cola Refreshments has said its policy complied with Texas law and that it disagrees with the verdict. The Coca-Cola bottler and distributor has indicated it will appeal. According to some, policies restricting drivers to hands-free devices as required by some state laws don't go far enough.

## Drunk Drivers Kill More Than Just Themselves

According to NHTSA more than a 1/3 of those killed in alcohol-involved crashes are not the impaired drivers.

[Child Passenger Safety Week](#)  
Sept. 15-21

[2013 NSC Congress & Expo](#)  
Sept. 28 - Oct. 4

[TSCE in Galveston](#)  
March 30 - April 1, 2014

[Lifesavers in Nashville](#)  
April 27 - 29, 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!](#)

"Just following the law is not enough," said David Teater, senior director of the National Safety Council in Itasca, Ill. "In 2009 we looked at all the research around this issue and decided that people should not be using cellphones while driving. It's way too dangerous," he said.

[Read more here](#)

### Distracted Driving

Distracted driving has become an increasingly large problem on Texas roadways in the last few years as cellphones have become more common in Texans' day-to-day lives. In 1995, cellphone subscriptions covered only 11 percent of the U.S. population; in 2010, that number grew to 93 percent.

This has led to a substantial increase in cellphone use while driving. According to the National Safety Council, 23 percent of all crashes each year involve cell phone use, resulting in 1.3 million crashes nationally. Distractions, along with alcohol and speeding, are now leading factors in fatal and serious injury crashes.

[For more information visit the ODC website.](#)

### Employer Campaigns

The **Our Driving Concern** program is implementing a campaign supporting Texas business efforts to create on-going safety campaigns for their companies and employees that address on and off the job driver behaviors that impact bottom line.

Watch for more information to be shared in upcoming newsletters, webinars, trainings and on our [ODC website](#).

### Webinars

What topic(s) are you interested in us offering via a webinar? We are planning webinars currently and want to hear from you on what topics are important to you and your business.

Please email me at [lisa.robinson@nsc.org](mailto:lisa.robinson@nsc.org) and we will try to get that topic covered in an upcoming webinar.

[Listen to archived ODC webinars here](#)

### Resources

[Texas Driving Concern](#)

[TxDOT Traffic Safety](#)

[National Highway Traffic Safety Administration](#)

[Distracted Driving](#)

[National Safety Council](#)

[National Transportation Safety Board](#)

[Texas Employer Traffic Safety Program](#)

[Texas Transportation Institute](#)

[U.S. Department of Transportation](#)

[Texas Department of Transportation](#)

### 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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