# OUR DRIVING CONCERN

TEXAS EMPLOYER TRAFFIC SAFETY PROGRAM

A PROGRAM OF THE NATIONAL SAFETY COUNCIL

## August 2014

***Sign-up Now!***

Employers, host a **FREE "Lunch & Learn"** in your workplace.

Employees will hear from driving experts about safe driving and how as parents, they can protect their new driver by becoming actively involved in their experiences on the road.

**For more information,** contact Kathy Bernstein

**How's your company doing?**
Share your traffic safety activity with us!

**Questions?**
Contact Lisa Robinson, CFLE, Program Manager, Texas Employer Traffic Safety Program, **(512) 466-7383**.

Like us on Facebook

Do you have any friends or colleagues who would benefit from Texas traffic safety tips? Forward this newsletter to them and

## How do you do it?

Tell us what you have done to help make your employees safer on the road!

Recently, **Malin Integrated Handling Solutions and Design** posted the seat belt requirements for passengers under Texas State Law. The **Brownsville ISD Police Department** held a training for their employees on various driving topics.

Your feedback is critical to helping us provide the most valuable resources for your organization.

## Food for life: Free Lunch & Learn Opportunity

*What do you think is the greatest risk teens face? Gang violence, drug use, pregnancy, bullying, suicide?* Think again.

**Car crashes are the #1 killer of teens in America**. But it doesn't have to be. Unfortunately, most parents don't understand the risks associated with new drivers and if they do they aren't sure what can be done about it.

As an employer, you can host a **FREE "Lunch & Learn"** in your workplace. Employees will hear from driving experts about safe driving and how as parents, they can protect their new driver by becoming actively involved in their experiences on the road.

Crashes involving an employee's family member impact your company's bottom line, the employee and their co-workers. We're currently serving the following areas: **Dallas/Ft. Worth/Irvine, El Paso, San Antonio, Lubbock, Hidalgo, Houston and Austin.**

Don't see your location? **Contact Kathy Bernstein for more information.**

encourage them to sign up online!

## Safety Talk*: Bad Cheerleader!*

Safety is no laughing matter, but that doesn't mean you can't inject some humor into your next safety talk.

Impaired driving is a critical issue on Texas roadways. While the toll of a conviction will play out for years to come and can add up to $20,000 before everything is over, the cost of life far outweighs this bill.

Share this video with your employees and express the dangers of driving impaired.

TxDOT Bad Cheerleader

## Football season: Start planning now!

Many Texans are gearing up for that special time of year - *football season!* Along with tailgating, good times and great memories, impaired driving is also a primary concern this season.

Help your co-workers get ready to celebrate the season safely with a host of awesome, free materials! Plan your company's campaign here.

## Technology problem solved - *with technology*

Technology raised a distracted driving problem. Now, technology is being utilized as the solution.

Influencing people to drive without distractions can be a challenge. However, new technologies are looking to change the environment *instead of* the ongoing behavior, and can effectively prevent injury.

Read more about the technolocial innovation being used to help keep drivers safe.

## FREE Safety materials at your fingertips

Vehicle-related accidents are the prime cause of fatalities both on the job and off. The National Safety Council and TxDOT have partnered to bring you a variety of free, easy to use resources to help build safety into your company's culture.

Try sharing or posting some of the materials below:

- **Aggressive Driving** (download poster)
- **Safe Seatbelt Use** (download poster)
- **Impaired Driving** (download poster)
- **Drowsy Driving** (download poster)

Holding a safety talk or staff meeting? Take a look at our Fact Sheets.

## See You in San Diego!

Greetings, on behalf of myself and the Our Driving Concern program, I'm looking to forward to speaking at the 2014 NSC Congress & Expo and sharing the experiences of this landmark initiative.

If you are interested meeting me or have questions, feel free to contact me or join us at some point before or after the session. Please find session details below.

We look forward to meeting you, all the best.

Lisa Robinson
Program Manager

*Our Driving Concern: Employer Traffic Safety Program*
**Wednesday, Sept 17, 2014 (9:15-10:45 a.m.)**

## *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.

**Questions?** Contact Lisa Robinson, CFLE, Program Manager, Texas Employer Traffic Safety Program,
**(512) 466-7383.**

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**HELP US MAKE THE WORLD SAFER.**

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