Question

What is the most important thing you will do today?
The problem

- Physical
- Financial
Crashes are never planned
The force of a 30 mph crash…

Is roughly equivalent to falling out of a third floor window
In the U.S. in 2012...

- 22,912 passenger car and light truck drivers and occupants died in motor vehicle crashes
- 10,335 were not wearing a seat belt (52%)
- Of those, 5,471 were ejected or partially ejected (53%)
- A person is 4x more likely to be fatally injured when thrown from the vehicle.*
Who is out there with you?

Within the last 30 days...

- 2 in 3 talked on cell phones
- 1+ in 4 could hardly keep eyes open
- 1 in 4 texted/sent email
- 1 in 3 read email
- 1 in 5 drove alcohol-impaired

Source: 2012 AAAFTS Traffic Safety Culture Index
Seat belts are your best defense

- Reduce the risk of fatal injury to front-seat passenger vehicle occupants by 45%
- Reduce the risk of moderate-to-critical injury by 50%
- Reduce the risk of fatal injury to light truck occupants by 60%
- Reduce the risk of moderate-to-critical injury to light truck occupants by 65%

Source: NHTSA
What are reasons people give for not buckling up all the time?
Not driving far? Not a good excuse.

- Most crashes occur within 25 miles (or 40 km) or less from home
- Large insurance company study showed 25% of crashes happened within 1 mile (1.6 km) of home
- 80% of deaths and injuries occur in vehicles traveling < 40 mph (64 km)
“I’m in and out of my vehicle 20 times a day making customer stops. I don’t have time to buckle up.”

“I’m just going to the corner store. It’s not worth the time...”
If you do, they will too

- Traffic crashes are a leading cause of death/injury to children
- Driver buckled = kids buckled 92% of the time*
- Driver unbuckled = kids buckled 64% of the time*

*Source: NHTSA
Crashes happen

What happened to the driver and passenger?

Photo: Texas Dept. of Transportation
Seat belts save lives!

Photo: Texas Dept. of Transportation
Personal testimonials
Call to action

• Current belt rate based on observation is X
• We would like to see ___% of employees buckling up
• Seat belt campaign directed to all employees (not just company drivers)
• Share info with family and friends and encourage them to buckle up on every trip
• Transporting kids or know someone who is?
• Guidelines have changed in the past couple of years
• Handout available with new guidelines
• Please share with family, care-givers and friends
Thoughts or Questions?

PPE critical for some employees to stay safe

PPE critical for ALL employees to stay safe