Making safe driving for all

Part of the corporate safety culture
Whether employees drive as a part of their work, commuting to and from work, or around town after they've left work, DRIVING is likely the riskiest thing they do on a daily basis.
Characteristics of a Serious SAFETY CULTURE

Safety initiatives:

✓ Are proactive not reactive;
✓ Extend beyond the manufacturing sites and labs;
✓ Are viewed as an investment, not a cost;
✓ Are resourced with safety professionals;
✓ Reflect values vs. priorities (values don’t change– priorities can);
✓ Don’t exist in “silos” (each dept. only concerned with its own team)

The bottom line:

✓ The SAFETY CULTURE of the organization extends beyond its doors; and
✓ People are doing the right thing even when no one is watching.
What Contributes Significantly to Employee Losses?

- Motor vehicle crashes (MVCs) are the leading cause of on-the-job deaths and the second leading cause of off-the-job deaths.\(^1\)
- On-the-job MVCs result in highest cost per workers’ comp claim.\(^2\)
- In 2012, nearly 60,000 U.S. workers lost their lives as a result of unintentional injury either at work or away from work.\(^1\)
- 1 in 3 of these deaths were from motor vehicle crashes.\(^1\)
Where Are You on the ROAD SAFETY Staircase?

- Minimal Attention
- Company Drivers
- Entire Workforce
- Employee Families
- Community Outreach
- Corporate Social Responsibility

It’s not uncommon for efforts to stop here.
Where Are You on the ROAD SAFETY Staircase?

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Executive leadership has acknowledged driving is likely the riskiest thing any employee does daily.

- Identify and prioritize threats and defenses.
  - Be sure to include contractors as well
- Leverage existing infrastructure
  - Use NETS Comprehensive Guide to Road Safety™ (free-of-charge download)
- Work toward program extension and sustainability.
Building a ROAD SAFETY Culture

- The **WRONG** Way - Rushed, following a galvanizing, high cost event.
- The **RIGHT** Way - Planned, researched, resourced and focused.
- Build as you go.
- Apply change management principles.
Learn from Others—Don’t Wait for a Tragic Event

“We had a comprehensive vehicle safety program in place for our business drivers but realized we were losing PhD scientists and executives—among other valuable employees—to traffic crashes. We knew we needed to put a road safety program in place to reach all of our people.”

“We looked at our employee losses over a 12-month period and discovered that worldwide, more than 75% were killed in crashes commuting to and from work.”

These are real scenarios from NETS member companies. Names and company names have been redacted.
Start With Seat Belt Use

• Seat belts save an estimated 12,000 lives and prevent 325,000 serious injuries each year in the U.S. alone.³

• Personal Protection Equipment (PPE) isn’t just for the plant floors. Think of seat belts as critical PPE for every employee.
Survivors of motor vehicle crashes who wore their seat belts had:

- Fewer head injuries (30% vs. 50% unbelted).\(^4\)
- Medical bills that were half of those who were unbelted.\(^4\)
- Fewer lost work days compared to those who were unbelted—An estimated 7.3 million additional work days were lost over a 5-year period due to lack of seat belt use.\(^5\)
Mobile Device Use While Driving

- 26% of crashes in the U.S. (nearly 1.5 million) involve talking and texting on cell phones.\(^6\)
- 21% involved talking on a handheld or hands-free cell phone, and 5% involved text messaging.\(^6\)
- More than 30 studies have shown that hand held and hands-free devices pose similar risk due to the cognitive distraction of both.
Concerns for Employers

Employees who are…

• Participating in conference calls…
• Talking with managers or co-workers…
• Reading or responding to e-mail…
• Conducting any type of business while driving…

…and put their safety, the safety of other road users and the employer’s bottom line at risk—even if on a personal device and driving a personal vehicle.
“With more and more employees using their personal devices for work-related issues, employers must be cognizant that such use inextricably tethers the employee’s device to an employer’s liability.”

Brian L. Champion, partner at Libby O’Brien Kingsley & Champion, LLC
Scenarios of distracted driving verdicts against employers have involved employees who were:

- Driving after normal business hours;
- En route to a personal event;
- Sightseeing on a business trip;
- Operating a personal vehicle; and/or
- Utilizing a personal mobile device.
Employers should:

✓ Not create or imply a culture where employees feel that they need to make or take calls or read or reply to emails while driving.

✓ Get buy-in and commitment from management at all levels that they will not contact employees’ cell phones during times they know to be their drive times.

✓ Prohibit by policy any employees from participating on conference calls while driving.

✓ Provide on-going education and awareness messaging about the dangers of using a mobile device while driving.
Driving Your Safety Culture Home

✓ It takes courage to adopt a safe-driving culture.
✓ The effort must be championed by leadership.
✓ Keep in mind first-line supervisors are leaders, too.
✓ This year’s Drive Safely Work Week tool kit has materials and ideas to assist your efforts.