Approximately 75% of the U.S. workforce has access to an employer wellness program. Wellness programs are offered by half of all employers with 50 or more employees with the majority using financial incentives to encourage participation. If your organization has a wellness program, connecting road safety to health and well-being will increase opportunities to engage employees and sustain road safety communication.

**SEAT BELT USE AND DISTRACTED DRIVING**

Encouraging seat belt use and discouraging mobile device use while driving both provide ongoing education and outreach opportunities.

“At Acushnet Company, each employee is required to watch a monthly wellness video, 15-22 minutes long. The videos are produced in-house and include several 1-2 minute infomercials that include seat belts or distracted driving. We also communicate through our wellness program that a person’s overall health affects safe driving. For example, poor health can be a leading contributor to fatigue, impaired vision and alertness.”

Terry King, Sr. Safety Manager Corporate Safety, Acushnet Company and NETS member

Additionally, signed pledge cards committing to seat belt use could be bundled with other requirements such as Health Risk Assessments, being tobacco-free, participation in healthy-weight counseling, etc., that may already be in place as a condition for receiving an insurance premium discount.

**EXERCISES CONNECTED WITH DRIVING**

A comprehensive wellness program can encourage employees to do simple exercises that improve flexibility and range of motion. According to the AAA Foundation for Traffic Safety, flexibility helps with the following activities related to safe driving:

- Braking
- Getting in and out of the car
- Looking to the side and rear
- Steering
- Parking the car
- Sitting for long periods of time

“At Johnson & Johnson, we are committed to employee health and providing employees every opportunity to manage their personal energy effectively, so they can be at peak performance at work, on the road and at home. Our Energy for Performance in Life courses focused on personal energy management are offered to all employees either in person or through e-Course. In 2012, one of our U.S. companies provided the live course to all employees in the field or on-site. Self-reported data showed decline in multi-tasking, increase in better eating behavior, increase in energy and increase in absorption in work. We believe these factors are important for drivers to perform at their best throughout the day, including their time behind the wheel.”

Fik Isaac VP Global Health Services, Johnson & Johnson (a NETS’ Board of Directors member company)