

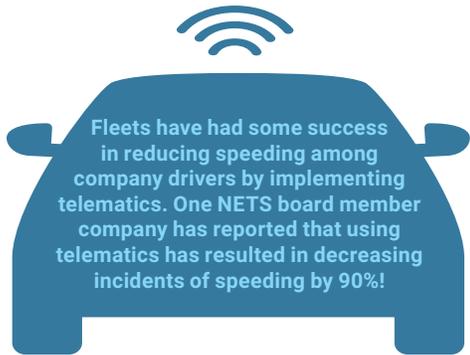
"Bad driving behavior easily becomes habitual; habitual behavior is difficult to change. Hence, it is important to focus on preventing undesirable behavior by organizing regular refresher behind-the-wheel training."

NETS Recommended Road Safety Practices™

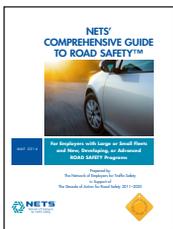
SPEEDING IS A HABIT WORTH BREAKING

It's Day 5 of Drive Safely Work Week™! What better way to wrap up this year's campaign highlighting driver behavior than to remind employees to **SLOW DOWN** and **BUCKLE UP**?

Maximum speed limits are set by the states, and they have been on the rise since 1995 when energy concerns began to fade and the maximum national speed limit was repealed. Since then, 34 states have raised speed limits to 70 mph (113 km/h) or higher on some portion of their roadway systems. As you might expect, researchers found that as speed limits rose, so did travel speeds and crash fatalities.¹ Today, several states have highway speed limits as high as 80 mph (129 km/h), with one state's limit at 85 mph (137 km/h).



Coca Cola Refreshments in Bismarck, ND, piloted 2 Seconds 2 Click® and increased seat belt usage from an observed 54% to 84% in just 6 weeks.



It's a good idea to take a close look at the productivity expectations for company drivers to ensure speeding is not tacitly encouraged with aggressive quotas.

Additionally, careful route planning (journey management) can result in better time management and reduced exposure to risk. For more information on journey management, see *NETS' Comprehensive Guide to Road Safety™*, available FREE in 21 languages at www.trafficsafety.org.

GOT FLEET DRIVERS?

MOTOR VEHICLE RECORD REVIEWS RECOMMENDED

Employers check Motor Vehicle Records (MVR) to assess the potential risk of employees who will drive a company-owned or personal vehicle to conduct business or will frequently use a rental car when traveling for business. These records highlight driving history over the past three to seven years and are available in all 50 U.S. states and Washington D.C. In addition to speeding violations, MVR checks note at-fault collisions and instances of driving while intoxicated. Once an employee is cleared to drive on behalf of the employer, MVRs are typically checked annually.

Both MVR checks and telematics offer opportunities for individual coaching to target unsafe driving behaviors.

2 SECONDS 2 CLICK®

Beyond DSWW, if you would like to go more in-depth on seat belt use, NETS recently released the *2 Seconds 2 Click®* toolkit. The FREE toolkit includes a communication plan for a low-cost, 6-week worksite campaign and is accompanied by a full suite of employee-engagement materials. The program is designed to take minimal administrative time to implement and is available at www.2seconds2click.org.

NOT BUCKLING UP – IT'S STILL A PROBLEM

U.S. employers are collectively spending an extra \$5 billion per year on traffic crashes involving employees who did not wear a seat belt while driving or riding as a passenger, whether they were on the job or off.²

Medical costs paid by employers per employee injured in a crash were nearly double in on-the-job crashes where the employee was not wearing a seat belt and increased by a third for off-the-job crashes.³

Nationwide, the seat belt usage rate is 88.5%.⁴ However, in states with no seat belt law or a secondary law (meaning you can't be pulled over for not wearing a seat belt unless another infraction is also committed), the average usage rate falls to 78.6%.

In addition to implementing seat belt policies for occupational drivers, employers should take time to encourage all employees to buckle up whether they are on the job or off. The two seconds it takes to buckle a seat belt reduces the chance of injury or death in the event of a crash by almost half. There really is no better return on investment.

NEW GUIDANCE FOR EXPECTANT MOTHERS

NHTSA recently updated its guidance regarding seat belt use by expectant mothers, who are sometimes unsure about whether and how to use seat belts. An interactive online flyer and printable pdf, titled: *If You're Pregnant: Seat Belt Recommendations for Drivers and Passengers*, are available at: www.safercar.gov/parents/SeatBelts/Pregnancy-Seat-Belt-Safety.htm

DROWSY, DISTRACTED, OR FOCUSED... YOUR DECISIONS DRIVE YOUR SAFETY

References for all pages can be found at <http://trafficsafety.org/dsww/dsww-2016-materials/references>

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DAY 5 ACTIVITIES

Resources can be downloaded from the Drive Safely Work Week website: trafficsafety.org/dsww/dsww-2016-materials

RESOURCES:

- 5-Minute Safety Talk PowerPoint—*Life Goes By Too Fast to Not Slow Down*
- *You're A Part Of Our Family, Too* email graphic or poster

REMIND EMPLOYEES THEY'RE NOT JUST EMPLOYEES, THEY'RE FAMILY

A good way to end your Drive Safely Work Week™ campaign is to send employees into the weekend with the message that they are considered family, so please buckle up and drive safely—on the job or off.



TWEET/POST

Don't put your safety in the hands of other drivers. Buckle up on every trip. Every time. Your Decisions Drive Your Safety. #DSWW2016

There is a direct correlation between speed & crash severity. Life goes by too fast to NOT slow down. #DSWW2016



EMPLOYEE ENGAGEMENT PLAN

- 1 Distribute *Slow Down. Speed Matters* and *Buckle Up. Every Time* employee hand-outs.
- 2 Choose from additional activities.

5-MINUTE SAFETY TALK



Host a 5-minute safety talk to focus on the importance of driving at a safe speed. Use or adapt the PowerPoint provided. The PowerPoint could also be distributed as a stand-alone resource.

RAISE AWARENESS OF EMPLOYEES' SPEED AS THEY ARRIVE FOR WORK

Consider contacting your local police department to request a radar speed sign (also known as driver feedback signs or speed display signs) be placed temporarily on a street or roadway close to your place of business, where employees are likely to pass on the way to work. Let the department know your organization is participating in Drive Safely Work Week™ and will be educating employees on the dangers of speeding. This could be a

good way to get employees to take notice of their speed and the speed limit in the area. You might request that the sign be placed in the early part of the week, if possible. Consider sending an employee email on the day you focus on speeding to make them aware that the sign has been placed as part of your recognition of DSWW. This will reinforce the **value you place on their safety and the safety of community members.**

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