

Help Protect Your Employees this Holiday Season

Traffic crashes: An issue for *all* employers

Traffic crashes are a leading cause of hospitalization and emergency department treatment for working age adults in Minnesota, and *the* leading cause of work-related death.

Even if your employees do not drive as part of their jobs, they are still at risk just driving to and from work each day. Use the proven power of the workplace to raise awareness and influence behavior – it’s good for your employees and it’s good for your business.

Traffic crashes can result in absenteeism, lost productivity and administrative burdens. Even violations that don’t cause injury can result in ticketing and court appearances that lead to worker distraction.

Join with statewide and national efforts

*November 27 - December 11 and December 16 - January 2:
Holiday Season Impaired Driving Prevention*

Link your efforts with upcoming enforcement campaigns; effective prevention programs require support from many segments of the community. We can help you with free seat belt and impaired driving resources and consultation.

Why the focus on these areas?

Wearing a seat belt properly is the single most effective way to reduce fatal and serious injury, cutting the risk of death for front seat passengers by 45 percent in cars and 60 percent in light trucks.

In a crash, odds are six times greater that people will be injured if they’re not buckled up.

While traffic deaths are on the decline, alcohol-related crashes continue to account for one-third of all traffic deaths. And people who are killed in alcohol-related crashes are much less likely to be buckled up (only 22 percent in 2010).

Resources

Our free resources include fact sheets, print materials, text for e-mail blasts, video public service announcements on YouTube, suggested strategies and more. Visit the NETS website for more on [seat belt resources](#) and [impaired driving materials](#). [Download](#) the poster to the left or others from the U.S. DOT website (scroll down the page to “Posters”). You can also reproduce, distribute or post the employee poster on the facing page.

Not sure where to start? Contact Minnesota NETS Coordinator Lisa Kons at lisa.kons@minnesotasafetycouncil.org, 651-228-7330/800-444-9150.



Safety NETS

Information To Help Keep You Safe on the Road

- A seat belt is your best defense in a crash. It holds you in the vehicle's designed protective space, giving you room to live.
- If you're not buckled up, the odds that you'll be injured are six times greater than if you are wearing your lap and shoulder belt.
- You might crash into (or through) the windshield or back window, slam into other passengers and injure them, or be thrown out of the vehicle.
- Remember: Minnesota law requires everyone in the vehicle to be buckled up. Law enforcement can stop and ticket unbelted drivers or passengers.
- Most Minnesotans (93%) buckle up – be sure you're one of them!

