

SafetyNETS

INFORMATION TO HELP KEEP YOUR EMPLOYEES SAFE ON THE ROAD

A QUARTERLY NEWSLETTER OF THE MINNESOTA NETWORK OF EMPLOYERS FOR TRAFFIC SAFETY—FALL 2005

Your Employees' Off-the-Job Crashes Are Your Business

Drive Safely Work Week October 3–7, 2005

Does your company's commitment to employee safety stop at the end of a shift? *No, of course not!*
Does your company's *safety programming* stop at the end of a shift? *Well, maybe so.*

Campaigns like Drive Safely Work Week can help employees and their families stay safe and avoid injury. Most injuries occur off-the-job. Employees hurt away from work cost employers money, too. And employers have to deal with the same disruptions to production and work schedules whether the injury occurred at work or away from work.

Economic Costs of Traffic Crashes in 2000

\$230.6 billion—Total societal cost of motor vehicle crashes

\$60 billion—Paid for by employers

\$40 billion from on-the-job crashes

\$20 billion off-the-job crashes for workers and their dependents

Traffic crashes are the leading cause of work-related fatalities in the U.S.—more than 30% of the total annual fatalities, the largest single category. But this figure doesn't touch the employees killed or injured when traveling to and from work. The total number of people killed in vehicle crashes was 42,000 in 2000. There were more than 53 million injuries and 28 million damaged vehicles.

Factors in traffic crashes:

- 20-30% of crashes are caused by distracted driving
- 30% of crashes are speed-related

- 40% of fatal crashes are alcohol-related
- More than 50% of occupants in fatal crashes are not wearing their seat belts

Drive Safely Work Week activities can emphasize the benefits of seat belts, the risks of impaired driving, and the need to adhere to traffic safety laws, and can encourage more responsible driving behavior.

The National Highway Traffic Safety Administration recently issued a report projecting today's trends to the year 2020. Business-as-usual is killing us, and will kill more of us as years go by:

"The improvements in the fatality rate have been flat for several years as has our progress with drunk driving. The challenges facing us in the future are daunting. Demographic populations such as older and younger drivers who are over-involved in crashes will grow significantly. Aggressive driving and speeding are becoming more common with increased travel and congestion. With yearly increases in travel and no improvement over our current safety performance, fatalities and injuries could increase by 50 percent by 2020."

How can you get started?

Use the fax order form on the back side of this page to order resources, order online at <http://www.mnsafetycouncil.org/nets/N-res.cfm>, or contact Lisa Kons, Minnesota NETS Coordinator at 651-2287330/800-444-9150 or kons@mnsafetycouncil.org. For more on Drive Safely Work Week, see the National NETS Web site at <http://www.trafficsafety.org/dsww.asp>.

FAX

to the Minnesota Safety Council

Fax: 651-291-7584

Contact: Lisa Kons

651-228-7330 or 800-444-9150 ext. 330

kons@mnsafetycouncil.org

From _____

State, Zip _____

Company _____

Phone _____

Address _____

E-Mail _____

City _____

Please Send me the following FREE of CHARGE

Buckle Up! Brochures

Quantity _____

Buckle Up! Payroll Stuffers

How You Can Reduce the #1 Threat to Children

Want to Keep Your Face From Breaking Out?

Gain a Second. Lose a Lifetime!

Quantity _____

Driving Under the Influence Payroll Stuffers

A Few Drinks is All it Takes to Have Your Friends in Stitches

Driving Under the Influence Can Blemish More Than Your Record

Quantity _____

Free Buckle Up and Driving Under the Influence Posters

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Distracted Driving Payroll Stuffers

Quantity _____

Distracted Driving Brochure

Quantity _____

Distracted Driving Posters

Put Down the Coffee—Concentrate on Driving

Stop Checking Your Makeup—Concentrate on Driving

Stop Fiddling With the Radio—Concentrate on Driving

Stop Talking—Concentrate on Driving

Quantity _____

Please send me information on the following traffic safety topics:

Drug and alcohol testing and recognition information

Online defensive driving training

How to establish a safety belt policy training

How to develop a traffic safety program

