

Drive Employees...

TO A COMPANY-WIDE TRAFFIC SAFETY POLICY: NO DRINKING & DRIVING



HOW TO PROMOTE SOBER DRIVING

As an employer, you can help save lives by promoting safe driving on and off the job. Reducing the incidence of impaired driving can be a profitable investment. But how do you promote sober driving among your staff? Here are a few ideas.

1. ANNOUNCE YOUR COMMITMENT TO SOBER DRIVING ON AND OFF THE JOB.

Introduce your new sober driving policy and remind your employees that it's not only against the law to drive under the influence of alcohol or other drugs, but sober driving also prevents injuries and fatalities. Be straightforward: Tell them the company is enacting this sober driving policy as a way to ensure that you have the safest workplace you can. Sober driving is the only way to drive, and it can also keep them out of jail.

Distribute the policy and give employees time to read it and react to it. Explain what the ramifications are if employees fail to drive sober—and commit to enforcement. Let employees know to turn in a signed policy to their supervisor by a specified date.

2. CREATE A 12-MONTH SAFETY CALENDAR, AND PUBLICIZE THE SAFETY EVENTS DURING LOGICAL TIMES OF YEAR.

You will find multiple resources online to develop your own workplace safety calendar if you don't have one already. You can promote sober driving anytime of the year, but especially good times are before holidays when celebrations are likely to include alcohol, such as winter holidays, spring break and Independence Day. You can also support the state's annual crackdown on impaired drivers; the Texas Department of Transportation conducts a statewide "Drink, Drive, Go to Jail" campaign each August/September as a prelude to labor Day. These are ideal times for your business to conduct impaired driving education programs and warn employees about the dangers of impaired driving.

3. OFFER EMPLOYEE ASSISTANCE PROGRAMS (EAPS).

Acknowledge the connection between impaired driving and misuse of alcohol and other drugs, and adopt strategies to encourage employees and dependents who have problems with alcohol and other drugs to seek help through Employee Assistance Programs (EAPs) and drug-free workplace programs. These programs can result in various benefits for your company, including lower medical costs, reduced turnover and absenteeism and higher employee productivity and morale.

4. ESTABLISH A WORKPLACE-BASED SUBSTANCE ABUSE PREVENTION PROGRAM.

Consider the company benefits of establishing a workplace-based effort that contributes to impaired driving prevention. A workplace substance abuse prevention program can save up to \$26 for every \$1 spent. Identifying and dealing with an employee's substance abuse problem can save an employer an estimated \$13,514 per year in health care and related costs per employee. Visit txdrivingconcern.org for information about Employee Assistance Programs and screening and brief intervention.



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of safe drivers!**
txdrivingconcern.org/safecompany

The National Safety Council saves lives by preventing injuries and deaths at work, in homes and communities, and on the roads, through leadership, research, education and advocacy. For more information about safe driving in Texas, please visit the Texas Chapter of the National Safety Council at txdrivingconcern.org/safecompany, call 888-222-4143 or email texas@nsc.org.

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5. PRINT THE POSTERS INCLUDED ON THE CD FROM THE NATIONAL SAFETY COUNCIL, AND HANG THEM IN COMMON AREAS.

You can use posters provided or other posters you may have. Replace them frequently.

6. USE WEB BANNERS PROVIDED ON THE CD FROM THE NATIONAL SAFETY COUNCIL.

Place the web banners on your company's home page to publicize your organization's commitment to safety to your customers. Use the web banners on your intranet page to remind employees of your organization's safety priorities. You can also use the banners in newsletters or other forms of communication.

7. DISTRIBUTE FACT SHEETS TO EMPLOYEES TO COINCIDE WITH SAFETY MONTHS.

You'll find paycheck stuffers and colorful fact sheets on the CD from the National Safety Council. Distribute fact sheets by email, or print one for each employee and leave it at their workstation. Include a payroll stuffer with each paycheck.

8. HOLD AN END-OF-YEAR RECOGNITION EVENT.

Reward your employees for a year of safety by hosting an end-of-year celebration. Present plaques to those with the best driving record, present gift certificates to those who helped organize safety events throughout the year and publicly thank all employees for their safe on- and off-the-job behavior.



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