



Your Business Case: Four Reasons to Use An Employee Traffic Safety Program

Surprisingly, not all business owners recognize that the deadliest issue for their employees is also one of the priciest. **Crashes cost employers \$60 billion annually and 3 million workdays a year.** As a business owner, you know how important it is to understand what impacts your bottom line and to find cost-effective solutions to remain competitive.

The **Our Driving Concern (ODC)** program is a *free* traffic safety program designed for employers by the National Safety Council and funded through the Texas Department of Transportation. Here are four good reasons why it makes sense for you to use our program:

Reason #1: Don't accept accidents as the "cost of doing business"

The most dangerous part of the day for employees is the time they spend in their vehicle. While Texans look at the increasing strain of traffic congestion, many don't realize that about 90% of crashes are the result of human error and, therefore, can be prevented.

Think about it: How many of you have been cut off by someone jabbering away on their cellphone, or remember a time you nearly fell asleep behind the wheel? The *Our Driving Concern (ODC)* program addresses the most common types of unsafe driver behaviors but allows businesses to customize resources and interactive materials to create a comprehensive driver safety program for their unique workplace setting.

Reason #2: "Everybody else is doing it!" Some positive peer pressure ...

The ODC program has worked with employers of all types, from trucking companies to small nonprofits, municipalities to large corporations. The City of Irving, Fort Worth and Sugar Land, among others, have applied tools and practices to the diverse departments they oversee, including waste management, police and fire. Large, corporate entities such as Saulsbury Industries have made use of resources in the monthly Safety Coach, while more rural, trucking fleets such as Hughes Transportation use the Tailgate Talks to bring the message into the field.

Reason #3: You can't afford not to

Consider the associated costs of motor vehicle crashes, including medical care, legal expenses, property damage and lost productivity. Crashes also drive up the cost of benefits such as workers' compensation, Social Security, private health and disability insurance. Additionally, crashes increase the company overhead involved in administering these programs. The real tragedy is that these crashes largely are preventable.

Sure, you can save money and lives, but also achieve a number of indirect benefits such as building employee morale, productivity, brand reputation and community relations.

Reason #4: You can't beat *free*, customized solutions

Host a free training at your location or find the right resources to address your employees' specific concerns. We work with your company's risk managers, HR professionals and safety leaders to build a comprehensive traffic safety program that speaks to office workers or professional drivers.

Some of the Texas ODC program offerings include:

- Interactive, on-site training
- Webinars
- Employer-focused newsletters
- Posters and visuals
- Safety Coach & Tailgate Talks
- Videos
- Resources for company health fairs
- Texas Employer Traffic Safety Awards

Resources can be found at www.txdrivingconcern.org If you have any questions or need more information, please contact Lisa Robinson, CFLE, Program Manager at Lisa.Robinson@nsc.org, 512-466-7383.