



National Safety Council

OUR DRIVING CONCERN

www.txdrivingconcern.org

No.1

CRASHES CAN WRECK YOUR BUSINESS

Motor vehicle crashes are the number one cause of on- and off-the-job accidental deaths in the United States.

National Safety Council Injury Facts, 2008

This year, more than 3,500 people will be killed and 350,000 will be injured on Texas streets and highways. One of your employees or someone in their family could be among them. Not only do traffic crashes take an emotional toll on their victims, they also affect Texas employers.

An on-the-job traffic crash costs an employer more than \$24,000.

If the employee is injured, the cost increases to well over \$125,000.

National Highway Traffic Safety Administration, 2006

HIGH IMPACT OF CRASHES

What happens to your employees off the job can have dramatic ramifications on your company's operations and finances. The truth is, your employees are much more likely to be involved in a crash away from work than on the job. Federal statistics show that most fatal crashes happen after hours, especially on weekends and after 5. For every worker killed in a traffic crash on the job, twelve will die in a wreck off the job. And half of crash-related injuries force employees to miss work. When an employee or family member is involved in a serious traffic crash, your business suffers, too. A valued employee may be absent for an extended period of time or permanently lost. Your business can experience lost productivity. Your company health insurance costs may increase.

Crashes Hit Your Bottom Line The National Highway Traffic Safety Administration reports that employers in Texas

alone spend \$4.3 billion every year as a result of on-the-job and off-the-job traffic injuries. Where does the

money go? Costs for health-related fringe benefits, such as health, life and

disability insurance premiums, sick leave and contributions to

Workers' Compensation medical and disability insurance,

account for \$1.7 billion. Vehicle property damage, liability

insurance, crash-related legal expenses, lost productivity and

recruiting and training workers to replace employees who are killed

or permanently disabled total an additional \$2.6 billion.

Off-the-job crashes are especially costly, accounting for

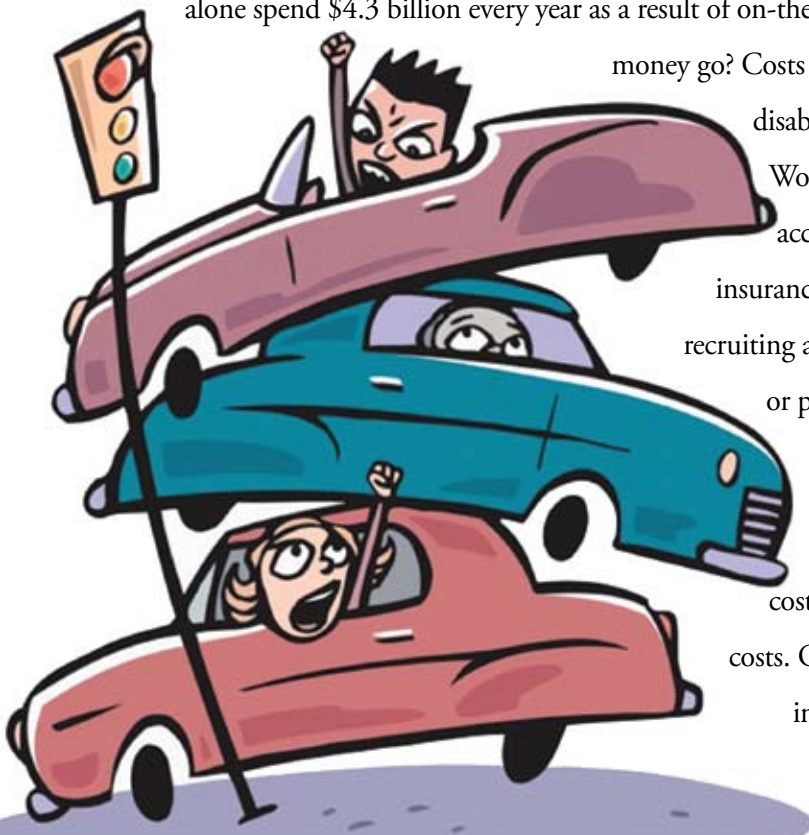
80 percent of employer crash-related health fringe benefit

costs and 92 percent of employer crash-related health care

costs. Given the enormous expense associated with crashes and

injuries, can you afford not to develop and support

a company-wide traffic safety program?



For every worker killed in a traffic crash on the job, twelve will die in a crash off the job.

National Highway Traffic Safety Administration, 2006



On average, more than ten people die every day on Texas streets and highways.

National Safety Council Injury Facts, 2008

The motor vehicle death rate on Texas roadways was more than 10 percent higher than the national average during 2004, with 3,816 motorists killed.

National Safety Council Injury Facts, 2008

Texas consistently ranks 2nd among all states in rural fatal crashes.

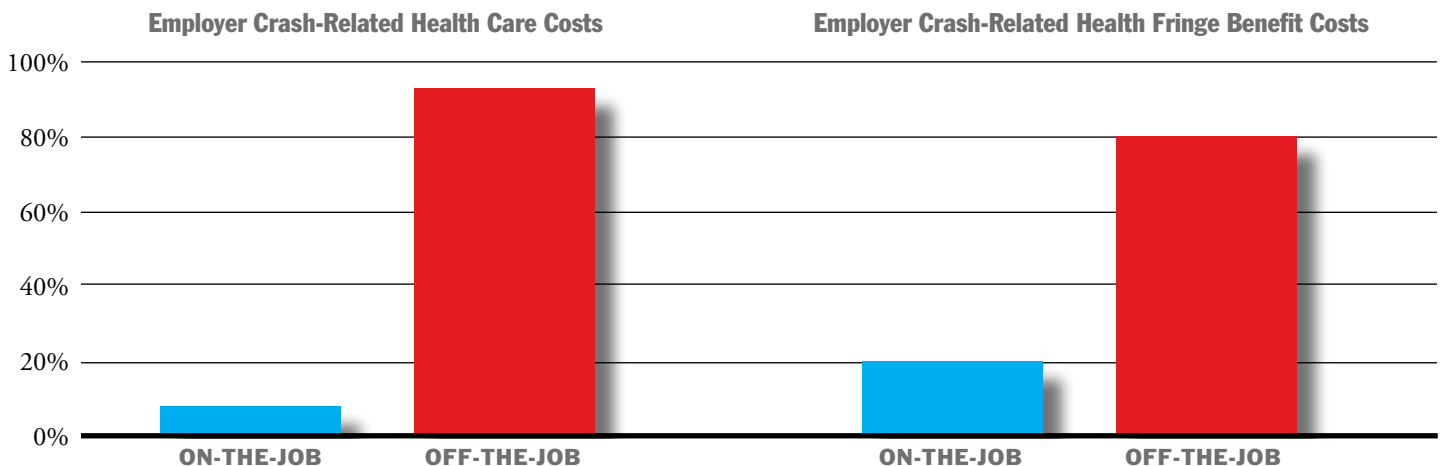
Fatality Analysis Reporting System (FARS) Encyclopedia, 2006

Motor vehicle crashes are the leading cause of death for children ages 2 to 14.

NHTSA Traffic Safety Facts, 2006

Half of all unexpected deaths in Texas are caused by traffic crashes, more than poisoning, falls, choking and drowning combined.

Unintentional Injury Deaths for Texas, 2004



Most fatal crashes happen during off-the-job hours, particularly on weekends. The wee hours on Sunday morning between midnight and 4 A.M. are especially dangerous. Throughout the week, more crashes occur in the early evening, evening and late night/early morning hours than during the day. *Fatality Analysis Reporting System Encyclopedia, 2006*

HOW TO PROTECT YOUR EMPLOYEES AND YOUR BUSINESS

Your company may already have safety training programs in place for employees who drive company vehicles. The next step is to expand driver safety programs to all employees. Talk to your people about safe driving and train them to adopt safe habits whenever they're behind the wheel. Insist that they buckle up themselves and their children. Encourage them to eliminate distractions in their vehicles. And if you don't have an alcohol- and drug-free workplace policy, institute one. Take advantage of free resources from the National Safety Council and the Texas Department of Transportation. Your return on investment can be significant: fewer crashes involving your employees, reduced absenteeism, holding the line on health care costs and more.

Follow a proven road map by using strategies that combine traffic safety principles and sound safety management practices to help your employees avoid off-the-job crashes. Although you can't control roadway conditions, you can promote safe driving through efforts such as these recognized by NHTSA:

- *Top-level management commitment to traffic safety programs*
- *Mandatory safety belt policies*
- *Alcohol and drug non-use policies*
- *Employee Assistance Programs*
- *Programs that extend safety efforts beyond the company door*



The National Safety Council recommends that employers develop a comprehensive set of motor vehicle safety policies. Employees who learn safe driving practices at work will be more likely to continue those practices in their non-work lives.

Sources: National Highway Traffic Safety Administration 2006 and the International Journal of Injury Control and Safety Promotion 2006.



FOR FREE RESOURCES AND MORE INFORMATION ON WHAT YOU CAN DO TO ENCOURAGE YOUR EMPLOYEES TO DRIVE SAFELY ON AND OFF THE JOB, VISIT OUR WEBSITE AT www.txdrivingconcern.org.



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Texas Employer Traffic Safety Program

National Safety Council - Texas Chapter 17101 Preston Road, Suite 240 Dallas, Texas 75248 972-250-4482