

Dear Partner in Traffic Safety:

Driving is something that almost every employee does ... whether it's business-related travel during the workday, commuting to and from work, or during off-duty hours. But regardless of when, where, or why an employee is behind the wheel—when an injury occurs, there is a devastating impact on their place of business.

Participate in the Drive Safely Work Week 2007 campaign, October 1-5, to deliver a message to your employees—that safe driving is a top priority for your organization. There are many ways to take part in this annual campaign—we urge all organizations to get involved to make our roads safer for everyone.

The Network of Employers for Traffic Safety (NETS) sponsors this lifesaving campaign each year to keep employees safe on the road by promoting safe driving practices. As the campaign celebrates its 11th year, join with thousands of public and private sector employers, health and safety organizations, local, state and federal agencies who are demonstrating their commitment to reducing traffic-related deaths and injuries in the nation's workforce.

This year's campaign theme, **Take Charge of YOUR Driving Behavior. Reduce YOUR Crash Risk. Avoid High-Risk Driving Mistakes**, addresses five common "high-risk" driving mistakes and provides risk avoidance tips that each driver can take to ensure their safety and the safety of others sharing the road. Making the commitment to safe driving is an integral part of this campaign and employers can use the pledge cards and campaign incentives to drive home their concern for the safety of their workforce and acknowledge their duty of care for employees while on the road.

The DSWW e-Tool Kit provides employers with easy-to-use campaign materials at no cost. Visit the NETS website at www.trafficsafety.org to register and download the campaign materials. For those who prefer printed materials, purchase the 2007 DSWW Employer Tool Kit and receive color copies of the campaign materials, 5 campaign posters, and a CD containing all of the campaign materials for easy reproduction and distribution.

To keep your organization focused on keeping your employees safe behind the wheel, participate in one of the "High-Risk" Driving in the Workplace workshops scheduled around the country this fall. These workshops, the first in the series of Knowledge Network events, sponsored by NETS utilize a unique meeting format to problem solve through collaboration with peers and safety experts.

On behalf of the millions of employees on our roadways, NETS thanks you for your interest and participation in this year's campaign. For questions, contact the NETS team at: 888-221-0045.

Together, in partnership, we can reduce preventable crashes and their impact on America's workforce.

Sincerely,



Dave Melton
Chair, NETS Board of Directors &
Director, Transportation Technical Consulting Services
Liberty Mutual Research Institute for Safety



Kathy Lusby-Treber
Executive Director
Network of Employers for Traffic Safety

Support DSWW Reply Form

Show Your Organization's Support for Drive Safely Work Week

The Network of Employers for Traffic Safety (NETS) invites your organization to be a 2007 Drive Safely Work Week (DSWW) Supporter. As the campaign celebrates its 11th year, join with supporters that are public and private sector employers, health and safety organizations, local, state and federal agencies committed to reducing traffic-related deaths and injuries in the nation's workforce.

Each year, the Drive Safely Work Week Campaign has grown with thousands of employers across the country now actively involved in promoting the campaign within their place of business.

NETS is proud to work in partnership with the national corporations and organizations who sponsor the workplace campaign each year.

The DSWW 2007 National Sponsors extend their sincere thanks to all the businesses and organizations that support DSWW through their participation each year. To be listed as a Supporter, please complete the form below so that NETS can recognize your organization for its lifesaving efforts to keep employees safe on road.

Drive Safely Work Week 2007 Sponsors

AmeriFleet Corporation
Anheuser-Busch Companies
Chubb Group of Insurance Companies
General Motors Corporation
Liberty Mutual Insurance Group
Maryland Highway Safety Office
Monsanto
National Highway Traffic Safety Administration
National Institute for Occupational Safety & Health
Nationwide Insurance
Safety Cost Improvement
UPS

Fax Back Form

Name (please print) _____

Title _____

Organization _____

Address _____

E-Mail _____

Please fax this to NETS at 703-891-6010. Thank you.

Campaign Backgrounder

What is Drive Safely Work Week (DSWW)?

- It is an annual week devoted to improving the safety and health of the nation's workforce by promoting safe driving practices at their place of business. The campaign week is always the first full week in October. During the campaign week, October 1-5 in 2007, the Network of Employers for Traffic Safety (NETS) celebrates the 11th year of the life-saving campaign.
- Each year, campaign participation increases as thousands of employers from the public and private sectors and from all size organizations and industry types take part in this lifesaving campaign by promoting the DSWW safe driving messages to all of their employees.
- One of the best ways to keep employees safe on the road is to educate them about safety and promote safe driving practices. And what is most compelling about the DSWW campaign is that employees tend to share what they have learned with their families and friends, greatly expanding the scope of the campaign with the potential to improve the attitudes and behaviors of a great many drivers.
- By taking advantage of this opportunity and participating in the campaign, employers are working to improve the safety and health of their employees by preventing traffic-related deaths and injuries in their workforce. The main reasons for implementing the campaign in your workplace are to:
 1. Save lives: your employees, their families and members of your community.
 2. Protect your organization from the human, economic and liability costs associated with motor vehicle crashes.
 3. Demonstrate good corporate citizenship by making the roadways safer for everyone.
- The most dangerous part of the workday for any employee is the time they spend in their vehicle.
 - Every 5 seconds a crash occurs.
 - Every 7 seconds a property damage crash occurs.
 - Every 10 seconds there is a traffic-related injury.
 - Every 2 minutes there is an alcohol-related injury.
 - Every 12 minutes someone dies in a roadway crash.
 - Every 31 minutes an alcohol-related fatality occurs.

Every 5 seconds a crash occurs; many of these incidents occur during the workday. In fact, one in four work-related deaths are due to a traffic-related trauma.

- With 91 percent of employees commuting to and from work and 18 percent of all motor vehicle trips being work-related, employers have an opportunity to make a difference on our nation's roadways by improving the safety in their own communities and neighborhoods.

Campaign Backgrounder

(continued)

What issues are addressed in the 2007 Drive Safely Work Week Campaign?

- This year's campaign theme, Take Charge or YOUR Driving Behavior. Reduce YOUR Crash Risk, addresses five common "high-risk" driving mistakes and provides risk avoidance tips that each driver can take to ensure their safety and the safety of others sharing the road. Campaign materials were developed for drivers to Avoid High-Risk Driving Mistakes.
- Make the Commitment to Safe Driving is an integral part of this year's campaign and is an action statement directed at every participant. Employers are encouraged to use the Make the Commitment pledge cards to drive home their concern for the safety of their workforce and to acknowledge their duty of care for employees while on the road.

How can organizations get involved in the campaign?

- The DSWW e-Tool Kit provides employers with an affordable method to access campaign materials. Employers can register on the NETS website and download all of the campaign materials at no cost to their organization.

For those who prefer campaign materials in a printed version, a DSWW Employer Tool Kit is available for a nominal fee, and includes color copies of the campaign materials, 5 campaign posters, and a CD containing all of the campaign materials for easy reproduction and distribution.

- Although the campaign week and national launch of the campaign take place the first week of October, the materials are purposely not dated. Therefore, employers may continue to stress these traffic safety messages and promote safe driving practices within their organization throughout the year.
- In conjunction with this year's campaign that focuses on "high-risk" driving, NETS will sponsor a series of one-day regional workshops this fall and winter, "High-Risk" Driving in the Workplace, to address this critical safety issue that makes organization's vulnerable to potential liabilities or legal costs. Participants will have an opportunity to benchmark their organizations' driver safety practices, providing valuable insight into the safety of their drivers.

Campaign Backgrounder

(continued)

Who is involved in coordinating the week?

- As a partnership of America's corporate and governmental leaders, the Network of Employers for Traffic Safety (NETS) sponsors Drive Safely Work Week each year for employers to raise awareness about safe driving practices and to address roadway safety issues within their place of business.
- NETS is a 501(c)3 employer-led nonprofit partnership dedicated to improving the safety and health of employees, their families, and members of the communities in which they live and work, by preventing traffic crashes that occur both on and off the job. NETS, the only organization dedicated exclusively to traffic safety in the workplace, provides employers with effective programs, policies, best practices, and activities that help companies reduce crashes and the associated human, financial, and liability costs.
- The core of the NETS program is a 10-Step System developed in 2004 to improve driver safety, minimize crash risk, and reduce liabilities for businesses of all sizes and industry-types. The 10-Step System is a fundamental resource for employers seeking to develop, establish, or improve driver safety. The annual DSWW campaign complements the 10-Step System as it demonstrates an organization's commitment to Safe Driving (Step One).
- NETS is supported nationally by private and public sector organizations that support the DSWW campaign each year through their participation and with their financial contributions.

National Member Organizations & Drive Safely Work Week 2007 Sponsors

AmeriFleet Transportation
Anheuser-Busch Companies
Chubb Group of Insurance Companies
General Motors Corporation
Liberty Mutual Insurance Group
Maryland Highway Safety Office
Monsanto
National Highway Traffic Safety Administration
National Institute for Occupational Safety & Health
Nationwide Insurance
Safety Cost Improvement
UPS

**Together, in partnership, we can reduce preventable crashes
and their impact on America's workforce.**

Campaign Resource Guide



Campaign Tool Kit

This tool kit has everything you need to launch a successful DSWWW campaign including color copies of the campaign materials, campaign posters, CD containing all of the campaign materials for easy reproduction and distribution.

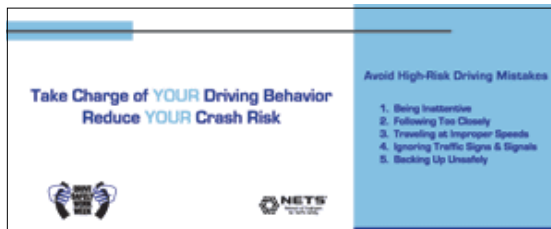
\$35.00



Campaign Poster

Encourage **YOUR** employees to **Avoid High-Risk Driving Mistakes** by displaying this 18" X 24" poster, in **YOUR** workplace.

\$5.00



Campaign Banner

Remind **YOUR** employees to **Avoid High-Risk Driving Mistakes** with a 7ft X 3ft vinyl banner.

\$350.00

Customize with **YOUR** organization's logo \$375.00



Campaign Bookmarks

Remind **YOUR** employees to **Avoid High-Risk Driving Mistakes** with one of each of the bookmarks that feature Risk Avoidance Tips.

<i>Being Inattentive</i>	\$7.50/25
<i>Following Too Closely</i>	\$7.50/25
<i>Traveling At Improper Speeds</i>	\$7.50/25
<i>Ignoring Traffic Signals & Signs</i>	\$7.50/25
<i>Backing Up Unsafely</i>	\$7.50/25



Litterbags

Help **YOUR** employees to **Avoid High-Risk Driving Mistakes** and clean up their driving with these convenient litter bags.

\$20.00/25



Assorted Fruit Candies

Reward **YOUR** safe drivers with a sweet treat. Each candy is individually wrapped.

\$12.00/Hundred
\$110.00/Thousand

NETS Order Form

Order Drive Safely Work Week Campaign materials and incentives:

Phone: 1.888.221.0045

Fax: 703.891.6010

Online: www.trafficsafety.org/products.asp

Payment Method

Check/Money Orders

Credit Card

Credit Card Number

Expiration Date

Visa

MC

AmEx

Ship to:

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone Number (____) _____

Email Address _____

Bill to:

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone Number (____) _____

Email Address _____

ITEMS ORDERED

No.	Item	Quantity	Unit Price	Total Price
DSWW 2007 Campaign Materials				
1	Campaign Tool Kit		\$35.00	
2	Campaign Poster		\$5.00	
3	DSWW Bookmarks			
	<i>Being Inattentive</i>		\$7.50 for 25	
	<i>Following Too Closely</i>		\$7.50 for 25	
	<i>Traveling At Improper Speeds</i>		\$7.50 for 25	
	<i>Ignoring Traffic Signs & Signals</i>		\$7.50 for 25	
	<i>Backing Up Unsafely</i>		\$7.50 for 25	
4	Litterbags		\$20.00 for 25	
5	Assorted Fruit Candies		\$12.00 for 100	
			\$110.00 for 1,000	
6	Campaign Banner		\$350.00	
	Customize with YOUR Company's Logo		\$375.00	
7	"10 Steps to Responsible Driving" Static Cling		\$0.75	
8	"10 Steps to Responsible Driving" Key Chain		\$0.75	
9	"10 Steps to Responsible Driving" Stickers		\$20.00 - 10 Sheets of 16	
10	"10 Steps to Responsible Driving" Brochure		\$25 for 50	
11	'Who's Driving' Distracted Driving Tool Kit		\$90.00	
12	'Who's Driving' Brochures		\$25 for 50	
13	'Who's Driving' Car Deodorizer		\$1.75	
14	'Who's Driving' Static Cling		\$0.75	

No.	Item	Quantity	Unit Price	Total Price
	NETS Workplace Safety Resources & Incentive Items			
13	Policy Jacket		\$1.00	
14	Belt America Poster		\$5.00	
15	Parking Lot Sign		\$25.00	
16	Seat Belt Pledge Cards		\$3.75 for 25	
17	Belt-O-Meter		\$75.00	
18	"Drive Safely" Bracelet		\$15.00 for 10	
19	"Drive Safely" Lapel Ribbon		\$7.50 for 10	
20	Fatigued Driving Poster (Truck)		\$5.00	
21	Fatigued Driver Poster (Car)		\$5.00	
22	Seat Belt Poster		\$5.00	
23	Aggressive Driving Poster		\$5.00	
24	Impaired Driving Poster		\$5.00	
25	"Rules of the Road" Poster		\$5.00	
26	Patriotic Static Cling		\$0.75	
27	Patriotic Sticky Notes		\$0.50	
28	<i>Teens At Risk</i> Prevent Underage Drinking & Driving		\$75.00	
29	<i>Teens At Risk</i> Parent Action Guide		\$5.00	
30	<i>The Novice Driver's Road Map</i>		\$15.00	
31	<i>Traffic Safety Primer: A Guidebook for Employers</i>		\$195.00	
32	NETS Membership: iNETS		\$195.00	
			Merchandise Total	
			Shipping and Handling	
			Grand Total	

Shipping and Handling

\$1.00 to \$30.00 add \$6.50	\$100.01 to \$150.00 add \$16.00
\$30.01 to \$50.00 add \$7.50	\$150.01 to \$300.00 add \$19.00
\$50.01 to \$75.00 add \$11.00	\$300.01 & over, add 6% of total.
\$75.01 to \$100.00 add \$12.00	

Expedited shipping available at additional cost. Please call (888) 221-0045 for details.

Corporate Plan of Action

How can your company plan a successful Drive Safely Work Week? Below is a Corporate Plan of Action designed to help you prepare a memorable Drive Safely Work Week (DSWW) campaign. Here you will find examples of how to use the many campaign materials and tools available in the 2007 campaign tool kit.

Drive Safely Work Week 2007: Corporate Plan of Action

Establish a DSWW planning committee. Recruit a small team of employees representing various aspects and departments of the organization who will be responsible for planning and implementing the campaign. The planning committee should secure senior level commitment and management support for the campaign. Each team member should be assigned specific tasks before and throughout the duration of the campaign. Together they should review the campaign materials and use this plan of action as a guide to plan the week's events.

Promote the campaign in advance.

Alert employees about your participation in Drive Safely Work Week. To help raise awareness before the week of the campaign:

- Publish the campaign's [Newsletter Article](#) in your organization's newsletter or other interoffice publication. Or, make copies of the newsletter and distribute to all employees.
- Send the [DSWW Introductory Letter](#) to employees. You may want to personalize the letter to address issues specific to your organization's crash experience.
- Displaying the [Campaign Posters](#) in central, high-traffic locations such as entrance areas, the lobby or cafeteria. This is a quick and easy way to get involved in the campaign.
- Distribute the "I [Commit to Responsible Driving](#)" [stickers](#) at the beginning of the week and encourage employees to show their support for the campaign's safe driving message by wearing them throughout the week.
- Enlist your company's CEO to officially designate October 1-5, 2007 as Drive Safely Work Week using the [DSWW Proclamation](#).

Drive the message home. Demonstrate your concern for the safety of your employees' families while on the road. Extend the campaign by sending the daily materials home so that all drivers in the family can benefit from the safe driving practices and related activities.

Think big and get the community involved. Use the [Press Release](#) to alert local media about your organization's efforts to promote safe driving within the community. Personalize it with staff quotes and company information. Be sure and send the [Campaign Backgrounder](#) to the media for information relevant to this year's campaign.

Corporate Plan of Action

(continued)

Make every day count. Incorporate the various DSWW materials during each day of the workweek. Each day of the campaign week, distribute the daily [Postcards](#). On Thursday, have your employees [Take the Pledge](#) using the downloadable form and reward their commitment by distributing the campaign's "Reduce YOUR Crash Risk" [gourmet candy](#) or [litter bags](#) to keep their vehicles in order. Order the campaign [Risk Avoidance bookmarks](#) as a long-term reminder to employees to engage in safe driving practices. Purchase from the [DSWW Resource Guide](#).

Utilize all of your communication outlets to get the word out. The campaign's daily [postcards](#) and [newsletter](#) can be tailored to different messaging outlets, including voicemail, e-mail, the company's intranet, and company newsletter.

Schedule a presentation for your employees. Use the [DSWW Employee PowerPoint Presentation](#) to explain DSWW to your employees and why their safety behind the wheel is important to you.

Plan to attend a "High-Risk" Driving Workshop this fall. Participate in the 1st of a series of NETS regional Knowledge Network workshops that address a critical workplace safety issue—Driver Safety. This is your opportunity to hear from your peers and leading traffic safety experts about keeping your workforce safe on the nation's roadways. Learn more about the workshops at www.trafficsafety.org.

Tell us about your campaign. We enjoy hearing how different organizations created and implemented their DSWW campaign. With different resources and tools available this year, companies are sure to find even more creative ways to impress their employees, while promoting safe driving practices on and off the job. Tell us about your DSWW campaign at nets@trafficsafety.org.

Make plans now. Continue to promote safe driving practices to your employees. This year's annual Drive Safely Work Week will be over October 5th but safe driving is an every trip, every time practice. Make it your "best practice" to routinely promote safe driving practices. Visit NETS for the resources you need to keep your employees safe on the road.

Visit the Drive Safely Work Week e-Tool Kit and start planning your Drive Safely Work Week today!

Corporate Newsletter Article

“High-Risk” Driving Jeopardizes Lives

Every day familiar scenes play out as employees drive to work. You’ve been out the night before and you went to bed a little later than usual so you hit the snooze button on the alarm for a few more minutes in bed. You’re feeling a bit groggy, but you’ve got to get up, hit the road, take the kids to school, and arrive at work on time. So you jump in the car.

Scenes like the one above mean that every day, many motorists who would never consider themselves high-risk drivers get behind the wheel. Are you one of them?

Because driving is something that we do every day, many of us take our driving skills for granted. Most drivers claim that they are good drivers, but it just cannot be true. With 6 million crashes that resulted in 42,642 fatalities and just under 2.6 million people injured in the United States last year, everyone behind the wheel is not a good driver.

Every day thousands of drivers make the decision to multi-task, speed, tailgate, run red lights and take their aggression out on other drivers, putting themselves and other sharing the road at risk. For many drivers, the amount of time they have to get to a destination plays a role in their decision to drive unsafely.

One out of nine licensed drivers will have a crash this year. The 100-Car Naturalistic Driving Study conducted by the Virginia Tech Transportation Institute provides insight into the odds of being involved in a motor vehicle crash for several “high-risk” driving behaviors.

- The odds of being involved in a crash or near crash are double when drivers are inattentive and look away from the roadway for 2 seconds or longer.
- The odds of being involved in a crash or near crash are almost tripled when driving significantly faster than surrounding traffic.
- The odds of being involved in a crash or near crash are double when driving aggressively.
- The odds of being involved in a crash or near crash are almost tripled when driving drowsy.

While there are few things that drivers can control on the roadways to make their drive time shorter and easier, the one thing that every driver can control is their own driving. Improving our driving behaviors and making safer decisions on the road won’t make traffic congestion disappear, but it certainly will cause fewer crashes, save lives, and in the long run—your time.

The goal of Drive Safely Work Week, a workplace traffic safety campaign, is to emphasize the importance of driving safely on and off the job to eliminate preventable crashes. The Network of Employers for Traffic Safety sponsors this national campaign annually to promote safe driving practices for all employees.

This week and every week, we encourage everyone to be fully prepared when they get behind the wheel. You will improve your odds of always arriving at your destination safely. That’s why it’s essential to **Take Charge of YOUR Driving Behavior. Avoid High-Risk Driving Mistakes. Reduce YOUR Crash Risk.**

Dear Employee:

Welcome to Drive Safely Work Week, October 1-5, 2007 a national campaign sponsored by the Network of Employers for Traffic Safety (NETS) annually to promote safe driving practices. Our organization joins thousands of other employers across the nation in support of this lifesaving campaign to protect you and your family members while on the roadway.

Traffic crashes cause over 42,000 deaths and over 3 million injuries annually. Many of these incidents are preventable and by participating in the campaign, we are demonstrating our commitment to safe driving and ask you to make the commitment, too.

Next week, you will receive a daily postcard with a risk avoidance tip and several activities to keep you and your family safe on the road. Knowing what to anticipate allows you to react quickly and correctly in any situation.

Avoid High-Risk Driving Mistakes

- Being Inattentive
- Following Too Closely
- Traveling at Improper Speeds
- Ignoring Traffic Signs & Signals
- Backing Up Unsafely

We commit to safe driving and ask you to do the same. Safe driving is up to you. Recognize the risks you face—and do all you can to ensure your own safety and the safety of others.

Take Charge of YOUR Driving Behavior. Reduce YOUR Crash Risk.

Campaign Week Activities

Daily Postcards and Employee Activities

Each of the five daily campaign postcards provides risk avoidance tips for a common “high-risk” driving mistake. The messaging is applicable to all employees and their families whether driving for work or for personal purposes. An accompanying employee daily activity reinforces each of the daily communications and was developed for drivers to take charge of their driving behavior and reduce their crash risk.

Monday - Help Your Employees Get Their Vehicle Organized to Drive Focused “Get YOUR Car in Order” Checklist

Help employees to get organized so they will be more attentive and better able to focus on the task at hand—driving. Distribute the following checklist of things they can do to get their car in order. Encourage participation by asking them to submit completed checklists for a special drawing at the end of the day or week.

Tuesday - Teach Your Employees to Maintain a Safe Following Distance Create a “Safety Cushion” Around YOUR Vehicle

One of the best crash avoidance strategies is to maintain a safe following distance by creating a “safety cushion” in front of your vehicle. Although maintaining a safe following distance is a timeless lesson in safe driving, chances are it’s been a while since your employees studied for their driver’s license. Help your employees’ brush-up on their driving skills and maintain a “safety cushion” around their vehicle. Teach them to reduce their crash-risk.

Wednesday – Promote Traveling at Safe Speeds What is YOUR Speed? Can you Stop YOUR Vehicle Safely?

In a hurry? It’s not safe to try and make up time on the road when you’re late. It’s far better to get an early start to arrive at your destination without having to rush. When you’re unavoidably late, or traffic is exceptionally congested – relax, and reduce your crash risk. Let your employees know that if they’re going to be late, it’s doesn’t matter if it’s 7 minutes or 10 minutes. Late is late.

Thursday - Have ALL Employees Commit to Safe Driving Take the Pledge to Drive Responsibly

Well done! Your employees are taking charge of their driving behavior. Before the week is finished have them Take the Pledge to take charge of their driving behavior and reduce their crash risk on and off the job. This activity is an effective way for you to remind each and every employee that safety is your organization’s number one concern. To reward their commitment to safe driving, provide a Take the Pledge incentive (a sticker or a key chain) or one of the campaign incentives (individually packaged “Reduce YOUR Crash Risk fruit candies or a campaign litter bag) purchased from the DSWWW Resource Guide.

Friday – Help Your Employees Get the BIG PICTURE Adjust YOUR Mirrors to Reduce Blind Spots

These directions are for adjusting mirrors for the best all-around visibility. Check your mirrors every five to ten seconds in traffic. Find out what is happening behind you. Is someone tailgating you? Can you change lanes safely?



Being Inattentive

Risk Avoidance Tip Focus **YOUR** Attention

Being a safe driver means being both physically and mentally prepared to drive. Being well rested, alert and attentive enables you to respond quickly. Keep your Eyes on the Road, Hands on the Wheel and Mind on the Drive.

- Taking your hands off the wheel, your eyes off the road or your mind off of the driving task puts you and others at risk. People, objects, or events inside and outside your vehicle can distract you.
- Next time you slam on the brakes to avoid a crash, recognize that you may be distracted. You're doing more behind the wheel than you can safely manage.
- Take a break if you have difficulty focusing. Safe driving requires a clear head and a sharp focus.
- Remain calm—Reduce your stress on the road by allowing plenty of time to reach your destination.

Remember your best defense against risky driving is a seat belt. Buckling up is the single most effective action you can take to protect yourself in a crash.





Being Inattentive

“Get YOUR Car in Order” Checklist

- Clear vehicle of unnecessary objects or trash
- Check to see that all cargo is properly secured
- Set temperature controls
- Pre-program favorite radio stations
- Pre-load selected CD(s)
- Have items needed within easy reach: toll fees, toll cards, garage passes, etc.
- Review and be familiar with all safety and usage features on any in-vehicle electronics
- Set mirrors for the best all-around visibility
- Adjust seating position
- Fasten your seat belt and be certain that all passengers are properly secured.



Following Too Closely

Risk Avoidance Tip **Keep YOUR Distance**

Give yourself room to react. You'll need it in a crisis. To protect yourself, keep a large "Safety Cushion" around your vehicle. Then if the unexpected happens, you will have room to stop or take evasive action.

- Keeping a safe distance between vehicles increases your ability to see and to be seen by other drivers – preventing a crash.
- A “safety cushion” between your vehicle and the one ahead gives you time when the driver ahead is about to stop, slow, or turn. Tailgating doesn’t leave space for any last minute maneuvers.
- Be aware of changing weather and traffic conditions. Expand your “safety cushion” when traveling in bad weather, on poor roads or in a congested traffic area.
- Consider the stopping distance of other vehicles. The stopping distance is much longer for a heavy truck than it is for a passenger vehicle.

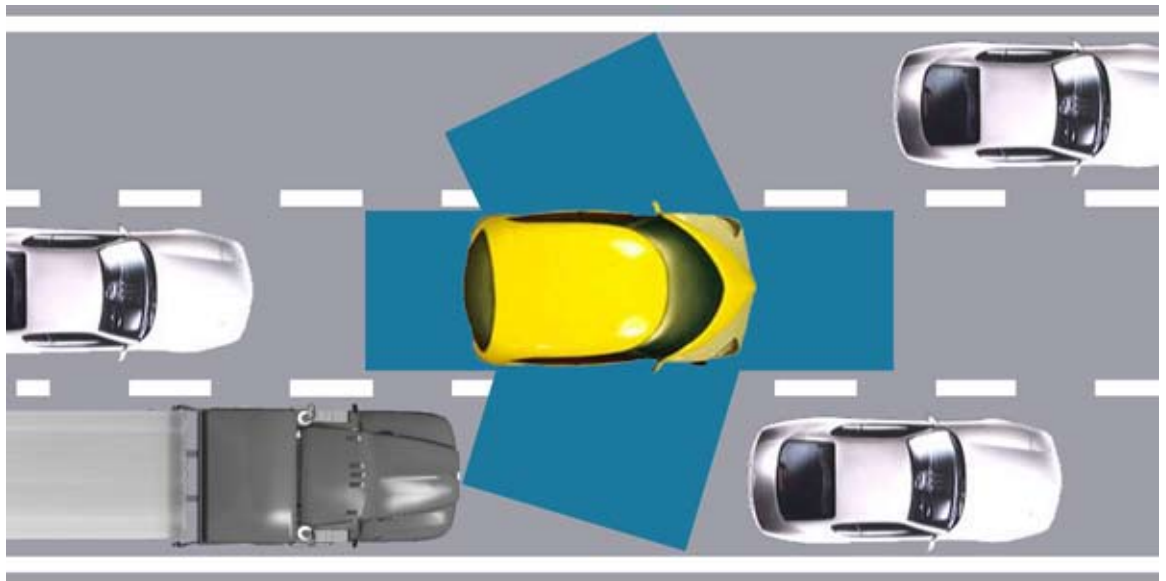
Remember your best defense against risky driving is a seat belt. Buckling up is the single most effective action you can take to protect yourself in a crash.





Following Too Closely

Create a “Safety Cushion” Around YOUR Vehicle



You need space to stop your vehicle safely. Follow other vehicles at a reasonable and prudent distance for the speed you are driving, the type and condition of the vehicle you are driving and for traffic and roadway conditions. As your speed increases, inflate your “safety cushion”, to provide the extra space you need between your vehicle and others on the road.

When merging into a lane in front of another vehicle, make sure that you expand your “safety cushion” to allow adequate distance between your vehicle and the vehicles behind you. If something ahead causes you to brake suddenly, you increase the likelihood that the vehicle(s) behind you can also safely slow down or stop, avoiding a collision.



Traveling At Improper Speeds

Risk Avoidance Tip Watch **YOUR** Speed

Posted speeds are for ideal driving conditions. Slow down when traffic, roadway, weather or visibility conditions are less than ideal. At higher speeds stopping distances are much longer and crashes are more severe.

- Speeding involves more than driving a vehicle faster than is allowed by law. The term also includes driving at an “inappropriate speed” – within the speed limit, but too fast for conditions.
- Speed reduces the driver’s ability to avoid a crash. It also increases the distance it takes the driver to stop in an emergency, so the likelihood of a crash increases.
- Higher speeds magnify your errors and provide less time to identify and react to a hazard.
- Reduce your “need” to speed by allowing plenty of time to reach your destination.

Remember your best defense against risky driving is a seat belt. Buckling up is the single most effective action you can take to protect yourself in a crash.





Traveling At Improper Speeds

What is YOUR Speed? Can You Stop YOUR Vehicle Safely?

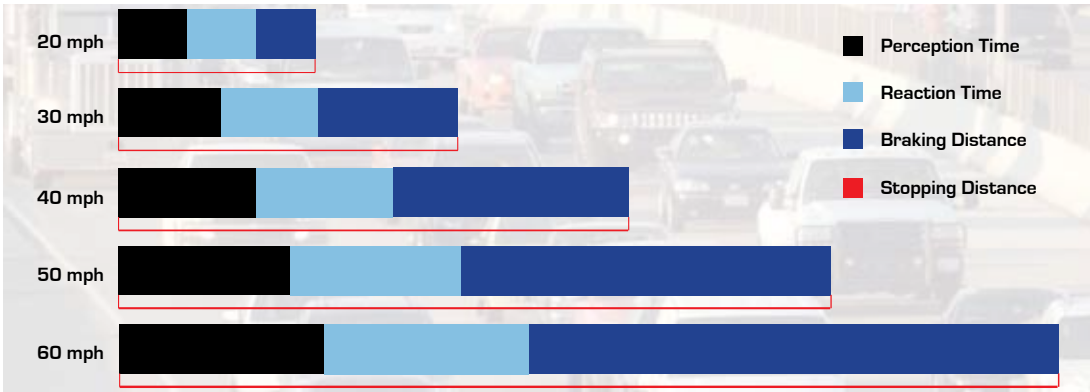
There's a lot that goes into stopping a car:

- First you have to recognize that there is a problem ahead and figure out what to do about it. Should I brake? As your brain realizes the danger and determines that an immediate reaction is needed, you continue to travel more distance. **This is Perception Time.**
- Next you have to move your foot from the accelerator onto the brake pedal. **This is Reaction Time.**

These first two components of stopping distance are human factors and are impacted by your vision, level of alertness and concentration and your driving experience. Inattention to your driving, being tired or impaired by alcohol or drugs will affect your brain's perception and recognition times.

- Then you have to apply the brakes to get the vehicle you are driving to stop. No vehicle can "stop on a dime." How long it takes to stop depends on the speed you are traveling, the road and weather conditions, and your vehicle's braking capability. **This is Braking Distance.**
- **Your Stopping Distance** is a total of your perception and reaction times and the braking ability of your vehicle. Heavier vehicles, such as large trucks, cannot stop as quickly as passenger cars.

The following chart shows the distance required at various speeds to bring the vehicle to a stop.



When you double the speed of a vehicle, your braking distance does not become twice as long, it becomes four times as long.



Ignoring Traffic Signs & Signals

Risk Avoidance Tip Scan **YOUR** Environment

Be aware of upcoming cross streets. Spotting a traffic sign or signal early, prepares you to stop. Being in a hurry and trying to “run the light” at an intersection places you and other motorists, pedestrians, and bicyclists at risk.

- Running a red light or a stop sign is no joke. It’s a dangerous form of aggressive driving.
- Intersection safety is a serious problem. Many collisions and near crashes occur when drivers ignore or fail to respond to traffic signs and signals. 40 to 45% of all crashes are intersection-related.
- Everyday thousands of drivers do things on the road simply because they can, even though they shouldn’t. Violating even minor traffic laws can place your life and the lives of others in jeopardy.
- Remember that the people who occupy the roadway around you could be your friends, neighbors, co-workers, or family members.

Remember your best defense against risky driving is a seat belt. Buckling up is the single most effective action you can take to protect yourself in a crash.





Ignoring Traffic Signs & Signals

Take Charge of YOUR Driving Behavior Reduce YOUR Crash Risk

Take the Pledge

Driving is an everyday activity—but it is a serious responsibility and deserves your full, undivided attention. One of every nine licensed drivers is involved in a traffic crash each year. Most of these incidents could have been prevented. Since you cannot control the actions of the other drivers on the road you have to rely on our own driving skills, knowledge, and experience.

Safe driving is up to you. Recognize the risks you face—and do all you can to ensure your own safety and the safety of others.

Avoid High-Risk Driving Mistakes

1. Being Inattentive
2. Following Too Closely
3. Traveling at Improper Speeds
4. Ignoring Traffic Signs & Signals
5. Backing Up Unsafely

Make the Commitment

"I pledge to DRIVE SAFELY each time I get behind the wheel. Safe driving is the responsibility of each individual driver.

Name _____

Date _____

Take Charge of YOUR Driving Behavior
Reduce YOUR Crash Risk



Backing Up Unsafely

Risk Avoidance Tip **Know YOUR Surroundings**

When possible, position your vehicle to avoid backing. Before backing, know what is beside and behind your vehicle. Back very slowly while looking and listening for trouble. Continuously check rear and side mirrors.

- Make every effort to avoid backing. One in four preventable collisions involve backing-up.
- Try to position the vehicle so that you can move forward to exit your parking space. When backing cannot be avoided, back in upon arrival to avoid backing out when departing.
- Before backing out, conduct a visual walk-around of your vehicle to identify potential hazards (other vehicles, obstacles, pedestrians or children playing) and to determine clearances.
- Make sure that your windows and mirrors are clean for maximum visibility before backing.

Remember your best defense against risky driving is a seat belt. Buckling up is the single most effective action you can take to protect yourself in a crash.



Backing Up Unsafely

Get the **BIG PICTURE**: Adjust **YOUR** Mirrors to Reduce Blind Spots

1. Adjust the driver-side outside mirror by resting your head against the driver's side window.
2. Turn the mirror so that you can just see the side of your own car.
3. To adjust the passenger's side mirror, position yourself in the middle of the vehicle and lean your head to the right and adjust the mirror so you can just see the right side of your car.

Please note these are general guidelines for mirror adjustment and are most effective on passenger vehicles and smaller vans or trucks (less than 10,000 lbs. GVW.) Your ultimate objective is to adjust the mirrors so you do not lose sight of vehicles as they move from behind you to pass on the left or right.

YOU Work Hard For **YOUR** Money Why Risk It On A Crash

Take Charge of **YOUR** Driving Behavior
Reduce **YOUR** Crash Risk

Avoid High-Risk Driving Mistakes

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Proclamation

A SAMPLE PROCLAMATION DRIVE SAFELY WORK WEEK 2007

The week of October 1-5, 2007 has been declared DRIVE SAFELY WORK WEEK by (name of organization, city, county, or state)

WHEREAS, the (organization, city, county, or state) is concerned about the Safety and Health of its employees (and the public it serves); and

WHEREAS, work-related roadway crashes are the leading cause of death from traumatic injuries in the U.S. workplace; and

WHEREAS, the Network of Employers for Traffic Safety, an employer-led, public-private partnership dedicated to reducing traffic-related deaths and injuries in the nation's workforce by working locally, statewide, and nationally to inform employers about the human and economic costs of roadway crashes and to promote safe driving practices to all employees; and

WHEREAS, DRIVE SAFELY WORK WEEK is a roadway safety campaign for the workplace designed to raise awareness about the importance of driving safely on and off the job to eliminate preventable crashes; and

WHEREAS, this year's campaign, **Take Charge of YOUR Driving Behavior. Reduce YOUR Crash Risk. Avoid High-Risk Driving Mistakes**, addresses five common "high-risk" driving mistakes and presents risk avoidance tips that each driver can take to ensure their safety and the safety of others sharing the road. Making the commitment to safe driving is an integral part of the campaign and employers can drive home their concern for the safety of their workforce and acknowledge their duty of care for employees while on the road; and

WHEREAS, with ninety-one percent of employees commuting to and from work and eighteen percent of all motor vehicle trips being work-related, employers have an opportunity to make a difference on the nation's roadways by improving the safety in their own communities and neighborhoods; and

WHEREAS, each year for the past ten years, thousands of organizations of all sizes reached millions of employees across the nation with the campaign's safe driving information; and

NOW, THEREFORE, I, (Name of CEO, Mayor, County Executive, Governor), do hereby proclaim the week of October 1-5, 2007 as DRIVE SAFELY WORK WEEK and call upon all employers to join this lifesaving observance and encourage their employees to, **Take Charge of YOUR Driving Behavior. Reduce YOUR Crash Risk**, by avoiding "high-risk" driving mistakes when they get behind the wheel this week and every week.

Press Release Template

Sponsored by the Network of Employers for Traffic Safety (NETS), Drive Safely Work Week is a nationally observed campaign designed to help employers emphasize the importance of driving safely both on and off the job to reduce preventable crashes. This year's campaign theme, **Take Charge of YOUR Driving Behavior. Reduce YOUR Crash Risk**, addresses five common "high-risk" driving mistakes and provides risk avoidance tips that each driver can take to ensure their safety and the safety of others sharing the road.

Avoid High-Risk Driving Mistakes

- Being Inattentive
- Following Too Closely
- Traveling at Improper Speeds
- Ignoring Traffic Signs & Signals
- Backing Up Unsafely

Because driving is something that we do every day, many of us take our driving skills for granted. Most drivers claim that they are good drivers, but it just cannot be true. With 6 million crashes that resulted in 42,642 fatalities and just under 2.6 million people injured in the United States last year, everyone behind the wheel is not a good driver.

Every day thousands of drivers make the decision to multi-task, speed, tailgate, run red lights and take their aggression out on other drivers, putting themselves and other sharing the road at risk. These and other hazardous driving behaviors coupled with unsafe driver attitudes make the time employees spend in the car the most dangerous part of the work day.

Traffic crashes are the leading cause of death and injury in the nation's workforce with the average crash costing an employer \$16,500. "One of the best ways to keep our employees safe on the road and reduce our risk is to educate them about driver safety and promote safe driving practices," said [Organization Spokesperson].

During this special week [Organization Name] will demonstrate its commitment to protecting the health and well being of its most valuable assets—its employees. [Insert a company initiative that will be implemented during the campaign week.]

"[Organization Name] proudly supports this year's Drive Safely Work Week," said [Organization Spokesperson]. "We recognize that it is important for all of our employees to take a few minutes each day to hear this safety message and to **Take Charge of YOUR Driving Behavior. Reduce YOUR Crash Risk and Avoid High-Risk Driving Mistakes.**



Regional Workshops to Address “High-Risk” Driving in the Workplace

Register now to participate in the 1st of a series of regional **Knowledge Network Workshops** that address a critical workplace safety issue – Driver Safety.

The **Knowledge Network Workshops** are designed to offer employers a unique small group opportunity to learn more effectively about a specific workplace safety challenge and problem-solve through collaboration with peers and safety experts. Participants will have the opportunity to complete and submit a confidential High-Risk Driving Practices Benchmarking Survey prior to the workshop and then discuss the collective findings of all participants in small moderator-facilitated groups and compare effective intervention approaches.

“High-Risk” Driving in the Workplace, the first in the **Knowledge Network Workshop**, uses the unique NETS meeting format to focus employer’s attention on their organization’s vulnerability due to their employees’ driving environments (road, vehicle, and weather conditions), operator abilities and attitudes. Workshop participants will:

- Respond to a critical safety issue that makes their organization vulnerable to potential liabilities or legal costs.
- Benchmark their organization’s driver safety practices to determine how their program compares with others. This exercise will provide valuable insight into the safety of your drivers.
- Problem solve in a small group setting to discover if you have put in place effective measures to ensure the safety of your employees while driving for work and reduce their crash-risk.

Organizations need to adopt safety interventions that reduce risk to employees from work-related road travel. If these measures do not cover all employees, including those hired for their specialty skills—not their incidental driving skills—then your organization may be in a precarious liability situation with unqualified or at-risk drivers on the road.

The one-day workshops will be held during 2007- 2008 in various locations:

Currently scheduled in:

- Boston (Hopkinton), MA -- September 7, 2007
- St. Louis, MO -- October 3, 2007
- Atlanta (Stockbridge), GA -- November 8, 2007

Check back often as new dates and sites will be added. To host this workshop in your location, contact NETS.

The workshop fee is \$325.00. A 10% discount will be applied to organizations enrolling two or more participants. Registration will be limited to 60 participants for maximum networking opportunities.

For further information, contact NETS at 1-888-221-0045 or visit: www.trafficsafety.org