
  
Network of Engineers  
for Traffic Safety

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## Do You Know the New NETS? Lifesavers 2015



Member UN Road Safety Collaboration  
Decade of Action for Road Safety 2011-2020

Free Marketing Resources to  
Support Your Campaign  
Tuesday March 17, 2015  
9:00 AM – 10:30 AM

Jack Hanley, NETS Executive Director  
[hanley@trafficsafety.org](mailto:hanley@trafficsafety.org)  
(703) 273-6005

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Network of Engineers  
for Traffic Safety

## NETS' Board Members and Mission

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**NETS is dedicated to improving the safety of employees, their families, and members of the communities in which they live and work by preventing traffic crashes that occur on-and-off the job**

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## The NETS Umbrella

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- 11 board member companies and 2 Federal liaisons
- 100+ road safety benchmark member companies, representing a collective fleet of 630,000 vehicles, 11 billion+ miles traveled annually
  - 50% are fortune 500 companies
  - Pharmaceutical, Oil and Gas, Utilities, Food & Beverage, Manufacturing, Insurance & more
  - Member fleets operate in 153 countries
  - Fleet sizes range from 75 to 53,000 vehicles
  - Collision rate = 10.6% compared to 20% industry ave.

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### NETS' Priorities

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1. STRENGTH IN NUMBERS® annual fleet safety benchmark survey of member companies to compare program elements and determine best practices
  - The STRENGTH IN NUMBERS® benchmark survey began in 1995– Run by NETS since 2008
2. Development of ROAD SAFETY products and services made available FREE of Charge
  - Any organization can benefit from the collaboration of the NETS members!

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### NETS' FREE Products and Services

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- Drive Safely Work Week™ annual campaign
- eNovice Driver's Road Map™
- NETSWork® monthly e-Newsletter
- NETS' Comprehensive Guide to Road Safety™
- Coming Soon!
  - Comprehensive Guide to Defensive Driving™
  - Seat Belt Usage Improvement Tool Kit for Employers and the Community

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### Drive Safely Work Week™

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- NETS' signature annual road safety campaign
- Targeted to **all** employees, not just business drivers
- First full week in **October**
- Materials launch in **August**
- Turnkey handouts, activities, graphics and more!
- **Free** download via [www.trafficsafety.org](http://www.trafficsafety.org)
- Campaign **archives** available back to 2010

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**Novice Driver's Road Map** <sup>®</sup>



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- ❑ FREE 8-step guide for parents to help teens get the practice needed on the road to becoming a safe driver
- ❑ Includes a "Coaches Game Book" with tips for parents on being a good role model, establishing rules, and more
- ❑ Includes a Parent-teen Driving Contract
- ❑ Now available as an interactive, electronic download
  - ❑ Log practice hours, track lessons and take notes
- ❑ View the eNDRM introduction video here: <https://www.youtube.com/watch?v=7zidVSKXUZE>
- ❑ Download FREE at [www.trafficsafety.org](http://www.trafficsafety.org)

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**NETSWork** <sup>®</sup> e-Newsletter

Monthly publication of the National Highway Traffic Safety Administration

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- ❑ Free monthly summary of road safety news and events
- ❑ Sign up to get NETSWork <sup>®</sup> delivered straight to your inbox at [www.trafficsafety.org](http://www.trafficsafety.org)
- ❑ Nearly 14,000 subscribers and growing!

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**NETS' Comprehensive Guide to Road Safety** <sup>™</sup>




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- Now available in 21 languages!
- Free download via [www.trafficsafety.org](http://www.trafficsafety.org)
- Global applicability
- For employers of large or small fleets, all vehicle types with new, developing or advanced road safety programs

*"The Guide provides an excellent starting point for companies and organizations of all sizes with all types of fleets wanting to put in place a road safety program for their operations. It also serves as a tool for road safety managers to compare their existing programs to those of leading employers in road safety."*

Mike Watson, Global Road Safety Manager, Shell International Petroleum Company and member of NETS' Board of Directors

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**Connect with NETS**

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 @NETS\_RoadSafety

 [www.facebook.com/DriveSafelyWorkWeek](http://www.facebook.com/DriveSafelyWorkWeek)

[www.trafficsafety.org](http://www.trafficsafety.org)

[jhanley@trafficsafety.org](mailto:jhanley@trafficsafety.org)

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