PARTNERING WITH EMPLOYERS TO MAKE IT CLICK

LIFESAVERS NATIONAL CONFERENCE
TAMPA CONVENTION CENTER • TAMPA, FL
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Network of Employers for Traffic Safety (NETS)
Marketing and Operations Manager
NETS members invest in road safety to protect their colleagues, families, friends and community as part of their Corporate Social Responsibility agenda.
NETS Board Member Companies and Government Liaisons
OTHER ADDITIONAL RESOURCES AND ORGANIZATIONS

Zseconds2click™ Seat Belt Drive Safely Work Week™ Campaign
Zseconds2click is a toolkit developed by the Network of Employers for Traffic Safety (NETS) in partnership with the National Highway Traffic Safety Administration (NHTSA). This step-by-step toolkit includes everything you need to create a 4-week seat belt campaign within your workplace.

Drive Safely Work Week™ Campaign Archive
Access past DSWW toolkits and templates to enable you to conduct week-long campaigns on a variety of safe driving topics.

Novice Driver’s Road Map™
Featured in USA Today! Curriculum for parents to guide teens to be safe, focused drivers & meet most state’s license restrictions.

Recommended Road Safety Practices™
Compare your road safety program and policies to best practices drawn from NETS benchmark program.

Guide to Defensive Driver Training™
Complements the NETS Comprehensive Guide to Road Safety™. Defines the elements of an effective and sustainable Defensive Driver Training (DDT) program.

Comprehensive Guide to Road Safety™
For employers of large or small fleets of all vehicle types with new developing or advanced road safety programs. With the support of our major sponsor, the Coca-Cola Company, NETS Board Member company, for making the Comprehensive Guide to Road Safety™ available in 21 languages.

Cost of Motor Vehicle Crashes to Employers—2015™
Report on how driver behaviors—on and off the job—contribute to costs.
Drive Safely Work Week® (DSWW) Campaigns

On-line Portal with 4 Wellness “Components”:

- Physical Wellness
- Work-life Balance
- Impaired Driving
- Healthy Vehicles

www.2seconds2click.org
www.DrivenToWellness.org
You Can’t Fix What You Don’t Measure!
INTRODUCTION

This application is intended for employers who want to understand the cost of crashes incurred by their occupational fleets. In addition to the on- and off-the-job costs of crashes for all their employees and their employees’ dependents, knowing an occupational fleet’s costs enables management to develop a business case that supports an investment in fleet safety. Knowing the on- and off-the-job crash costs for all employees and their dependents provides employers with justification to invest in employee-wide safe driving programs.

To read the complete report, Click here.

There are three different components to this calculator:

- On-the-Job Crash Costs
- Off-the-Job Crash Costs
- Return on Investment (ROI) Guidance Calculator

Each component may be completed independently; however, if they are completed in order, relevant information will be filled in automatically in the next component. Please email NETS@trafficsafety.org with any technical issues or questions regarding this calculator.

DISCLAIMER

This information is provided as a courtesy by NETS to its members and also to the general public. It is provided "as is," without any representations or guarantees as to its accuracy and neither NETS nor any contributing company is liable for the content or use of this information.

http://crashcost.trafficsafety.org/#!/home
NETS Annual Strength IN Numbers® Benchmark Conference

This year’s conference:
October 14-15, 2020
Westin International Hotel: Denver, Colorado

**1/2 day SHSO Workshop**
Reduced registration rate for government/SHSO personnel.
To promote safe driving practices, and reduce injuries and fatalities associated with crashes through employer-based programs.

Improve outreach of road safety materials to employers through the SHSO.

Partner with SHSOs to build, pilot and implement new processes.

To provide a tutorial to develop or enhance employer-based programs in a turn-key fashion for SHSOs.
Background

50% of the U.S. population is employed (BLS).

85% of U.S. employees drive to work (U.S. Census Bureau).

55% of U.S. traffic fatalities in 2014 involved someone’s employee (NHTSA).

Unless employ fleet drivers, employers fail to recognize the importance and relevance of traffic safety.

Crashes cost employers more than $63 billion dollars in 2015 (NIOSH).

NETS /NHTSA cooperative agreement to extend reach to employers with road safety materials.
The tutorial provides a template to start or expand state employer outreach programs including:

- **STEP 1** - How to identify an Employee Outreach Coordinator;
- **STEP 2** - How to build a database and strategy to reach state employers;
- **STEP 3** - Program resources.

https://shsoroadsafety.org/
SHSO Employer Outreach Portal Website

- Reference page: evidence-based research to support the website materials.
- Contributors page: organizations that approved materials to be posted to the site (NETS, NHTSA, GHSA, NSC, NIOSH and others).
5 states participated to incorporate the employer-based program framework.

Portal designed to assist states developing/enhancing employer-based programs.

Provide useful tools and resources including templates and sample documents from existing state programs.
Project Coordinators

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Kim VanAtta, Program Manager, Tennessee HSO

Amanda Horner, Traffic Safety Specialist, Kansas Traffic Safety Resource Office

Amy Winkler, Occupant Protection Program Coordinator, Utah HSO
When Volvo invented the three-point seat belt in 1959 they made the patent free for all competitors to use in order to save lives, saying

“IT had more value as a free life-saving tool than something to profit from.”

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