

Engaging Your Employers to Encourage Employees to Buckle Up!



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NETWORK OF EMPLOYER FOR TRAFFIC SAFETY

STEP 1: How to Identify an Employer Outreach Coordinator

- In 2018 Maine became one of 4 pilot programs with NETS
- Unique arrangement as a third party contractor and only 20 hrs dedicated to NETS and 20 hrs dedicated to Traffic Safety Outreach
- Think outside the box for partnerships



- **Pilot testing...checking off setup steps**

- “Testing” the State Highway Safety Office Employer Outreach Portal
- SHSO Portal’s endless protentional for your states program development
- Easy to follow stages
- Getting started: Partners and Contacts



- **My Challenge...finding contacts**

Step 2: How to Build Database and Strategy to Reach State Employers

- Use Established Relationships
- Seek Chamber Listings
- Approach Associations
- Purchase Commercial Listings



Inviting and Engaging Employers

STEP 3: Road Safety Behavioral Campaign Materials from NETS, NHTSA, NSC and GHSA

- Cold Call Outreach Letters
- Follow Up Onsite visits and short demos
- Utilizing outreach resources to enhance



GETTING BUY IN FROM EMPLOYERS

STATE HIGHWAY SAFETY OFFICE EMPLOYER OUTREACH PORTAL



MAINE HIGHWAY SAFETY FACTS
2018 Edition (2008-2017)



Crashes cost employers
more than **\$47 billion** in 2013.

CHECK OUT THE [COST OF CRASHES APP](#) NOW!

TRAFFIC SAFETY IS PART OF WELLNESS

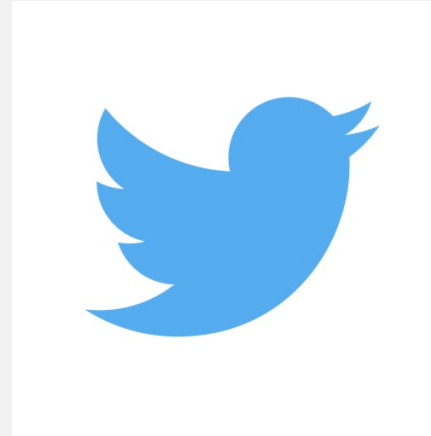
- Using the resources in SHSO to build trust
- Finding out what employees want based on industry
- Creating a new culture related to driving habits
- REMIND—REMIND— REMIND
- Keeping it fresh each month with update materials and timely NHTSA Calendar



Monthly Outreach

<https://shsorroadsafety.org/>

- **Monthly emails with simple, valuable, timely information**
 - Social Media
 - Newsletters
 - Web links
 - Flyers
 - Facts & Stats



INTERGRADING HANDS ON ACTIVITIES



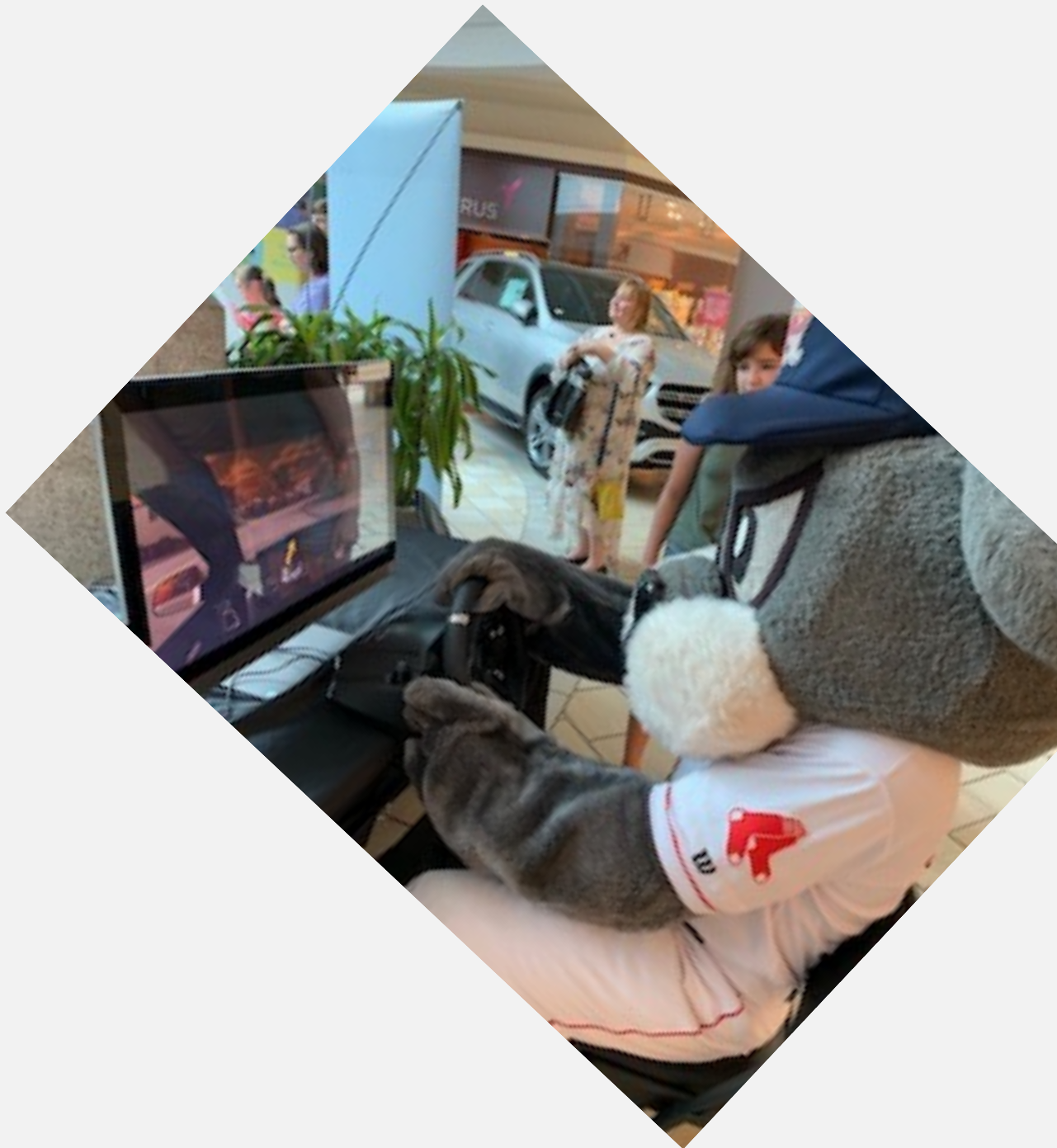


Utilize Civic Engagements to make Employer Connections



Employer Health & Safety Days





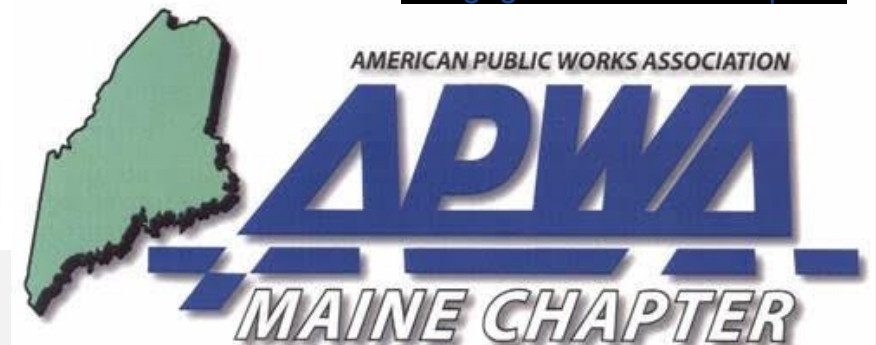


Utilize Business Related Conferences or Corporate Events

Thinking of NETS & OUTREACH as a service businesses need!!

- Booths
- Demos
- Information

MAKE CONTACTS EVERYWHERE YOU CAN





CM ALMY
OUTFITTERS TO THE CHURCH & CLERGY



Midstate Machine
A Division of Precision Holdings

Wyman's

Fabian



Emera



**BACKYARD
FARMS**

**MAINE WILD BLUEBERRY
COMPANY**



**Hammond
Lumber Company**



Thank-you...



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