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

![SAFE DRIVING. THE WAY MAINE SHOULD BE.](image)

![NHTSA](image)
GETTING BUY IN FROM EMPLOYERS

STATE HIGHWAY SAFETY OFFICE EMPLOYER OUTREACH PORTAL

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

SANTA'S WATCHING, BUCKLE UP!

CLICK IT OR TICKET DAY & NIGHT

NO ZOOMING BEHIND THE WHEEL

MaineDOT

MaineDOT
Monthly Outreach

https://shsoroadsafety.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 EVERY WHERE YOU CAN