



ENGAGING YOUR EMPLOYERS TO ENCOURAGE EMPLOYEES TO BUCKLE UP!

LIFESAVERS NATIONAL CONFERENCE

ON HIGHWAY SAFETY PRIORITIES

APRIL 28, 2021

Susan Gillies

Network of Employers for Traffic Safety (NETS)
Marketing and Operations Director

NETS Membership

NETS members represent multiple industries:



Agriculture



Consumer
Goods & Services



Healthcare



Insurance



Oil & Gas



Telecommunications



Transportation
Services



Utilities

The Network of Employers for Traffic Safety (NETS) is a collaborative group of employer road safety professionals whose objective is to advance road safety for employees, their family members and members of the communities where they live and work.

NETS Board Member Companies and Government Liaisons



NETS Website: www.trafficsafety.org

OTHER ADDITIONAL RESOURCES AND ORGANIZATIONS



2seconds2click™ Seat Belt Drive Safely Work Week™ Campaign

2seconds2click 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 licensing requirements.



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. Thanks to 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



www.2seconds2click.org

On-line Portal with 4 Wellness "Components":

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

www.DrivenToWellness.org

"Navigating safe driving through healthy habits and lifestyles".

Driven to Wellness

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



On-line Portal with 5 Drug-Impaired Driving Components:

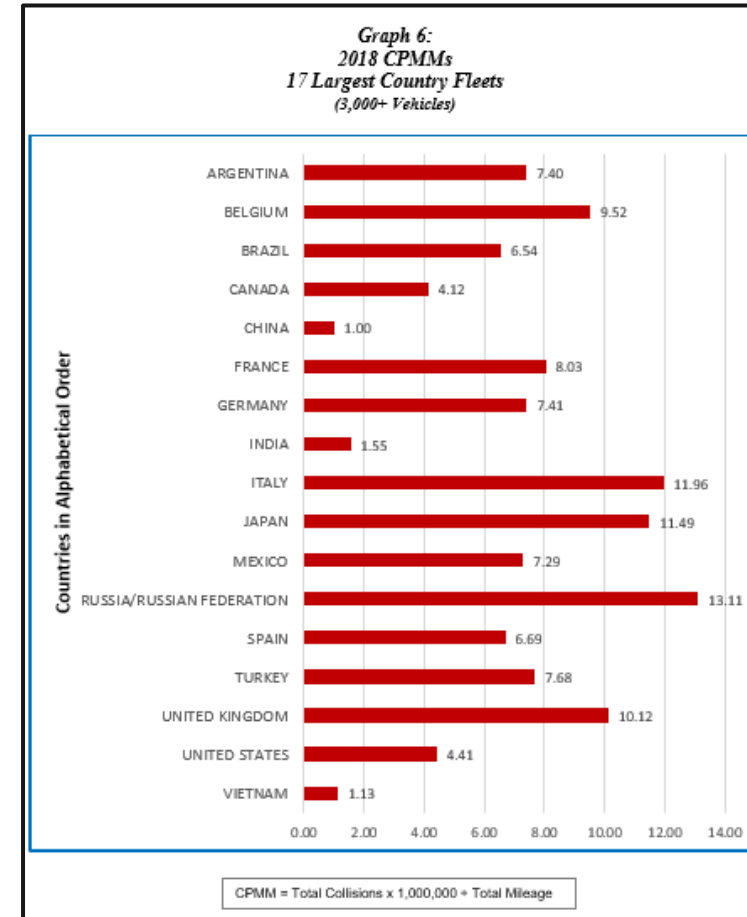
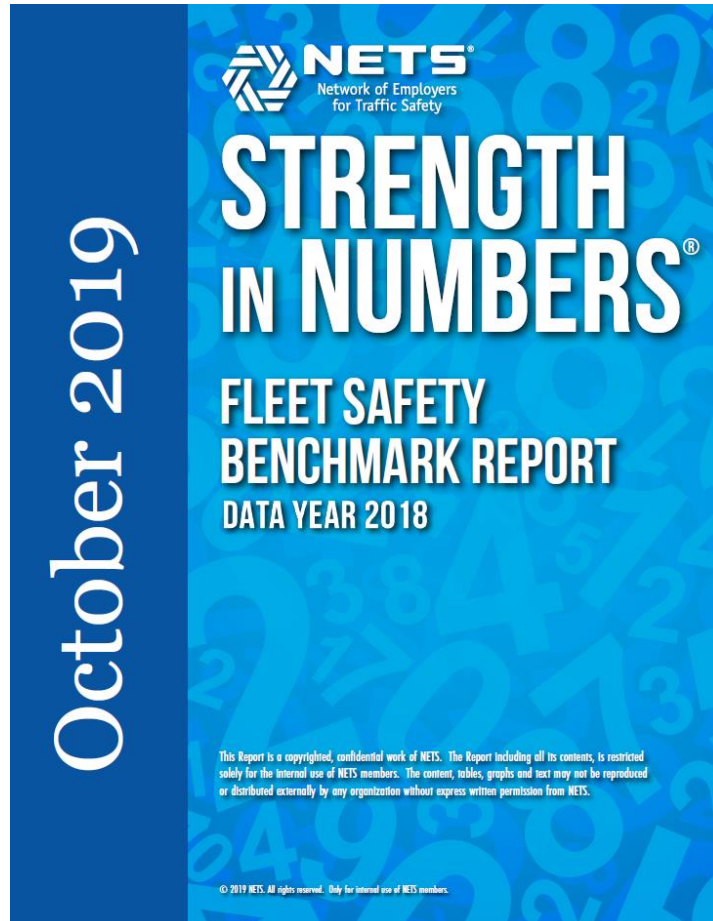
- Dangers
- Prevalence
- Laws
- Detection
- Workplace Prevention

<https://drugfreedrivingatwork.org/>



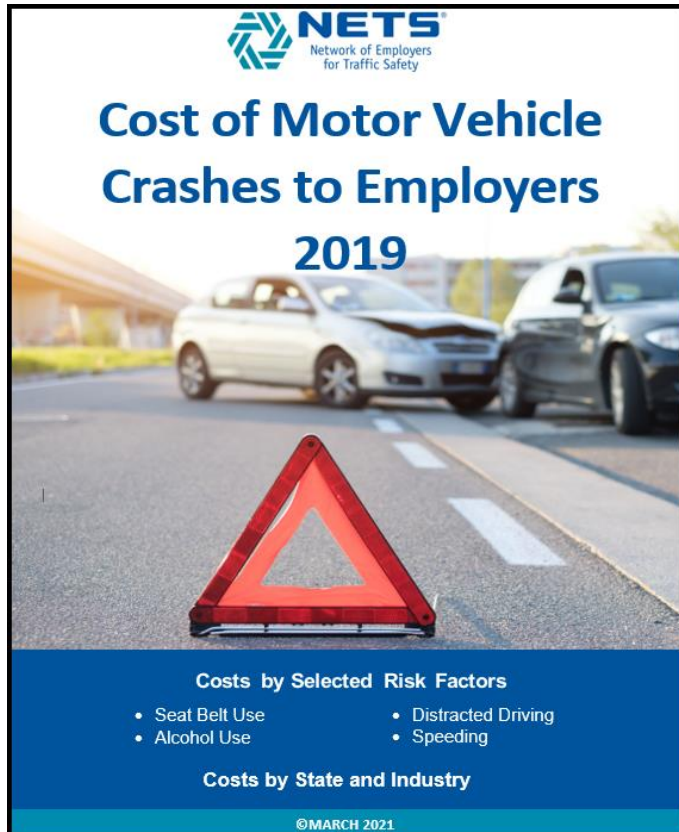
**Drug-Impaired Driving Toolkit for Employers:
What You Need to Know**



NETS Strength IN Numbers® Benchmark Report



You Can't Fix What You Don't Measure!

NETS Cost of Motor Vehicle Crashes to Employers Report and Calculator



COST OF CRASHES CALCULATOR

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.

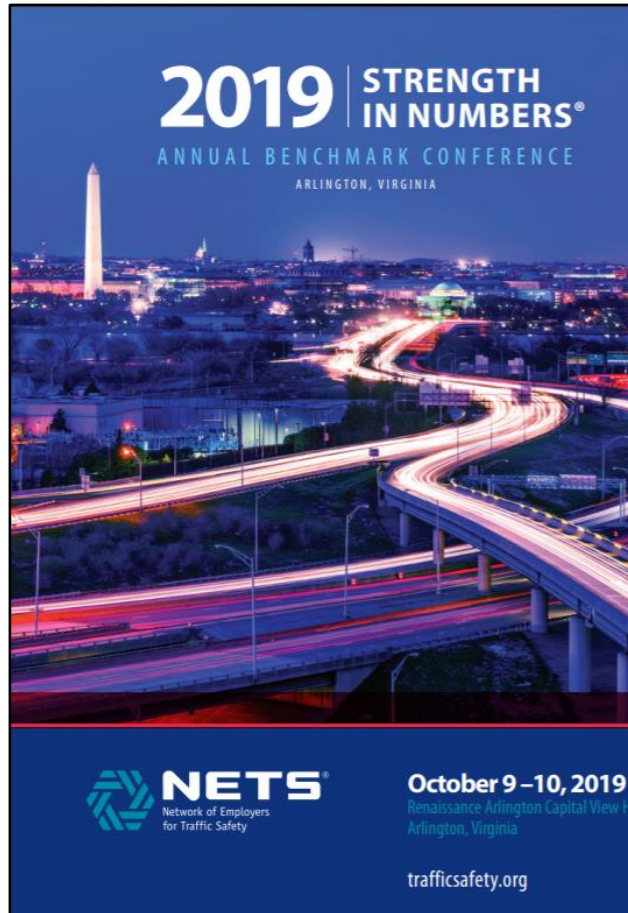
[On-the-Job Crash Costs Calculator](#)[Off-the-Job Crash Costs Calculator](#)[ROI Guidance Calculator](#)

Registration and login are not required to use this calculator; however, registration and a login are necessary if you want to save and open the report later.

[New user? Want to Sign up \(Free\)](#)[Existing User ? Want to Login](#)

<http://crashcost.trafficsafety.org/#/home>

NETS Annual Strength IN Numbers® Benchmark Conference



2019 NETS STRENGTH IN NUMBERS® ANNUAL BENCHMARK CONFERENCE
Thursday | **October 10**

Meals, Breaks, and Networking Presentations & General Sessions Keynote

11:00-11:30 a.m.
Verizon & Derive Systems: Impacting Safety, Sustainability, & Savings
Ken Jack, Vice President of Fleet Operations: Verizon
Erica Fine, Senior Director Strategic Sales: Derive Systems
This session will cover the journey of one of the nation's largest communications providers to reduce accidents while simultaneously improving its sustainability footprint. Today's technologies can not only report on unsafe and inefficient driving behaviors, some can also prevent many of these behaviors from ever happening in the first place.
LEARNING OBJECTIVES:
• Understand how safety- and sustainability-minded companies proactively seek software-based solutions.
• See actual results based on one fleet's pilot findings.
• Learn about a fast-impact tool for your safety toolbelt.

11:30 a.m.-12:15 p.m.
Keynote
Faye Caldwell, Attorney at Law: Caldwell Everson PLLC
Employer Cannabis Legalization and Policy Development: A Best Practice Employer Road Map
Audience Interaction and Q&A Through Conference Conclusion
The presentation will address the 2019 U.S. Farm Bill, legalized commercial hemp, the current status of Farm Bill regulations, and what it all means for state cannabis initiatives. Other topics will include the status of state cannabis laws and trends in employment protections and decriminalization of cannabis for recreational use under state law, among other topics. Practical advice will be provided to service agents (including TPAs, laboratorers, and MROs) on how to proactively prepare for cannabis-related issues that will arise in both DOT and non-DOT programs; effectively communicate with, and educate, their employer-clients on these issues; and minimize adverse legal risk.
LEARNING OBJECTIVES:
• Receive an update of the latest federal and state cannabis initiatives.
• See a snapshot of FDT in the new world of medical and recreational marijuana use, commercial CBD oil, and off-duty use protections.
• Gain practical advice for FDT service agents for both DOT and non-DOT programs.

12:15-12:30 p.m.
Wrap Up / Closing Remarks
Joe McKillips, Executive Director: Network of Employers for Traffic Safety (NETS)

12:30-1:00 p.m.
Box lunch & Conference Conclusion

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This year's *VIRTUAL* conference:
October 19-21, 2021
Reduced registration rate for government/SHSO personnel.



NHTSA Cooperative Agreement: SHSO Employer Outreach Project 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 \$74 billion dollars in 2018 (NETS).

NETS /NHTSA cooperative agreement to extend reach to employers with road safety materials.

NHTSA Cooperative Agreement: SHSO Employer Outreach Project Objectives

- 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.



SHSO Employer Outreach Portal Website

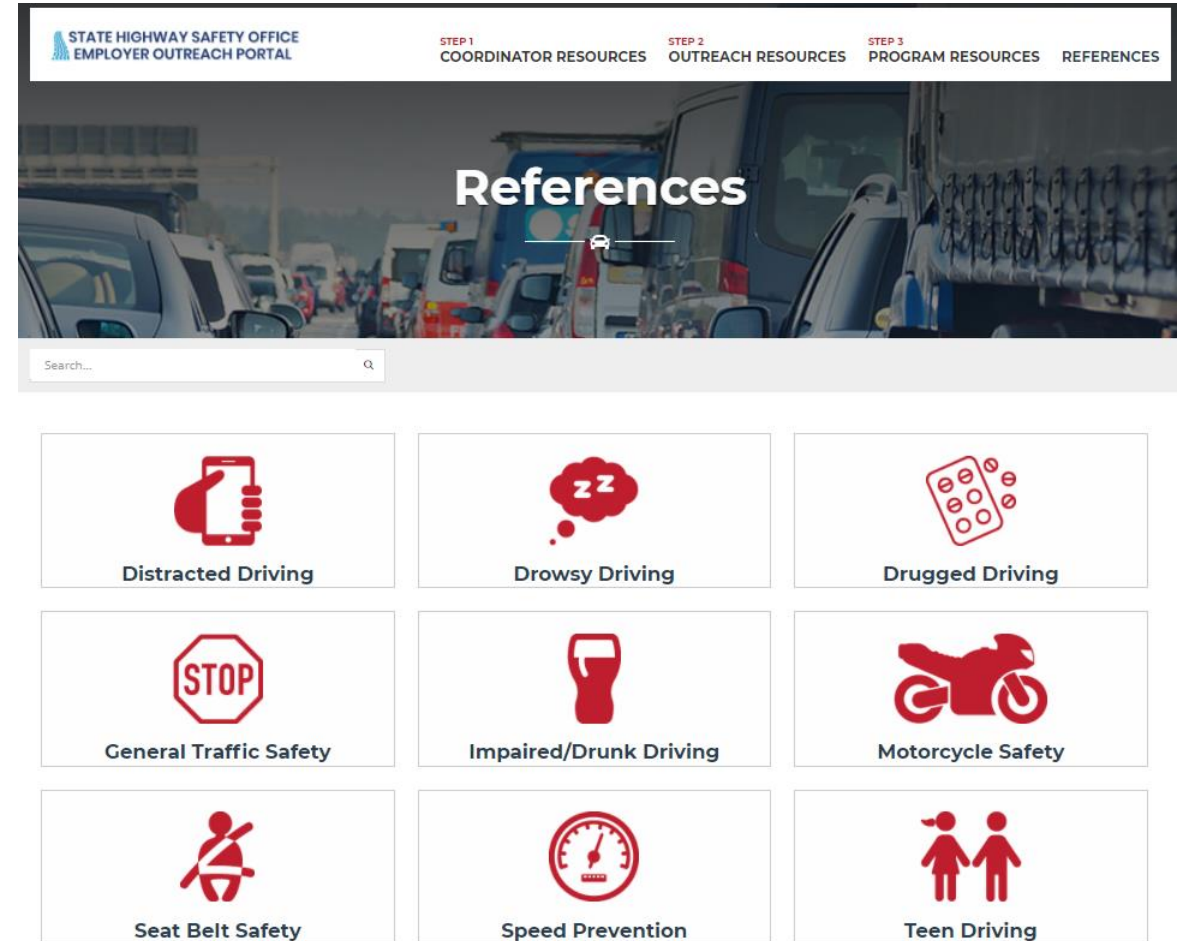
- The tutorial provides a template to start or expand state employer outreach programs including:
 - **STEP 1** - How to identify an Employee Outreach Coordinator;
 - **STEP 2** - How to build a database and strategy to reach state employers;
 - **STEP 3** - Program resources.

<https://shsoroadsafety.org/>

The screenshot shows the homepage of the State Highway Safety Office Employer Outreach Portal. The header includes the title 'STATE HIGHWAY SAFETY OFFICE EMPLOYER OUTREACH PORTAL' and navigation links for 'STEP 1 COORDINATOR RESOURCES', 'STEP 2 OUTREACH RESOURCES', 'STEP 3 PROGRAM RESOURCES', and 'REFERENCES'. The main banner features the title 'State Highway Safety Office Employer Outreach Portal' and a quote: 'The U.S. Census Bureau reported 85% of U.S. employees commute to work in a car and the National Highway Traffic Safety Administration reported that 55% of U.S. traffic fatalities in 2014 involved someone's employee.' Below the banner, there is a section titled 'How to start or expand state employer outreach programs:' with three steps: 'Step 1: How to identify an Employee Outreach Coordinator. go+', 'Step 2: How to build a database and strategy to reach state employers. go+', and 'Step 3: Road safety behavioral campaign materials from NETS, NHTSA, NSC, and GHSA. go+'. To the right, there is a 'FEATURED ITEMS' section with four items: 'St. Patrick's Day 2018 - Social Media' (with a 'LEARN MORE' button), 'St. Patrick's Day 2018 - Posters' (with a 'LEARN MORE' button), 'St. Patrick's Day 2018 - Video Infographics' (with a 'LEARN MORE' button), and 'St. Patrick's Day 2018 - Banner Ads' (with a 'LEARN MORE' button). At the bottom, there is a banner for 'Crashes cost employers more than \$47 billion in 2013.' with a 'CHECK OUT THE COST OF CRASHES APP NOW!' button.

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).



Pilot Project

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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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."

Susan Gillies

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