ENGAGING YOUR EMPLOYERS TO ENCOURAGE EMPLOYEES TO BUCKLE UP!

LIFESAVERS NATIONAL CONFERENCE
ON HIGHWAY SAFETY PRIORITIES
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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

- ACERTUS
- CHUBB
- conEdison
- HESS
- Johnson & Johnson
- Liberty Mutual Insurance
- NHTSA
- NIOSH
- TOYOTA
- UPS
NETS Website: www.trafficsafety.org
Drive Safely Work Week® (DSWW) Campaigns

On-line Portal with 4 Wellness "Components":
- Physical Wellness
- Work-life Balance
- Impaired Driving
- Healthy Vehicles

www.DrivenToWellness.org

On-line Portal with 5 Drug-Impaired Driving Components:
- Dangers
- Prevalence
- Laws
- Detection
- Workplace Prevention

https://drugfreedrivingatwork.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
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http://crashcost.trafficsafety.org/#/home
This year’s VIRTUAL conference:
October 19-21, 2021
Reduced registration rate for government/SHSO personnel.
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.
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).
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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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.”