

Partnering with Employers to Make It Click

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State Highway Safety Office Employer Outreach Portal

Step 1:

Employer Outreach Coordinator





KANSAS Traffic Safety
Resource OFFICE

Step 2:

**Build a Database and
Strategy to Reach State
Employers**



**Where are the
people??**

- Department of Labor
- Chamber of Commerce
- National Safety Council
- American Society of Safety Professionals

A teal-colored header with a fine, diagonal line pattern.

250 < 787



Driving Forward Task Force

Driving Forward Task Force

Benefits:

The Task Force will offer benefits such as opportunities to:

- Exchange knowledge, ideas, and strategies
- Share risks and responsibility
- Build community concern and consensus for issues
- Engage in collective action that builds power
- Improve trust and communication among community sectors
- Mobilize diverse talents, resources, and strategies. Coalitions enable organizations to build capacity and develop interventions that meet their needs, are community-owned, culturally sensitive, and likely to be sustained.

Tasks:

- Member Roster – for sharing ideas, resources and opportunities
- Educate members about issue; develop campaign to build awareness of issue
- Identify promising strategies to address needs/issue focus
- Develop action plan: goals, objectives, strategies, roles, responsibilities, resources and timeline
- Products from projects (reports, service directories, educational materials, campaigns, training)

Members:

- Kansas Department of Transportation/Kansas Traffic Safety Resource Office
- Kansas Department of Labor
- Insurance Commissioner's Office
- Federal Motor Carriers
- Company/Organization Representatives
 - Safety Professionals
 - Human Resources
 - Administration/Executive Position

For more information, contact Amanda Horner at ahorner@dcca.org
or 800-416-2522.

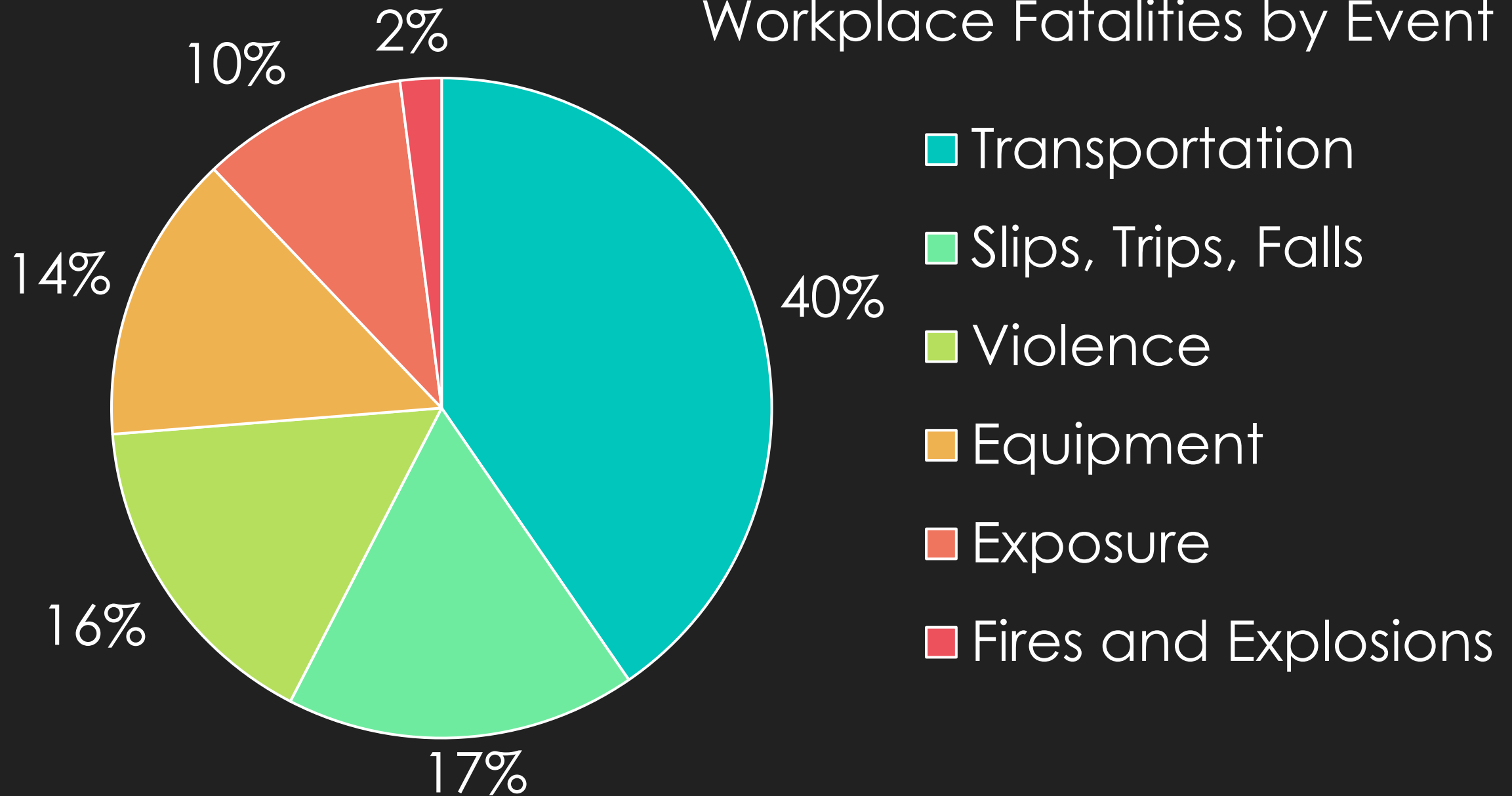


- 4 locations around Kansas
- Lunch provided
- Less than 10 attendees per meeting

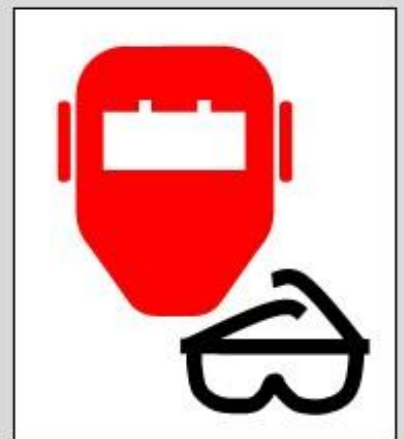
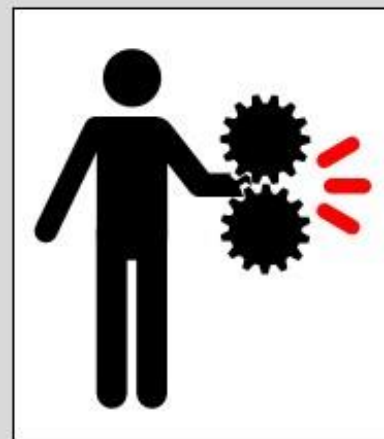
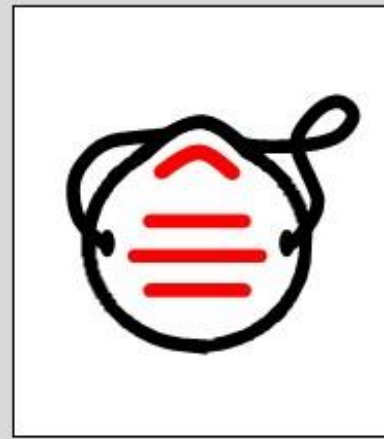


**Occupational Safety
and Health Administration**

Workplace Fatalities by Event



OSHA's 2018 Top 10 Most Frequently Cited Violations



Step 3:

Road Safety Behavioral Campaigns





Survey Results

- Programs
- Presentations
- Easy
access to
information

Programs

Presentations

Presentations that stick.

- Audience
- Data
- Graphics
- Stories
- Interactive

2018 Total Crashes

84% of Crashes
occurred during
**No Adverse
Weather
Conditions**

62% of
Crashes
occured
during
daylight
hours



68% of Crashes
occurred on **Urban** Roadways
(2017)

76% of Crashes occurred
on **Straight & Level** Roadways

80% of Crashes occurred
on **Dry** Roadways

Risk Exposure





Risk Exposure

A photograph taken from the passenger side of a car, showing a woman with dark hair tied back, wearing a white shirt, driving. She is looking down at a silver flip phone held in her right hand, which is resting on the steering wheel. The car's dashboard and steering wheel are visible. Through the windshield, a pedestrian in a blue jacket is crossing the road. The rearview mirror shows the woman's face. The text "Risk Exposure" is overlaid in large white letters at the bottom left.

Risk Exposure

Distracted Driving Study

Unimpaired

.54

Seconds



A first-person perspective from inside a car at night. The driver's hands are visible; the right hand is holding a clear glass bottle of beer, tilted as if drinking. The left hand is on the steering wheel. The dashboard and steering wheel are in the foreground. The background shows a blurred night street with colorful light trails from other vehicles and streetlights, indicating motion.


**Blood
Alcohol
.08**

+4 Feet

A woman with dark hair tied back, wearing a patterned headband and a purple top, is driving a car. She is looking down at a smartphone held in her left hand, while her right hand is on the steering wheel. The car is on a multi-lane highway with other vehicles visible in the distance. A large teal circle is overlaid on the right side of the image, containing white text.

**Reading
an Email**

+36 Feet

A photograph showing a person's hands holding a white smartphone while driving a car. The person's fingernails are painted red. The phone screen displays a text messaging app with a keyboard visible. The steering wheel of the car is in the foreground, and the background is a blurred view of a road and greenery.

**Sending
a Text**
+70 Feet

Speeding

Math Lesson

Traveling 15 miles

55 MHP

16.2

Minutes

65 MHP

13.8

Minutes

**Time
Saved:**

2.4
minutes

- **Channel 41**
- **Team # on back**
- **Check mark = answer selected**
- **Questions:**
 - **Question Preview**
 - **15 seconds to answer**
 - **Results**
- **Score**
 - **Correct answers**
 - **Fast answers**



If Lives Are In Your Hands



Easy Access to Information

Seatbelt Resources



Kansas Resources

[Kansas Traffic Crash Facts - Safety Restraint Usage](#)

[Kansas Seatbelt Law Card](#)

[Kansas Restraint Use \(CDC\)](#)

[Kansas Adult Seatbelt Percentage by County](#)

[Car Seat Poster](#)

[Materials Order Form](#)

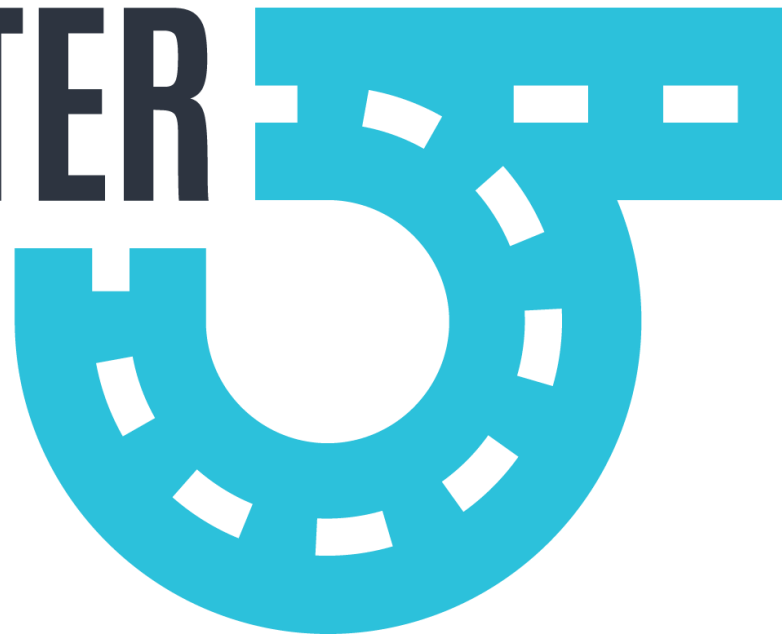
[Toilet Tabloids](#)

Drive Better KC

DRIVE SAFER.

DRIVE SMARTER.

DRIVE BETTER



KC

WHY BUCKLE UP?

Among young adults 18 to 34 killed in crashes in 2017, more than half (57%) were completely unrestrained - one of the highest percentages for all age groups.

Men make up the majority of those killed in crashes. In 2017, 65% of the 23,551 who were killed were men. Men wear their seat belts at a lower rate than women - 51 percent of men killed in crashes were unrestrained, compared to 39 percent of women.

Nighttime is especially deadly for unbuckled occupants. In 2017, 55% of people killed at night (6 p.m.-5:59 a.m.) were not wearing their seat belts.

Because you never know when a crash will happen!



What can impair your driving?

Alcohol. Over-the-counter medications. Prescription drugs. Illegal drugs.

Alcohol, marijuana, and other drugs impair your ability to drive because they slow coordination, judgment, and reaction times.

Cocaine and methamphetamine can make you more aggressive and reckless.

If you use two or more drugs at the same time, including alcohol, it can amplify the impairing effects of each drug.

Some prescription and over-the-counter medicines can cause extreme drowsiness, dizziness, and other side effects.

Read and follow all warning labels before driving. Warnings against “operating heavy machinery” include driving a vehicle.

Impaired drivers can't accurately assess their own impairment – which is why no one should drive after using any impairing substances.

If you feel
different, you
drive different.

DRIVE SAFER.
DRIVE SMARTER.
DRIVE BETTER



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Thank you!

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