Partnering with Employers to Make It Click

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State Highway Safety Office Employer Outreach Portal
Step 1: Employer Outreach Coordinator
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
Driving Forward Task Force
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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@dccca.org or 800-416-2522.
- 4 locations around Kansas
- Lunch provided
- Less than 10 attendees per meeting
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 occurred 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
Distracted Driving Study
Blood Alcohol: 0.08

+4 Feet
Reading an Email +36 Feet
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.
What can impair your driving?

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.
Thank you!

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