



Your Business Case: Four Reasons to Use An Employee Traffic Safety Program

Surprisingly, not all businesses owners recognize that the deadliest issue for their employees is also one of the priciest-- **costing employers \$60 billion and 3 million lost workdays a year**. As a business owner, you know how important it is to understand what impacts your bottom line and find cost effective solutions to remain competitive.

The **Our Driving Concern (ODC)** program is a *completely free* traffic safety program designed for employers by the National Safety Council, funded through a grant from the Oklahoma Highway Safety Office; we've got the four best reasons you need to take advantage of it.

Reason #1: Don't accept accidents as the "cost of doing business"

The most dangerous part of the day for any employee is the time they spend in their vehicle. While Texans look at the increasing strain of traffic congestion, many don't realize that about 90 percent of crashes are still the result of human error and therefore, can be prevented.

Think about it, how many of you have been cut off by someone jabbering away on their cellphone, or remember a time you nearly fell asleep behind the wheel? The *Our Driving Concern (ODC)* program addresses the most common types of unsafe driver behaviors but allows businesses to customize resources and interactive materials to create a comprehensive driver safety program for their unique workplace setting.

Reason #2: "Everybody else is doing it!" Some positive peer pressure...

The ODC program has worked with employers of all types, from trucking companies to small nonprofits, municipalities to large corporations. Employers of all sizes have applied tools and practices to the diverse departments they oversee, including waste management, police and fire. Large, corporate offices have made use of resources in the monthly Safety Coach, while trucking fleets, use the Tailgate Talks to bring the message into the field.

Reason #3: You can't afford not to

Consider the associated costs for employers from motor vehicle crashes including: medical care, legal expenses, property damage and lost productivity. They also drive up the cost of benefits such as workers' compensation, Social Security, and private health and disability insurance. Additionally, they increase the company overhead involved in administering these programs. The real tragedy is that these crashes are largely preventable.

Sure you can save money and lives, but also achieve a number of indirect benefits; like building employee morale, productivity, brand reputation and community relations.

Reason #4: You can't beat *free, customized solutions*

Host a free training at your location or find the right resources to address your employees' specific concerns. We work with company managers, HR professionals and safety instructors to build a comprehensive traffic safety program that speaks to office workers or professional drivers.

Some of the Oklahoma ODC program offerings include:

- Interactive, on-site training workshop
- Mini-webinars
- Employer-focused newsletters
- Posters and visuals
- Safety Coach & Tailgate Talks
- Videos
- Resources for company health fairs

Please reach out to us if you would have any questions or need more information at Lisa.Robinson@nsc.org, 512-466-7383.