




## Employer Traffic Safety Programs Our Driving Concern

### ASSP East Texas Chapter Meeting June 18, 2024


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## Agenda

1. National Safety Council
2. Our Driving Concern Program
3. American Society of Safety Professionals – East Texas Chapter
4. ASSP – East Texas Chapter CRIS data
5. Why work with Employers?
6. Safe System Approach
7. Traffic Safety Concerns
8. Resources




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## NSC Mission

- Employee and Supervisor Training
- Consulting
- Research
- Networks
- Tools and Resources
- Driver and Workplace Training



As a 501c3 nonprofit, chartered by Congress, with local Chapters, global networks and more than 50,000 members, NSC relies on philanthropic funds to advance our mission to keep people safe from the workplace to anyplace.



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## Our Driving Concern: Your Key to Safety

**Goal:** Provide state specific resources to increase employee education on risky driving behaviors; build programs with evidence-based countermeasures to reduce the number of crashes, serious injuries, and fatalities on the Road to Zero.



## Our Driving Concern


an **NSC** program

## TEXAS



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## AMERICAN SOCIETY OF SAFETY PROFESSIONALS


East Texas Chapter

20 counties covered:  
Anderson, Angelina, Camp, Cherokee,  
Delta, Franklin, Gregg, Harrison,  
Henderson, Hopkins, Lamar, Morris,  
Nacogdoches, Rains, Rusk, Smith,  
Titus, Upshur, Van Zandt, and Wood

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## How many crashes occurred in ASSP East Texas Chapter counties in 2023?

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23,304

According to Crash Records Information System (CRIS)

All crash data available using this tool represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3) received and processed by the Texas Department of Transportation (Department) as of 06/18/2024. The Department makes no warranty, representation or guaranty as to the content, accuracy, timeliness or completeness of any of the information provided as a result of your query. Any opinions and conclusions resulting from analysis performed on the crash data must be represented as your own and not those of the State of Texas or the Department.

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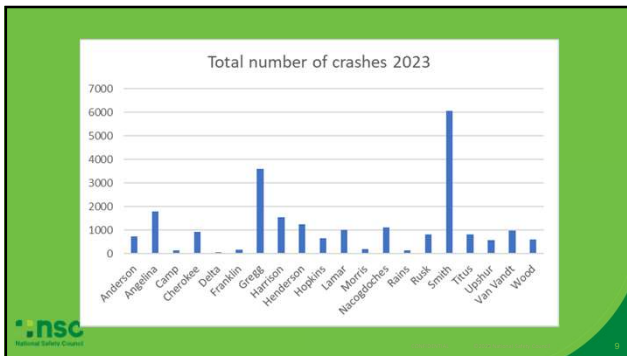
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Which county do you think had the most motor vehicle crashes in 2023?

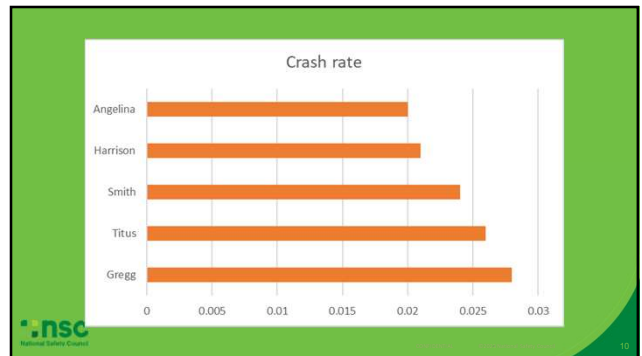
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Why driver safety - a family's perspective

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Why Employers?

TEXAS Social Work

Theory of Change

Employers are an essential catalyst for improving roadway safety for their employees, their employees' families, and the community at large. Employer buy-in for workplace traffic safety training will bolster education and facilitate a cultural shift in decreasing risk.

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## Behavior Change is HARD

TEXAS Social Work					
Goals	Inputs	Activities	Outputs	Short-Term Outcomes	Long-Term Outcomes
Reduce traffic incidents and increase safety of workers on and off the job.	Training materials (e.g., brochures)	Facilitation of training in a safe setting	Direct products of the activities	Changes in learning	Changes in actions + conditions
For workers who participated in the training to drive their behaviors with their family and community members.	OSG staff to train workplace facilitators	Completing post-training survey	Number of workers completing training	Consensus of the training that they have learned about traffic safety	Statistical reports of total occupational crashes in Texas, suffering a decrease
Disseminate traffic safety training to as many individuals as possible in the workplace.	Employer-based facilitator	Scheduling training within working hours	Number of training program completions	Workers trained to drive safely with family and community	Workplaces, individual, and cultural shift of workplace placed upon vehicle safety
Leverage the influence the workplace has on employees and use that to help disseminate information effectively.	Participants and their companies	Working with real managers, safety leaders, and OSG representatives of the employees	Real training, learning needs assessment, understanding of traffic safety, etc. (examples that are relevant in the setting)	Help companies build new, strong, and traffic safety programs	Reduction in property-related costs for participating companies

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## Employers and the Safe System Approach



**Road Users**  
Workplace Policies  
Employee Education

**Safe Vehicles**  
Technology adoption  
Journey management

**Safe Speeds**  
Fleet management  
Technology utilization

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## Types of Distraction



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## Time spent on Smartphone



- According to Forbes Advisor, drivers spend an average of **1 minute and 38 seconds** on their phones for every **hour** they drive in 2024.
- A March 2024 survey by The Zebra found that **60.2%** of drivers reported talking on the phone while driving, and **47%** admitted to texting while driving.
- Other behaviors include:
  - Using an app on their phone (40%)
  - Adjusting a GPS device (59%)
  - Eating or drinking (59%)
  - Applying makeup (11%)
  - Taking a photo or video (22%).

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**41 percent** of drivers admitted to having **"fallen asleep or nodded off"** while driving at some point in their lives

### Losing Sleep



Source: AAA Foundation for Traffic Safety

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## Fatigue- Cost to Employers

Untreated sleep disorders can cost employers \$3,500/employee

- Fatigue is estimated to cost employers \$136 billion a year in health-related lost productivity
- Sleep disorders have been associated with 3.4 days lost annually due to absenteeism and 7.8 days lost annually due to presentism
  - Increases for employees assigned to the night shift

[nsc.org/tiredatwork](https://nsc.org/tiredatwork)

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## Which one are you behind the wheel?



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## Mental Health- Cost to Employers

Employers spend, on average, over \$15,000 more a year on employees who experience mental distress

**EACH MENTALLY DISTRESSED WORKER COSTS an employer OVER \$4,700**  
a year in extra days of work missed

**EACH MENTALLY DISTRESSED WORKER COSTS an employer OVER \$5,700**  
a year in costs related to **TURNOVER**

**FOR EVERY \$1 invested IN MENTAL HEALTH TREATMENT, THERE IS A \$4 return IN IMPROVED HEALTH AND PRODUCTIVITY**

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nsc.org/mentalhealthatwork

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## Resources

Check us out online!

[www.tx.ourdrivingconcern.org](http://www.tx.ourdrivingconcern.org)

- On-demand webinars
- 1 minute safety talks
- Micro-learning videos
- Printable resources



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## Join Our Social Networks

Stay ahead of the curve on traffic safety

**Our Driving Concern**  
an nsc program  
TEXAS



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Save a Life  
Texas Department of Transportation

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## Free Trainings and Resources

[nsc.org/free](http://nsc.org/free)

**Our Driving Concern**  
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**Child Passenger Safety**  
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SAFETY CONNECTION



**Drive it HOME.**  
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**MyCarDoes What?**  
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- Employer Traffic Safety
- Vehicle Safety Recalls
- Parent Education for New Drivers
- Child Passenger Safety

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What do you think?



Type into the chat box:

- one thing you learned or
- one thing you plan to implement after participating in this presentation

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