

U T A H

NETS

Network Of Employers For Traffic Safety

Driving The Message Home



The most dangerous threat to American workers is not in the office or on the plant floor, but on the road. Work-related motor vehicle crashes have been the leading cause of on-the-job deaths in the United States since at least 1992. In 2002,

vehicle related incidents accounted for 43 percent of the 4,900 preventable deaths at U.S. workplaces, according to the National Safety Council.

The result of vehicle incidents is widespread human and economic loss. U.S. employers spend more than \$40 billion dealing with on-the-job crashes, according to the National Highway Traffic Safety Administration. Moreover, according to the National Safety Council, roadway crash injuries result in the most costly claims against workers' compensation insurance for lost time, averaging more than \$27,500 per claim filed in 2001 and 2002.

Laying the Foundation

When it comes to safe driving much of the responsibility lies with employees themselves. The key is to indoctrinate workers from the moment they are hired. The more the corporate safety culture emphasizes safe driving, the more likely the employee is to adhere to the policy. Employers should have a focus on a strong, all-around safety culture as opposed to playing watchdog on a particular policy. Safety on the job begins with the hiring process, said Jim McFarlin, of ABF Freight Systems. "We check drivers' backgrounds for crashes and moving citations, and include questions about safe driving habits on the application. If applicants are professional drivers, we will contact previous employers to check past driving records," McFarlin said. Kathy Lusby-Treber, Executive Director of the Network of Employers for Traffic Safety, said employers should take safe driving even further by

requiring employees to "put it in writing." Employees should sign a written agreement pledging that driving safely is their number one priority when they are behind the wheel, Lusby-Treber said.

The Nuts and Bolts of Traffic Safety

Any corporate safety program should include certain essentials. Chief among these is a requirement that all employees wear seat belts at all times while driving or riding in any vehicle on company business. A NIOSH hazard review document called the mandatory use of seat belts "the single most important driver safety policy that employers can implement and enforce." NHTSA estimated that in 2000, the use of seat belts prevented 11,889 fatalities in the United States.

Seat belts are the most important, but not the only essential traffic safety measure. "All organizations should have a seat belt policy, an alcohol and drug policy and a driver distraction policy," according to Lusby-Treber.

There are a few additional elements that employers should consider when outlining their driving programs:

- ◆Ensure employees have valid licenses.
- ◆Incorporate fatigue management.
- ◆Provide fleet vehicles that offer the highest possible levels of occupant protection in the event of a crash.
- ◆Ensure employees receive the necessary training.
- ◆Offer periodic vision screening and general physicals for employees whose primary job is driving.
- ◆Avoid requiring workers to drive irregular or extended hours.
- ◆Set policies in accordance with states' graduated licensing and child labor laws.

For more information on traffic safety policies, call the Utah Safety Council at (801) 478-7878 ext. 307 or (800) 933-5943 ext. 307 outside the Salt Lake Metro area.

*Source: Membership Advantage
Spring 2006 Volume 9, Issue 2*



Save The Date!

Drive Safely Work Week 2006



Thousands of employers nationwide will join together on October 2-6, 2006 and encourage their employees to be safer drivers in honor of the 10th annual Drive Safely Work Week (DSWW)

campaign. NETS celebrates a decade of traffic safety awareness through DSWW 2006.

Each year, the Network of Employers for Traffic Safety (NETS) sponsors this life saving campaign to help employers promote safe driving practices within their place of business. By participating in the campaign,

employers are working to improve the safety and health of their employees and reduce traffic-related deaths and injuries in their workforce.

Free DSWW campaign materials will be available starting June 1st on the NETS National website at www.trafficsafety.org. Also on that website, you can purchase promotional items such as lapel ribbons, car magnets and safe driving bracelets to use as incentives or as part of your DSWW activities.

For more information on DSWW or any other traffic safety program ideas, call Brandee at (801) 478-7878 ext. 307, or (800) 933-5943 ext. 307 outside the Salt Lake metro area.

Symposium Speakers Call For Tougher Rules On Truck And Bus Safety



Truck and bus safety remains a major societal and occupational problem according to the National Safety Council's International Truck and Bus Safety and Security

Symposium. Brian O'Neill, president of the Insurance Institute for Highway Safety, called for stricter, more transparent safety rules governing large trucks in the United States. O'Neill says the United States lags behind Europe, for instance, in truck and bus safety improvements such as side guards on trucks to keep smaller vehicles from going under them, and speed maximums for trucks and buses. O'Neill believes that these issues are not being discussed in the United States and that truck safety is treated as more of a "nuisance" than a necessity.

The Alexandria, VA-based American Trucking Association, which represents 37,000 trucking companies, announced during the symposium that it was launching a campaign to urge governors in 28 states to toughen seat belt laws. ATA said the initiative is part of an effort to improve safety for truckers and other drivers, citing federal statistics that show only 48 percent of truck drivers wear seat belts. NIOSH Director John Howard said transportation safety is a key component of the agency's National Occupation Research Agenda. Howard noted the

World Health Organization's forecast that vehicular fatalities will soon join heart disease and depression as one of the leading causes of death worldwide, calling it a "disturbing prediction."

Michael J. Restovich, a federal security director at the Transportation Security Administration, said while much of the agency's public profile involves preventing acts of terror in the area of air transportation, roadway safety is a priority as well. The roadways are a vital component of TSA's focus and mission. "We rely on safe, open and secure highways. In the wrong hands, just a few vehicles could devastate America," Restovich said.

For more information on this symposium, log onto <http://www.nsc.org/TruckandBus/index.htm>. Please contact the Utah Safety Council for more information on truck and bus safety at (801) 478-7878 or (800) 933-5943.

Free Materials Available

Drive Friendly Stickers
Traffic Safety Brochures
Buckle Up For Love Posters and Brochures

To request free materials, contact Brandee Sommer at 800-933-5943 ext. 307 or by email at bsommer@utahsafetycouncil.org

Source: *Traffic Safety* January 2006



National Safety Month-Mark Your Calendars!



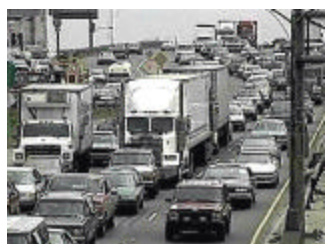
The Utah Safety Council and Utah NETS are hosting a Home and Community Safety Event on June 30, 2006 from 10:00 am-3:00 pm. This event will be held in honor of National Safety Month and the Utah Safety Council's 70th Anniversary.

There will be a car seat check, bike rodeo, prizes and much more. Make sure to mark your calendars and pass this information onto your employees!

More information about this event will be sent out to all NETS members in the next few weeks.

For more information, please contact the Utah Safety Council at (801) 478-7878 or (800) 933-5943 outside the Salt Lake Metro area.

Taking Control of Driver Retention



Retaining qualified drivers is a challenge and can put the brakes on profitable business operations. One proven way to understand why drivers leave is to ask them. Acting on this information and

understanding what keeps drivers engaged, has decreased driver turnover by up to 30 percent for some trucking companies. It involves a shift in thinking from a one-size fits all approach to meeting the individual needs of various demographics.

All companies have an Employee Engagement Cycle. The Evaluation stage begins with considering employment and continues through the time the driver decides that they have found a "home." Don't confuse accepting the job with commitment; it only means that the driver has accepted the job to fulfill their most basic needs.

The commitment stage is where the driver decides the employer will meet more than their basic needs. At this stage, their behavior demonstrates pride in their employer and their work. By shortening the time from evaluation to commitment, employers can reduce early turnover. The less time spent in the commitment stage the greater the likelihood the driver will remain. The commitment stage extends until the driver is trained and productive.

The engagement stage makes drivers feel that their needs are being met and subsequently, they are less willing to consider other job offers. A small percentage of employees will remain at this stage throughout their working lives. Employers should strive to extend the engagement stage.

The disengagement cycle starts when an employee's

basic needs are not being met. Disengagement is relative to the importance of the need and the intensity of the dissatisfaction. Employees can feel this way from time to time. If identified early enough, you can shift them back to becoming fully engaged.

Active disengagement is where the employee is actually looking for another job. These employees will either leave the organization, or even worse, they will stay. If a driver is Completely Disengaged, the company is better off without them.

Check with your employees during the engagement cycle. An assessment of all current employees will provide you with feedback on how employees feel about their jobs and the organization. The information gained from an exit interview will give you candid answers to the question, "Why did you leave?" Fear of retribution, conflict avoidance, time since termination decision, interviewer bias and low capture rates can all be barriers to getting good information.

Industry leaders agree that you must outsource the exit interview as drivers are more willing to talk to a third party to assure anonymity.

For nearly fifteen thousand drivers interviewed between 2003 and 2006, money is the top reason drivers left their companies. However, this only applies to 16 percent of the drivers surveyed. If you were to implement a pay raise across the board, you'd be missing what is important to more than four out of five drivers.

The key to success is to know what is important to each of your drivers so that you can give them more of what they want.

Source: Utah Trucking Association





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NETS NEWS

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To find out how NETS can help your business, call (801) 478-7878 ext 307 or (800) 933-5943 ext 307. Membership is free so sign up today!

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