

Traffic Safety Culture: Keeping Our Roads Safe Across All Generations



Presented by:

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Driver Responsibility

Defensive driving is driving to save lives, time and money, in spite of the conditions around you and the actions of others.

Defensive driving is the responsibility of everyone who operates a vehicle in our roadway community



Lives



Time



Money

The most
DANGEROUS

Thing most people will do today is
their drive to and from work!



The Numbers

- 40% of lost work hours are due to traffic-related injuries
- On-the-job crash costs employers more than \$24,000
- More than \$68,000 per injury
- A fatality...up to \$1,000,000.00

-NETS



Traffic crashes cost employers a staggering \$47 billion annually!

- Lost productivity
- Absenteeism
- Insurance costs
- Workers' compensation
- Property Damage



(NETS)

What Are They Doing About it?

- Implementing Policies
- Educating employees about traffic safety
- Hosting educational programs
- Partnering with traffic safety partners



CenterPoint Energy

- Goes beyond those that just drive for work by including all employees and their families.
- Provides ongoing educational programs and resources for employees on many traffic safety topics (distracted driving, speed, impaired driving, seat belts, teen driving and more) via classroom learning, hands on training and e-blasts.
- Created an on-site traffic safety campaign by placing the sign below at all entrances and exits.

Center Point Energy



CenterPoint Energy

- Implemented an all employee pay it forward traffic safety campaign by sending the Street Smarts magazine to 3,500 employees.



Hennepin County

Feeling passionate about an issue is a good thing – and this one I certainly do. I want to thank my staff, Lisa Kons, Craig Riggs and Sarah Lawler for helping pull together resources.

Please see the featured story in *HC*

Connect: <https://hconnect.hennepin.us/News/Lists/Posts/Post.aspx?ID=438>

I am asking you to take action by helping spread the word about hazards associated with driving..... Do what you can to share information, go to training sessions and get educated, put it in newsletters, talk about this important issue with your teams, take the pledge, watch the video honoring David Riggs, etc. We can make a difference!

I have also included a number of short videos (focus on the distracted driver section) and PSAs that could be used with your groups - thanks to the MN Safety

Council: <https://hconnect.hennepin.us/PS/wsed/PublishingImages/Lists/Safety%20Message/AllItems/Resources%20for%20Safe%20Driving.pdf>

Thanks again for all that you do.

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