

Driving your safety culture *home*

If your job responsibilities fall under health and safety, chances are you hear a lot about the importance of a safety culture in the workplace.

Wikipedia defines **safety culture** as: *The ways in which safety is managed in the workplace, and often reflects the **attitudes, beliefs, perceptions and values** that employees share in relation to safety.*

A simpler definition or way to know if a strong safety culture exists in an organization is if its employees **demonstrate safe behaviors even when no one is watching.**

NETS board member companies indicate these things are evident in an organization that has a serious safety culture:

- **Safety is viewed as an investment, not a cost.**
- **Safety is not a department, it's a way of life.**
- **Safety is considered a value, not a priority (values don't change, priorities can).**
- **Safety "silos," where a department is only concerned with its own team, do not exist.**
- **Safety is resourced with safety professionals.**
- **Safety initiatives are proactive, not reactive.**
- **The safety culture of the organization extends beyond the doors of its facilities.**

So what does **driving** have to do with a **corporate safety culture** — especially if you don't have business drivers? The short answer is...everything.

Every **12 minutes someone dies** in a vehicle crash. Every **10 seconds an injury occurs**. And every **5 seconds a crash occurs**.^{*} Many incidents happen during the workday or the work commute. Employers bear the cost for injuries that occur both on and off the job. If you manage a fleet of vehicles, oversee a mobile sales force, or simply employ commuters, integrating key elements of road safety into your corporate safety culture can help **minimize risk and the resulting costs of crashes — while protecting what makes your organization succeed... its people.**

Whether employees drive as part of work, to and from work, or around town after work, driving is quite likely the riskiest thing they do on a daily basis.

With this in mind, this year's Drive Safely Work Week (DSWW) campaign is designed to get your organization thinking about the **importance of integrating specific elements of safe driving** into your core corporate safety culture. The 2014 materials are not in a Monday–Friday format; instead, the campaign tool kit has ideas and activities that progress in nature so the week can be recognized taking into consideration your organizational needs and as time and resources allow.

DSWW is a great time to emphasize safe driving with special events or activities, to introduce a new road safety program or refresh a program already in place. In addition, the tool kit provides suggestions and points out resources to help keep safe driving messages in front of employees all year long.

^{*} source: OSHA and NETS

