

SUSTAIN

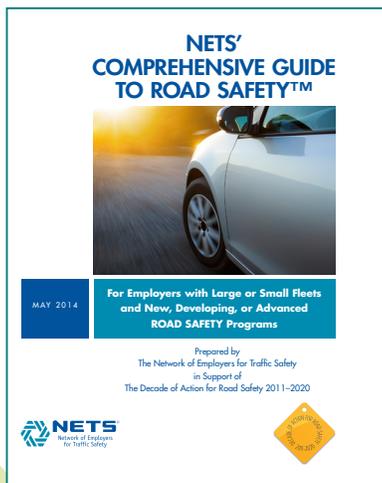
got a fleet safety program?

This DSWW, we're calling on you to work with your organization's safety committee to design a plan to share across the organization (at some time during the year) what your fleet department knows. Here are some ideas to get you started.

DON'T "SILO" YOUR SAFETY RESOURCES

If you have a fleet, most likely its leadership is working hard to instill a culture of safe driving among its business drivers and we're willing to bet there is a wealth of driver safety practices and skills hard at work. **Fully leveraging your fleet safety program is a low cost, potentially highly effective way to extend existing tools, resources and road safety education to all employees.** Remember that when employees drive for work or just to and from work—driving is most likely the riskiest thing they're doing on a daily basis.

Look at the communication tools you use within your fleet. Do you have driver tips or electronic training tools that can benefit all employees? Specific safety feature requirements on fleet vehicle purchases? Guidelines for vehicle maintenance procedures? Your fleet safety leadership could take an audit of the components that make up your organization's fleet safety program and make recommendations to the safety committee to share selected tools, resources and procedures that could help all employees to become safer drivers.



NETS' Comprehensive Guide to Road Safety™ (new!) is a tool you can use to audit your current fleet safety program and identify gaps to address for program improvement. The Guide is available from the NETS website at www.trafficsafety.org.

WITH A FLEET SAFETY PROGRAM, YOU HAVE A VALUABLE POOL OF ROAD SAFETY AMBASSADORS

Recognize drivers with a long record of crash-free driving with the honor of being designated a Road Safety Ambassador. This might include making presentations on key practices that keep them safe on the road (i.e., how they manage distractions, maintain a safe speed, space cushion and following distance, etc.), sharing case studies

of crash reviews and lessons learned throughout the year in organizational newsletters or by giving short safety talks prior to group meetings. A good example of a discussion might be addressing a situation where someone was rear-ended—a type of crash that most people think they can't control—but someone with comprehensive fleet safety training knows otherwise!

