SUSTAIN

off-the-job safety programs

"SAFETY IS A FULL-TIME JOB,
DON'T MAKE IT A PART-TIME PRACTICE." -Author Unknown

Employers who focus on safe driving in year-round safety initiatives most likely have an Off-the-Job safety program — whether it be formal (with a full-time designated person or team) or informal (responsibilities and communication efforts fall within or are added to the responsibilities of another group such as Environmental, Health and Safety or Internal Communications.)

Whether your program is formal or informal, staff the department or committee with employees who are passionate about the issue of preventing traffic crashes. Most likely, there are employees with a personal story or experience that gives them motivation and energy to help others.

The goal of any off-the-job safety program is to persuade employees to follow the same positive safety practices outside of work as they do on the job. The message that off-the-job driving safety should be of value to the employee can be woven into newsletter articles, break room posters and Intranet content.

Variety in how information is presented is essential to keeping things fresh. Revising the format of safety meetings or even a rotating bulletin board can renew interest and stimulate thought and discussion. Tying safe-driving information into holidays that are occasions for heavy road travel like three-day weekends and summer vacations is a great opportunity to distribute messaging on impaired driving, fatigue, road emergency preparedness, tire safety, etc.

Local, state or national campaigns such as Distracted Driving Awareness Month, Teen Driver Safety Week and of course Drive Safely Work Week typically give you readily available messaging and content. We've provided links to resources you can use to design your communication program under the *Additional Resources* tab.

NETS' monthly e-Newsletter, NETSWork, will keep you up-to-date on the latest in road safety information, alert you to upcoming events and point you to available resources. You can sign up through the NETS website at www.trafficsafety.org to receive the publication free-of-charge in your in-box each month.

NETSWork

Interested in an off-the-job safety program? The National Safety Council has a free guide to help get your organization started. See the Additional Resources tab for a link to the NSC's Off-The-Job Safety Program Manual, 2nd edition.

"Employee involvement is how employers can get their safety cultures to be bought into. Some of the things I have seen safety committees do have been just incredible, because the employer is allowing the employees to start driving aspects of the safety programs. Once that happens, I tell employers, 'Hang on, you're going for a ride. They're going to take you to places you didn't believe you could get to.'"

Mark E. Hurliman, Certified Safety and Health Manager and program manager for Oregon OSHA's Voluntary Protection Program and Safety and Health Acheivement Recognition Program via Safety+Health Magazine May 2014

- **9 out of 10 deaths from unintentional injury occur off-the-job.**
- **Motor vehicle crashes are the leading cause of on-the-job deaths and the second leading cause of off-the-job deaths.**
- **In 2012, nearly 60,000 workers lost their lives as a result of unintentional injury either at work or away from work. 1 in 3 of these deaths were from motor vehicle crashes.**

Source: National Safety Council Injury Facts Report, 2014