

## Protecting Your Bottom Line with Safety

Every 12 minutes someone dies in a motor vehicle crash, every 10 seconds an injury occurs and every 5 seconds a crash occurs. Many of these incidents occur during the workday or during the commute to and from work. Employers bear the cost for injuries that occur both on and off the job. Whether you manage a fleet of vehicles, oversee a mobile sales force or simply employ commuters, by implementing a driver safety program in the workplace you can greatly reduce the risks faced by your employees and their families while protecting your company's bottom line.

According to the National Institute of Occupational Safety and Health, workplace vehicle crashes are the #1 cause of work-related injuries. The results of vehicle collisions are staggering human and economic losses. US employers spend more than \$40 billions on on-the-job losses and an additional \$20 billion in costs for off the job crashes, according to the National Highway Traffic Safety Administration. Each roadway crash incident averages over \$30,000 in worker's compensation claims.

You need a driver safety program:

- To save lives and to reduce the risk of life-altering injuries within your workforce.
- To protect your organization's human and financial resources.
- To guard against potential company and personal liabilities associated with crashes involving employees driving on company business.

Your program should work to keep the driver and those with whom he/she shares the road safe. And, if necessary, the program must work to change driver attitudes, improve behavior, and increase skills to build a "be safe" culture. By instructing your employees in basic safe driving practices and then rewarding safety-conscious behavior, you can help your employees and their families avoid tragedy.

Employees are an employer's most valuable assets. Workplace driver safety programs not only make good business sense but also are a good employee relations tool, demonstrating that employers care about their employees. Employers can save employee lives, reduce absenteeism and costs associated with roadway crashes by implementing strong traffic safety policies and enforcing them. The single most important step an employer can take to reduce crash injuries is to encourage or require employees to use seat belts at all times. In response to this, OSHA developed Guidelines for Employers to Reduce Motor Vehicle Crashes available to download from [www.osha.gov](http://www.osha.gov). The College of Lake County's defensive driver training exceeds those recommended guidelines and we offer more training options than anyone else.

The College of Lake County offers the 4 hour National Safety Council's Defensive Driving Course (DDC-4) or the Professional Truck Driver Series (PTD). DDC-4 is designed specifically for safety managers, fleet supervisors and HR managers to help raise safety awareness, reinforce personal responsibility and reduce crashes and injuries. PTD addresses the unique challenges of driving large vehicles and offers practical knowledge to avoid violations and collisions. We also offer many of the National Safety Council's other defensive driving programs, including Alive at 25 for teens and Alive at 25 Parent Program.

For more information on these courses and other National Safety Council courses, contact  
847-543-2615