

Help Your Employees Avoid High-Risk Driving Mistakes



By Minnesota Network of Employers for Traffic Safety

Driving is something that almost every employee does – Whether it's a business-related travel during the workday, commuting to and from work, or during off-duty hours. But regardless of when, where or why an employee is behind the wheel, when an injury occurs, the impact on their place of business can be devastating.

This fall's campaign from the Network of Employers for Traffic Safety (launched during Drive Safety Work Week, October 1 – 5) addresses five common high-risk driving mistakes and provides tips to help drivers avoid them:

- Being inattentive
- Following too closely
- Traveling at improper speeds
- Ignoring traffic signs and signals
- Backing up unsafely

We urge you to participate in this campaign, now and throughout the year, to protect your employees and your business, and to send a message that safe driving is a value in your organization.

Here are a few ways you can get involved:

- Post or distribute the poster on the next page.
- Download free campaign resources from the Drive Safely Work Week e-Tools Kit at www.minnesotasafetycouncil.org/nets/materials.pdf.
- Incorporate the campaign's topic areas and safety tips into your safety program. Use each topic area as a monthly or weekly focus.
- Utilize additional free resources from the Minnesota Network of Employers for Traffic Safety (NETS) (posters, payroll stuffers, brochures, etc.). See www.minnesotasafetycouncil.org/nets/N-res.cfm. (Downloadable order form at www.minnesotasafetycouncil.org/nets/faxorder.pdf.)
- Download and distribute traffic safety fact sheets from www.minnesotasafetycouncil.org/nets/N-info.cfm.
- Display materials in central, high-traffic locations such as entrances, lobbies or cafeterias.

- Partner with your local Safe Communities Coalition. To find a coalition in your area, see www.minnesotasafetycouncil.org/nets/communitycontact.pdf

For more information, contact Lisa Kons at (651) 228-7330 or (800) 444-9150; kons@minnesotasafetycouncil.org.

How's Minnesota Doing?

2006 Crash Facts

- 79,000 crashes
- 35,025 people injured
- 494 people killed (lowest since 1945 and one of the lowest death rates in the nation)
 - 373 motor vehicle occupants
 - 70 motorcyclists
 - 38 pedestrians
 - 8 bicyclists
 - 2 ATV riders
 - 3 snowmobilers
- People under age 30 accounted for nearly 40 percent of deaths
- One third of deaths were alcohol-related
- More than half of vehicle occupants killed were not wearing seat belts
- 70 percent of impaired drivers were not belted
- Motorcyclist deaths continued to surge: motorcyclists make up just 4 percent of registered vehicles, but riders accounted for 14 percent of all death last year. Only 15 were wearing helmets.

You Work Hard for Your Money – Why Risk it on a Crash?

Take Charge of Your Driving Behavior – Reduce Your Crash Risk

Avoid These Five High-Risk Driving Mistakes

1. Being inattentive
2. Following too closely
3. Traveling at improper speeds
4. Ignoring traffic signs and signals
5. Backing up unsafely

Focus Your Attention: Being a safe driver means being both physically and mentally prepared to drive. Being well rested, alert and attentive enables you to respond quickly. Keep your eyes on the road, hands on the wheels and mind on the drive.

Keep Your Distance: Give yourself room to react. You'll need it in a crisis. To protect yourself, keep a large "safety cushion" around your vehicle. If the unexpected happens, you'll have room to stop or take evasive action.

Watch Your Speed: Posted speeds are for ideal driving conditions. Slow down when traffic, roadway, weather or visibility conditions are less than ideal. At higher speeds, stopping distances are much longer and crashes are more severe.

Scan Your Environment: Be aware of upcoming cross streets. Spotting a traffic sign or signal early prepares you to stop. Being in a hurry and trying to run the light at an intersection places you and other motorists, pedestrians and bicyclists at risk.

Know Your Surroundings: When possible, position your vehicle to avoid backing. Before backing, know what is beside and behind your vehicle. Back very slowly while looking and listening for trouble. Continuously check rear and side mirrors.