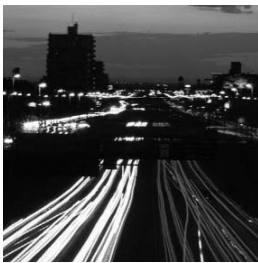


Traffic Safety Update



The Case for a Workplace Traffic Safety Program

NOTE: The second page of this newsletter is designed to be used as a poster or a handout for your employees.

Traffic crashes are the leading cause of injury death on and off the job in Minnesota and across the nation. Crash-related injuries are the most costly workers comp claim by cause of injury. Whether you operate a fleet, have a sales or delivery staff, or simply have employees driving to and from work, traffic safety should be a key element of your worker safety program.

Unintentional injuries (accidents) to employees and their families away from work cost employers serious money. When employees or family members are injured off the job, company medical expenses, insurance premiums and absenteeism go up and productivity goes down.

It's clear that employer-based traffic safety programs are good for business. It's costing you time and money when your workers have to deal with the aftermath of a crash — personal injuries, damage to vehicles, and the distraction of dealing with traffic violations. When you work to prevent involvement of employees and their families in crashes, you can see the pay-back in reduced costs related to work-related crashes as well as lower absenteeism and tardiness, and increased productivity.

Troubling Trend

Although traffic deaths have been dropping, Minnesota saw an 11 percent increase in impaired driving deaths in 2005 (most current data available). That is contrary to national numbers, which have remained virtually unchanged.

And it's not only about fatalities. According to a new report from the Minnesota Department of Public Safety, Office of Traffic Safety, people ages 20-29 represented 44% of those arrested for impaired driving. Males accounted for 76 percent of all DWIs.

As an employer, you should know that your young male workers are in a high-risk category for alcohol-related arrests, crashes, injury and death. But there are resources to help you reduce that risk. See the box below for one that's free to you and just a click away.

Resources to educate your employees about impaired driving

Last Call. Last Call is a free impaired driving training module that businesses, unions and other organizations can use to educate employees about consequences and alternatives to driving drunk. Materials were developed by the Department of Public Safety Office of Traffic Safety. The program is designed to be used in employee training or safety courses and specifically targets the 21- to 34-year-old blue-collar workforce — a group disproportionately represented in Minnesota traffic fatalities. Anchoring the educational kit is a hard-hitting, 18-minute video that chronicles Minnesotans whose lives have been affected by impaired driving. To learn more, see <http://www.dps.state.mn.us/ots/LastCall/default.asp>.

Minnesota Network of Employers for Traffic Safety Find free payroll stuffers at <http://www.minnesotasafetycouncil.org/nets/N-res.cfm>.



Have we been introduced?

Click It or Ticket

Driving Minnesota Toward Zero Deaths.

Minnesota Cops Are Stepping Up Seat Belt Enforcement in May.

Seat Belt Law:

All drivers and front seat passengers are required to use a seat belt, regardless of their age.

A seat belt citation is \$25, but can cost as much as \$115 with court and administrative fees.



www.dps.state.mn.us/ots

Each year, about 60 percent of the people killed in traffic crashes are not buckled up — and most of those are ejected from their vehicle.

Seat belt use is important for all vehicle occupants. In many crashes, unbelted motorists will slam into other passengers, causing injury and death.

In the last five years, 1,200 unbelted motorists have been killed in traffic crashes, costing Minnesota taxpayers \$1.3 billion.

Medical costs for unbelted crash victims are typically double those of belted crash victims.

Each year, every American household pays about \$200 in taxes for costs of crashes.

