

## You Lose a Lot When Your Employees Don't Buckle Up...

...and here are some of the big reasons why:



### **Traffic crashes kill your workers.**

- Traffic crashes are the number one cause of worker deaths and a significant cause of work-related disabilities. (Bureau of Labor Statistics)
- The most dangerous part of the workday for your employees is the time they spend in their vehicles including their travel to and from work.

### **Traffic crashes cost your company in time and money.**

- Motor vehicle crashes are the most costly workers' compensation claims by cause of injury. (National Council on Compensation Insurance)
- A single traffic crash can cost your company \$29,000 in insurance costs, lost production and workers compensation costs. (Network of Employers for Traffic Safety)

### **Getting your employees to buckle up saves employee lives and reduces your company's costs.**

- Seat belt use reduces the risk of serious injury and death by 40-60%. (National Highway Traffic Safety Administration)
- When Minnesota crash victims are unbuckled, their medical bills are 50% higher than those who are securely buckled. (Minnesota Departments of Health and Public Safety)

Use the hand out/poster on the next page to help raise awareness.

### **What you can do:**

- Take advantage of the upcoming statewide "Click It or Ticket" Campaign, May 18 – 31. Media coverage and stepped-up enforcement will heighten awareness and give your efforts more impact.
- Implement and enforce strong policies requiring employees to wear seat belts while driving on company business.
- Post "Buckle Up" signs at exits from your company's parking areas.
- Tell your employees often through company communication channels that your organization is committed to getting them to buckle up.
- Sponsor education and incentive programs to encourage buckling up.
- Encourage employees to get their families to buckle up too.
- Actively support upgrading Minnesota's seat belt law to universal (everybody in the vehicle must buckle up) standard enforcement (the seat belt law could be enforced just like every other traffic law on the books).

Find more information about supporting seat belt use among your employees and free resources, including handout materials and sample safety talks at [www.minnesotasafetycouncil.org/nets/clickitticket.htm](http://www.minnesotasafetycouncil.org/nets/clickitticket.htm). Questions? Contact Lisa Kons at 651-228-7330/800-444-9150; [lisa.kons@minnesotasafetycouncil.org](mailto:lisa.kons@minnesotasafetycouncil.org).

## “Click It or Ticket,” May 18 – 31

### Campaign will boost seat belt use – and save lives

- Nearly nine out of ten Minnesotans buckle up.
- Each year, about 50 percent of people killed in traffic crashes are not buckled up – and most of those are ejected from their vehicle.
- Wearing your seat belt on every trip is the single most effective way to protect yourself from being killed in a traffic crash.
- In frontal crashes, seat belts increase your chance of survival by 45% in a car and 60% in a light truck.
- With no seat belt, the impact of a 35 m.p.h. crash is the equivalent of falling from a third-story window.
- A seat belt citation is \$25, but can cost as much as \$115 with court and administrative fees.
- Buckle up – everybody, every seat, every time

