EXTEND

take safe driving messages into the community

Holding events that are open to employee family and community members is a great way to extend your organization's efforts beyond its doors.

By including employee family members and even the community in your efforts, you show employees that you care about their well-being by demonstrating an understanding that what happens to the employees' family and friends affects the employee and vice versa. Think about what groups you want to reach, such as parents transporting young children, teen drivers or the community at large. Following are a few examples of employer-community safe-driving initiatives.

EMPLOYER-LED **COMMUNITY SEAT BELT-USE INITIATIVE**

NETS has partnered with National Highway Traffic Safety Administration (NHTSA) and a large employer to develop a tool kit for initiating an employer-led community seat belt usage improvement initiative. More details of the project will be made available in the coming year, as well as access to the free tool kit, once it has been completed.

CHILD **SAFETY SEAT CHECK**

According to Safe Kids Worldwide, nearly 3 out of 4 (73%) car seats are not used or installed correctly. Certified car seat safety technicians are located in communities across the country to help parents make sure they have the right fit with their seat and that the seat is fitted to the vehicle properly.

You could host a car seat safety inspection event in your parking lot for employees and also consider promoting the event to community members as well. Certified car seat safety technicians may be located in your area by visiting the National Highway Traffic Safety Administration's "Parents Central" website at www.safercar.gov/parents/CarSeats.htm or Safe Kids Worldwide at www.safekids.org

SEAT BELT AND HELMET USE **CHECK POINT**

"Monsanto Company conducts a "Click-Around-The-World" seat belt and helmet campaign twice per year. All the sites are required to set up dates to check for seat belt and helmet use and we publish the results. In our St. Louis headquarters, we have an open campus which means people are free to drive through on the internal roads. Our team there notes that during these seat belt campaigns it is not unusual to talk with local teachers, parents, or students driving through the campus. Our company has received some very positive feedback that people are glad to see these kinds of checks and it reminds them that someone really does care about their safety and well-being. It helps carry our internal culture to people outside of the company."

Jeff Castillo, Global Vehicle Safety Lead, Monsanto Company (A NETS Board of Directors Member Company)

TEEN DRIVING **SAFETY DAY**

"Since 2001, Baltimore Gas and Electric Company (BGE) has hosted a Teen Driving Safety Day with recent years events incorporating an accident emergency response reenactment, a Shock Trauma presentation about the consequences of distracted driving, hands-on demonstrations focusing on impaired driving, and truck safety blind spot or 'No-Zone' information. The program was developed as the result of an employee's request to share some of the driving information we teach at work with driving-aged children of employees. The event has grown by leaps and bounds over the years and now also extends to community members. BGE hosts the event each year in partnership with our state and county police departments as well as the state highway safety office."

Richard Anderson, Senior Training Specialist, BGE (A NETS Member Company)