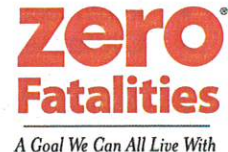


Zero Fatalities Business Program Communication Plan

January 2013



SITUATION ANALYSIS

Motor vehicle crashes are taking the lives of 32,000 people and injuring 2 million people in the United States yearly; many of these incidents occur during the workday and the commute to and from work. Employers bear the cost for injuries that occur both on and off the job, resulting in a total employer cost of \$60 billion annually (NHTSA). Additionally, employers have increased liability for on-the-job crashes if they don't have a safe driving plan in place. By extending our current educational efforts to businesses, we can hit a large demographic of those being impacted by crashes, in order to save lives and dollars.

CORE PROBLEM

Preventable motor vehicle crashes are taking lives, causing injuries and straining company budgets.

PRIMARY GOAL

Reduce Utah traffic fatalities

SECONDARY GOALS

- Reduce work-related crashes
- To educate employees about the importance of taking responsibility behind the wheel
- Assist companies in promoting safe driving practices
- Increase number of Zero Fatalities partners
 - Including insurance companies, Worker's Compensation and Rio Tinto

MEASURABLE OBJECTIVES

- Present to 20 companies in 2013
- Participation of 10 businesses in a Zero Fatalities monthly awareness program in 2013
- Increase in workplace environmental safety by 25%
- Decrease work-related crashes by 5%

PRIMARY TARGET AUDIENCES

- Employers

SECONDARY TARGET AUDIENCES

- Employees
- HR Departments
- Employee Wellness

KEY MESSAGES

- Promoting safe driving practices in the workplace helps save lives
- Promoting safe driving practices can prevent increases in insurance premiums, reduces insurance claims, reduces lost productivity and reduces employer liability
- Employee's unsafe driving can affect insurance rates of colleagues



A Goal We Can All Live With

Zero Fatalities Business Program Messages Calendar

January

Winter driving

Roads that may seem dry may actually be slippery—and dangerous. Remember: ice and snow, take it slow. (Tip courtesy of UDOT.)

Distracted Driving

Hear the stories from the faces of distracted driving:
<http://www.distraction.gov/content/faces/index.html>

Aggressive driving

Do you use your turn indicator? A national survey by an insurance company in 2005 found that 57 percent of drivers admit they do not use their turn signal. (NDOT website)

February

Seat belts/Valentine's Holiday

Buckle up for the ones you love: http://www.youtube.com/watch?v=FDB_P7ZolvQ

Winter driving

Snowplows frequently stop and back up, so give them plenty of room. Don't crowd the plow.

March

General safe driving

Visit the Zero Fatalities website to view videos, statistics and true stories about Utah road fatalities: <http://ut.zerofatalities.com/>

No one should ever get this message:

<http://www.youtube.com/watch?v=dWNQ00EOu9g>

April

- **National Distracted Driving Awareness Month and Alcohol Awareness Month**
- **April 15-19: National Work Zone Awareness Week**

Distracted Driving

If you text while driving, the odds are not in your favor: you are 23 times more likely to crash if texting while driving.

Watch the tragic effects of one young man's decision to text and drive:

http://www.youtube.com/watch?v=0OjQrR_9TA4

Texting while driving is illegal in UT and 38 other states. Know the laws:

<http://www.distraction.gov/content/get-the-facts/state-laws.html>

Alcohol Awareness

Data shows that in 2011, 28 people died every day in America as a result of drunk-driving crashes. Don't drive impaired.

Impaired driving takes a major toll on our country. Car Insurance created this infographic to highlight just how many ways impaired driving negatively affects the U.S.

<http://www.carinsurance.org/2012/07/how-to-save-37-billion-a-year/>

If all 17 million people who admitted to driving drunk in 2010 had their own state, it would be the 5th largest in the U.S. There is NO excuse for driving impaired.

Work Zone Awareness

More than four of every five victims in a work zone crash are motorists, which is why it is particularly important for drivers to remain alert while driving through work zones (FHWA).

"Road workers are doing their part to build and improve the roads and bridges we all depend on, so let's keep them safe by obeying posted speed limits and putting cell phones away." (Secretary LaHood).

May

- **National Youth Safety Month, Motorcycle Safety Awareness & Bicycle Safety Month**
- **May 20-June 2: National Click it or Ticket Mobilization**

Youth Safety

Read the tear-jerking stories of teen lives lost on Utah roads by clicking to the "Teen Memoriam Booklets" section of this site:

http://ut.zerofatalities.com/press_downloads.php

Motorcycle Awareness

Take a few minutes to check out these safety tips for driving around motorcyclists or riding a motorcycle. <http://publicsafety.utah.gov/highwaysafety/motorcycle.html>

What's important about the number 1,829? It's the number of lives saved in 2008 alone from motorcyclists wearing a helmet (NHTSA).

Bicycle Awareness

Summer is here and we're seeing more cyclists on the road. Did you know it's the law to give cyclists 3 feet when passing?

NHTSA reminds us that bicyclists have the same responsibilities and rights as motorists and gives additional useful tips to help bicyclists ride safely.

<http://www.youtube.com/watch?v=jdrxIpQpt4>

Seat belts:

Click It Or Ticket enforcement kicks off today. Buckle up, or pay the price. (post on May 20)

Don't get faked out. Know the facts about buckling up. Seat belts save lives.

<http://www.nhtsa.gov/nhtsa/2012ciot/stats.html>

June

- **June 2-8: National Tire Safety Week**

Tire Safety

How tire smart are you? Test yourself here:

http://www.betiresmart.org/tire_safety/tire_maintenance_and_safety/quizzes/

The recommended frequency for visual inspection and inflation pressure check of all our tires and the spare is once a month and before every long trip. (NHTSA, Rubber Manufacturers Association)

Check your tire air pressure when tires are cool. Tires need three hours to cool after driving (NHTSA, Rubber Manufacturers Association).

How do I know when my tires are too worn for safety? An easy test: place a penny upside down into a tread groove. If you can see all of his head, you should buy a new tire (NHTSA, Rubber Manufacturers Association).

Other (could be used during any of the summer months)

Motor vehicle crashes are the leading cause of death for US teens, and the period between Memorial Day and Labor Day is the deadliest for drivers ages 15-20 (NHTSA).

Advertising While out celebrating the 237th anniversary of America's freedom, remember: drive
Public Relations sober or get pulled over.
Interactive

Public Involvement Did you know that 89% of Utah traffic fatalities in 2012 occurred on dry roads? Clear
skies are no excuse for distracted driving.

August

- **Back to School Safety Month**
- **August 4-10: National Stop on Red Week**
- **August 16-September 2: Drive Sober or Get Pulled Over National Crackdown**

Back to School Safety

School's back in session! Help keep your children safe by educating them about safety around school buses. <http://www.nhtsa.gov/parents/parents-bus.html>

August is Back-to-School Safety Month. Help your children learn about road safety and make a fun safety pledge: <http://www.chuggington.com/safety/>

Stop on Red

Drive alert: intersection crashes occur most often in the daylight hours than at night.

Startling stat: Data from '05-'09 indicates male drivers (26-35) were most likely to be in an intersection-related crash with fatalities.

From '05-'09, 467 people died in intersection-related crashes. Remember, Stop on Red.

Drive Sober or Get Pulled Over

Through Labor Day, a nationwide enforcement "Drive Sober or Get Pulled Over" is now in effect. Help keep our roads safe: if you drink, don't drive. Call for a cab, ask a friend for a ride or use public transportation.

In 2010, more than 10,000 people died in alcohol-impaired driving crashes—that's one every 51 minutes (NHTSA).

September

T) 801 487 4800 • September 15-21: Child Passenger Safety Week

F) 801 487 0707

ppbh.com

Child Passenger Safety

It's National Child Passenger Safety Week. Get more information on how to protect your precious cargo: ClickItUtah.org

In the past 10 years, more than 60 Utah children were killed and more than 500 were injured by accidental backovers. Spot the tot before you back up.

Three out of four kids are not as secure in the car as they should be because their car seats are not being used correctly. Find a car seat inspection station near you:

<http://www.safekids.org/in-your-area/car-seat-check-up-events/?state=UT>

October

- October 20-26: National Teen Driver Safety Week

Teen drivers with involved parents are 2x as likely to buckle up and half as likely to speed (Teen Driver Source).

Check out the Don't Drive Stupid website for statistics, tips and resources about safe teen driving: <http://www.dontdrivestupid.com>

Download the Parent's Guide to Save Teen Driving and learn how you can help cut your teen's crash risk in half.

November

Thanksgiving holiday

Buckle up this Thanksgiving—every trip, every time. (Image courtesy of NHTSA)



Winter Driving

Turn lights on at dusk, in rain, snow and fog (but not brights in foggy conditions). Be safe out there.

Advertising

Public Relations

Interactive

Public Involvement

December

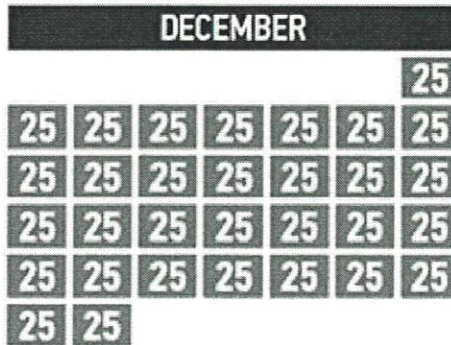
- **National Drunk & Drugged Driving Prevention Month**
- **December 13-January 1: Drive Sober or Get Pulled Over National Crackdown**

Impaired Driving

If all 17 million people who admitted to driving drunk in 2010 had their own state, it would be the 5th largest in the U.S. There is NO excuse for driving impaired.

In December, an average of 25 people a day die in drunk-driving crashes (NHTSA).

**IN DECEMBER,
AN AVERAGE OF
25 PEOPLE A DAY
DIE IN DRUNK
DRIVING CRASHES.**



SOURCE: NHTSA



If you will be drinking, do not plan on driving. Even one too many drinks increases the risk of a crash while driving a motor vehicle. Remember, Buzzed Driving is Drunk



Driving.

Messages

Children

General:

Winter Driving:

Bicycle Safety

Driving while texting

If you text while driving, the odds are not in your favor: you are 23 times more likely to crash if texting while driving.

- Driving while talking on the cell phone
- Seat Belt Safety
- Driving Drowsy, along with safety tips and prevention
- Driving drug and alcohol free
- Driving in a snowstorm
- Driving on black ice, identifying black ice
- I just had an accident, now what?
 - What are the statistical facts about “driving stupid” in Utah

Black ice:

Slick-looking roads, no water on windshield, below freezing: these are reasons to skid out.

Dawn and dusk is when black ice is the worst because temperatures fluxuate. Bill Stanton, ABC4

Identifying black ice: Black ice is a very thin and almost invisible layer of ice. It makes the road look wet and shiny. It can also be clear enough that you can see the road beneath it. It is first found on bridges and overpasses, shaded areas and low-lying areas, on hilltops where the wind can blow light snow which then collects and freezes. (NHTSA).

Driving on black ice: Slow down gradually, avoid aggressive braking or steering, turn on headlights, double your following distance, give others a lane, practice defensive driving.

Given that any driving in snow presents a special challenge, when should you anticipate additional problems driving in snow?

- As the snow deepens
- When the snow mixes with wind
- When the snow falls on top of previous snow or ice
- When traffic picks up
- When temperatures are near freezing]

1. Before driving, make sure your windshield wipers are working properly and you have fluid in them and that the window defrosters are working properly. On your route, Slow down gradually, avoid aggressive braking or steering, turn on headlights, double your following distance, give others a lane, practice defensive driving, anticipate limited visibility, beware of snow drifts, You may need to periodically get out and scrape the windshields and lights and mirrors
2. Watch out for leaves or debris on the road
3. Moisture from dew or rain or flooding can make leaves or debris very slippery
4. Pay attention carefully in these situations

http://www.nhtsa.gov/people/injury/buses/UpdatedWeb/topic_8/page7.html

Direct them to Reggie video and other videos

What We Can Do Doc

- Crashed Car
- Pen
- Chapstick
- Posters (Bob, Zombies, etc)
- T-shirts (for a reward or raffle)
- Safety activities and safety fair booths
- Presentation during a lunch and learn
- Pledge cards
- Window Clings
- Car seat checks
- License plate covers
- Wall boards

We could do a package deal: on the 12th send this out, the 14th send this out,

Maybe a Newsletter

Pull out statistics: how many due to each behavior