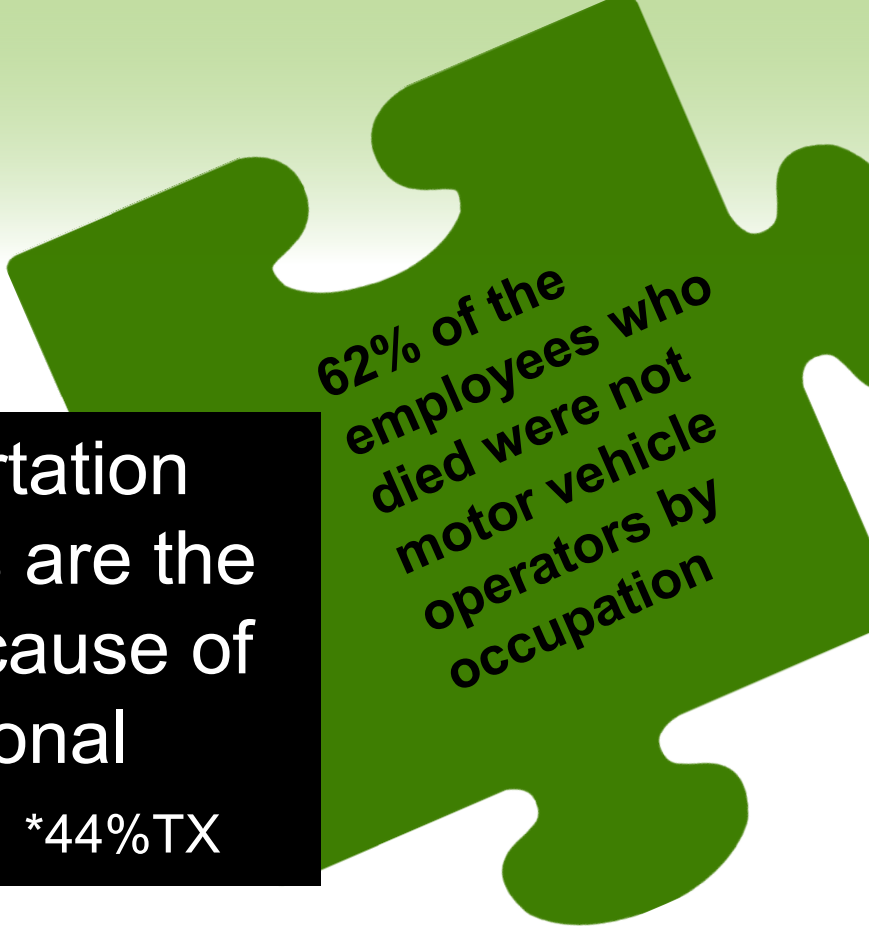


Collaborating with Employers to Reduce Pedestrian Fatalities

**TTI Pedestrian Forum
August 6, 2020**

**Cindy Leonard
Program Manager
National Safety Council**

**Motor Vehicle
CRASHES**
are the #1 cause
of workplace death.
They don't have to be.



Transportation incidents are the leading cause of occupational fatalities *44%TX

62% of the employees who died were not motor vehicle operators by occupation

A variety of industries and occupations require employees to drive or be exposed to hazards associated with driving

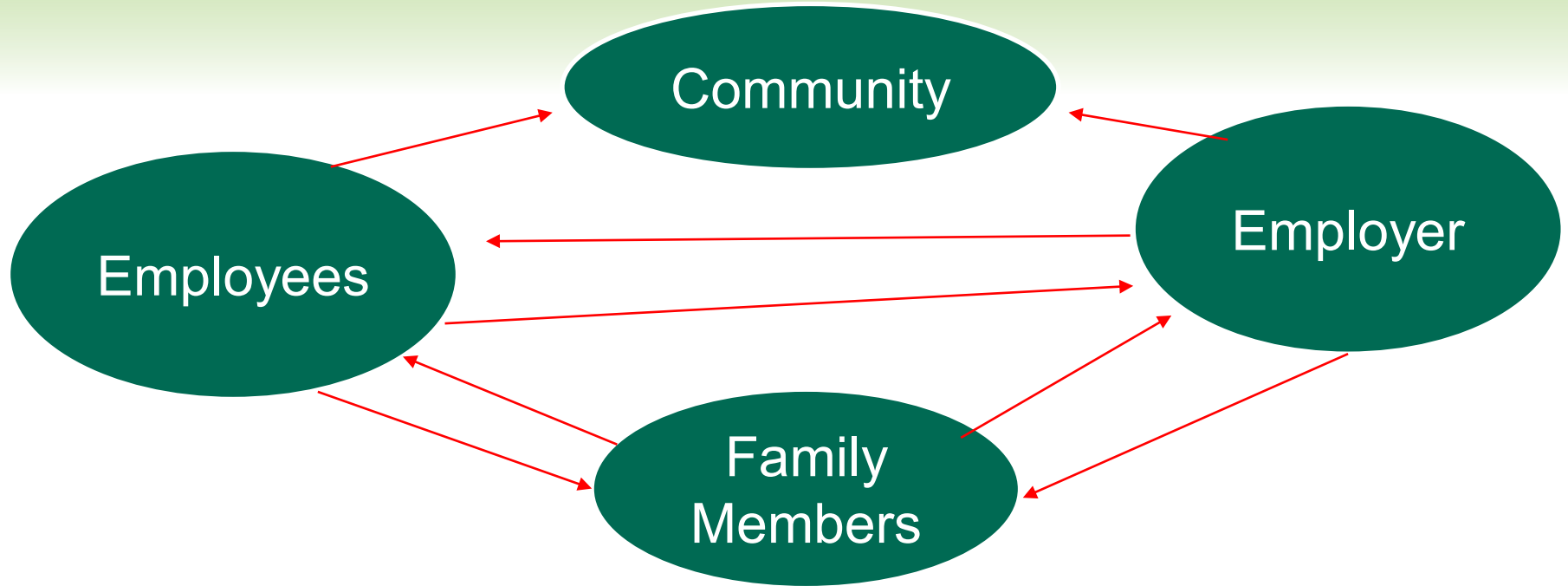


**33.6 million
families
include
children
under 18
years of age**

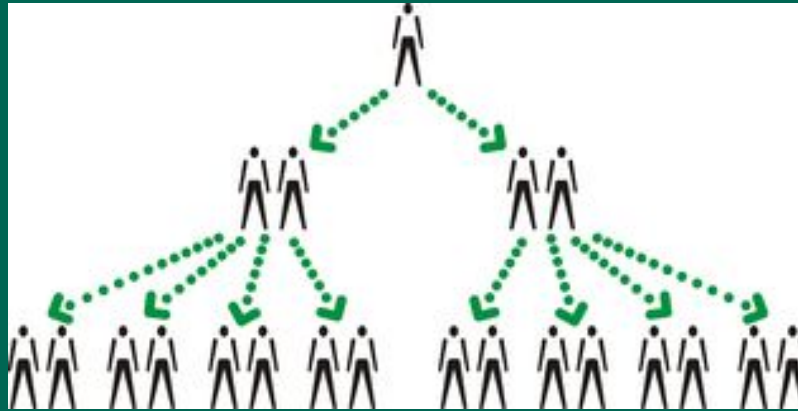
**60.5% of US
population
is employed
(64.2% TX)**

**80.5% of US
households
had at least
one
employed
family
member**

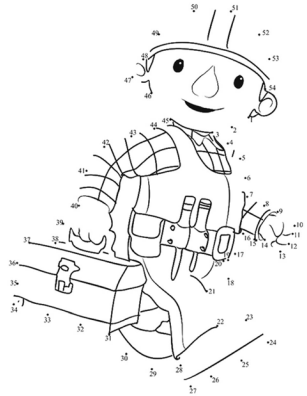
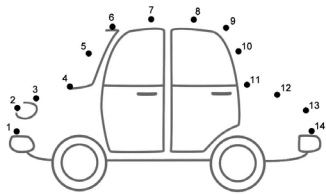
Employers: a strategy in the solution



Multiplying Reach and Impact



Helping employers connect the dots





Employer Speak

Health &
Safety
Management
System



Don't Know
What They
Don't Know

On AND Off
The Job
Matters

Driven By



Texas Our Driving Concern

Equips employers with consistent on-going support & resources
Multi-Faceted: *One size does not fit all*

- Conference / event speaking
- **Know Safety No Crashes Blog**
- **Live with Lisa Videos**
- Looping file for monitors
- Newsletter, 2 x monthly
- On-line e-learning
- **Posters and Calendar**
- Safety & Health Fair Support
- Safety Coach Cards
- Safety Talks / **Huddle Sheets**
- Toilet Tabloids, monthly
- Training
- **Webinars**
- **Website**
- Window Clings / Stickers

[Know Safety No Crashes blog](https://txdrivingconcern.org/walk-together-on-safety-path/) <https://txdrivingconcern.org/walk-together-on-safety-path/>

We, as road users, must engage in safety and limit all distractions whether it is driving, walking or biking. There may not be a second chance.

- Whenever possible, walk on the sidewalk; if no sidewalk is available, walk facing traffic
- Follow the rules of the road, obeying all traffic signs and signals
- Cross streets at crosswalks
- If no crosswalk is available and your view is blocked, move to a place where you can see oncoming traffic
- Look left, right and left again before crossing the street, making eye contact with drivers of oncoming vehicles to make sure they see you
- [Stay alert – avoid cell phone use and do not walk with earbuds in your ears](#)
- Avoid alcohol and impairment from other drugs when walking
- Wear bright and/or reflective clothing, and use a flashlight at night
- Watch for cars entering or exiting driveways or backing up in [parking lots](#)
- Children younger than 10 should cross the street with an adult

Let's Walk Together on a Safety Path



What Employers Can Do for Pedestrian Safety

- 1) Encourage awareness through education and resources
- 2) Consider employees are pedestrians
- 3) Consider employees are drivers
- 4) PPE = reflective vests and cell phone = flashlights
- 5) Consider Nighttime drivers, workers, and work zones
- 6) Good driver training = better drivers
- 7) Emphasize 4Ds

Successes:

The **City of Waco** **reduced high crash incidents by 70% at eight intersections** through improved traffic control. They also mandate requirements for the use of seat belts and the prevention of distracted driving. The city enforces a **zero tolerance policy** for driving while impaired at any time on or off the job.

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Txdrivingconcern.org

