

FOR IMMEDIATE RELEASE

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Employers Work to Reduce Traffic Crashes On and Off the Job

Drive Safely Work Week Targets Driver Decisions Behind the Wheel

(ST. PAUL, MN) – As part of the national Drive Safely Work Week campaign, October 3-7, employers in Minnesota and across the nation are working to raise awareness of the risks of drowsy and distracted driving. Coordinated by the Network of Employers for Traffic Safety (NETS), the campaign urges leaders of companies and organizations to encourage safe driving habits on and off the job. Local efforts are led by Minnesota NETS, managed by the Minnesota Safety Council.

“Time behind the wheel is a very dangerous part of everyone’s day,” said Paul Aasen, president of the Minnesota Safety Council. “It doesn’t matter if you’re commuting, driving for work or running errands—driving is serious business.”

This year’s theme, “Drowsy, Distracted or Focused—Your Decisions Drive Your Safety,” emphasizes personal responsibility and risks related to drowsy driving, use of mobile devices, speeding and other behaviors that contribute to a large percentage of crashes.

“Ninety-four percent of crashes are a result of things drivers do or don’t do behind the wheel,” said Lisa Kons, coordinator of Minnesota NETS. “It’s time for each of us to take control and be responsible for our own driving behavior.”

According to national NETS, more than half the people killed in traffic crashes in the U.S. last year were someone’s employee. A recent report from NETS found traffic crashes cost employers more than \$47 billion over the course of a year. The cost was nearly equally split between crashes that occurred on the job and those that took place off the job.

The Minnesota Network of Employers for Traffic Safety is a partnership of the Minnesota Safety Council, a not-for-profit organization dedicated to preventing injuries, and the Minnesota Department of Public Safety, Office of Traffic Safety.

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NOTES TO EDITOR:

More information about Drive Safely Work Week and the Network of Employers for Traffic Safety website: <http://www.trafficsafety.org>

More about Minnesota NETS: www.minnesotasafetycouncil.org/nets.

Report: “Cost of Motor Vehicle Crashes to Employers, 2015”:

http://trafficsafety.org/nets_road_resources/cost-of-motor-vehicle-crashes-to-employers-2015