



Employer Driver Safety Education Programming

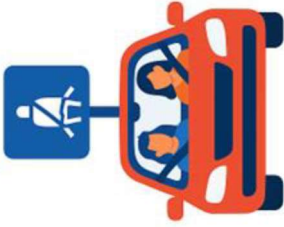
Why It Matters

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Mission

To promote safe driving through employer education to reduce crashes, save lives, and build a culture of safety.



Promoting safe driving



Employer education



Building a culture of safety



Our Driving Concern
an nsc program

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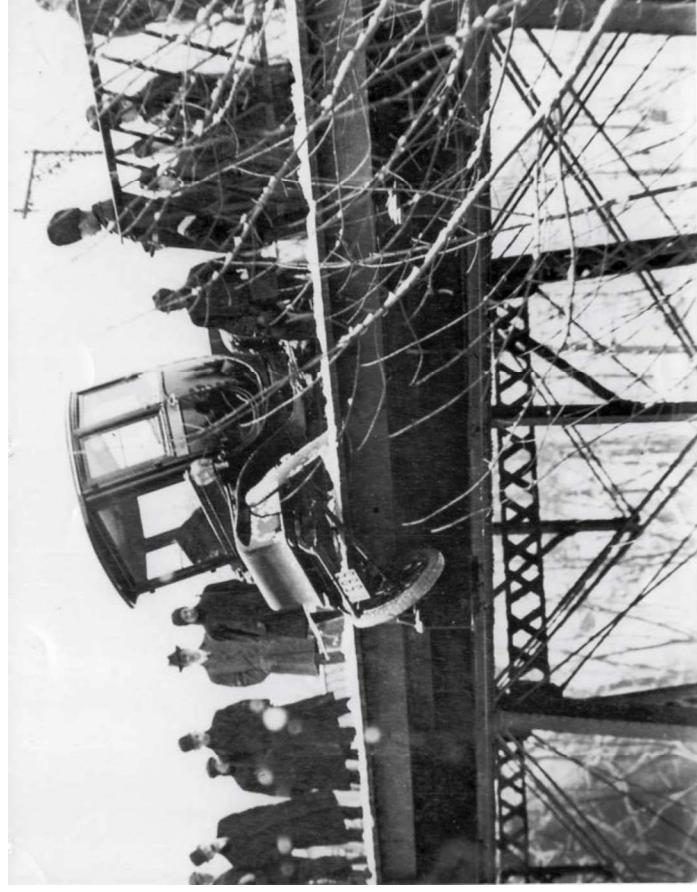
Why does driving safety remain a persistent challenge



US Motor Vehicle Crashes In 1913

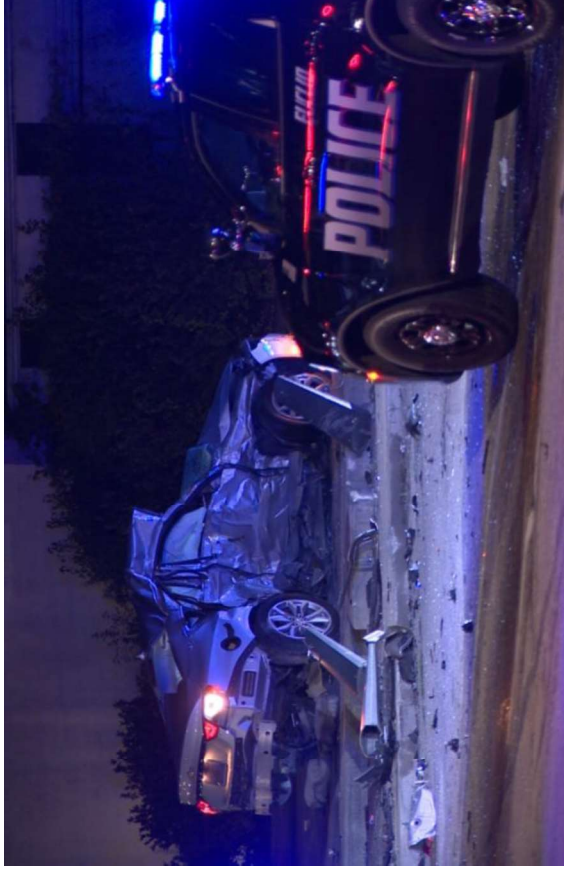
- 4,200 crashes
- Crash rate 4.4 per 100,000 drivers
- 2 million drivers
- 1.3 million vehicles

Source: Deaths from National Center for Health Statistics except 1964 which are National Safety Council estimates based on data from the National Highway Traffic Safety Administration's Fatality Analysis Reporting System. See Technical Appendix for comparability. Motor vehicle registrations, mileage, and drivers estimated by Federal Highway Administration. (a) Mileage data inadequate prior to 1923.



US Motor Vehicle Fatal Crashes in 2025

- ~37,810 fatalities
- Fatality rate 1.14 deaths per 100,000 drivers
- 242 million drivers
- 298.7 million vehicles



Ohio Fatal Crashes in 2025

Semi-Truck Driver Falls Asleep, Crashes Into Two Vehicles on I-75 in Ohio

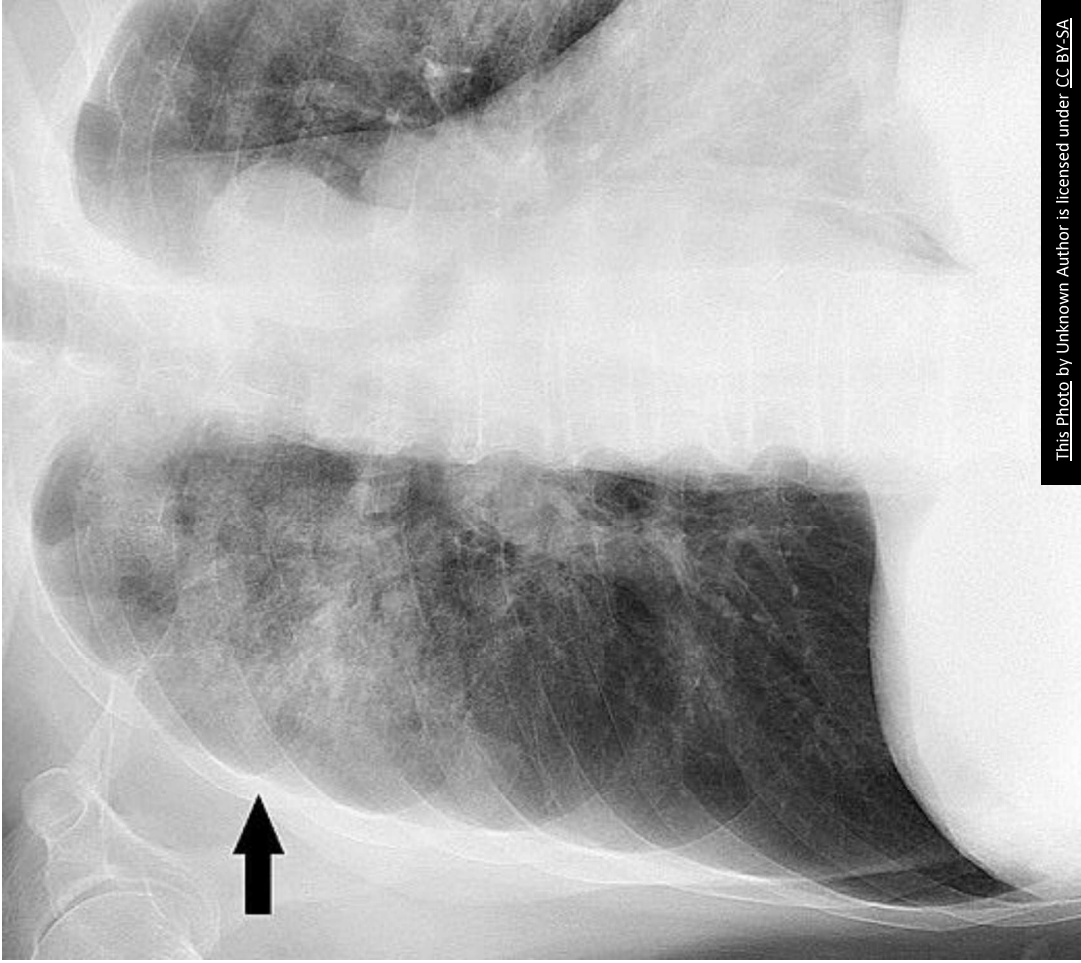


Authorities say the trucker struck a disabled car and another semi after dozing off near

State Route 571.

Source: WHIO / Ohio State Highway Patrol

americatruckrr



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What Were The Top 3 Causes of Death in 1900 in the US*?

1. Pneumonia (all forms) and influenza
2. Tuberculosis (all forms)
3. Gastrological issues, enteritis, and ulceration of the intestines

*CDC

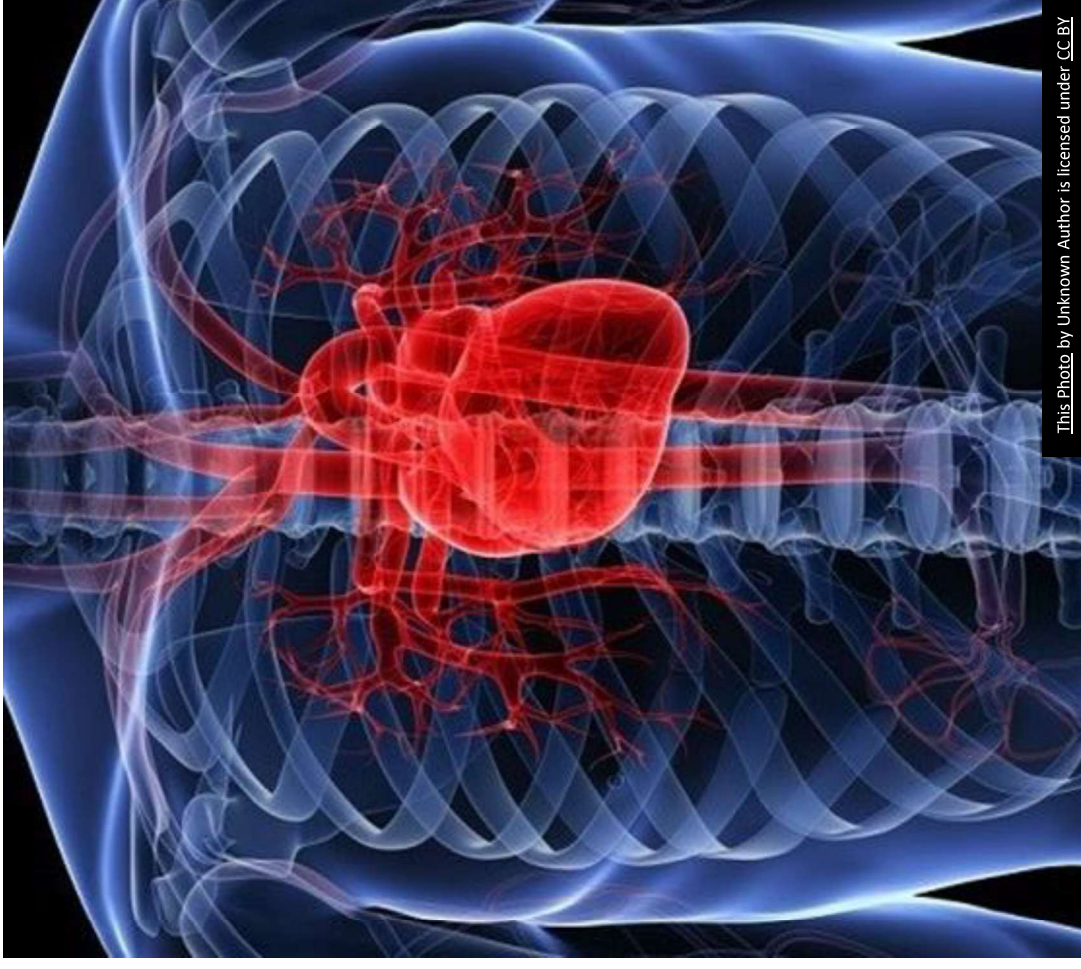
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What Were The Top 3 Causes of Death in 2024 in the US?

1. Diseases of heart
2. Malignant neoplasms (cancer)
3. Accidents (unintentional injuries); **Motor Vehicle Crashes**

Centers for Disease Control and Prevention, National Center for Health Statistics. National Vital Statistics System, Provisional Mortality on CDC WONDER Online Database. Data are from the final Multiple Cause of Death Files, 2018-2022, and from provisional data for years 2023-2024, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <http://wonder.cdc.gov/mcd-icd10-provisional.html> on Sep 22, 2024 6:37:22 PM





WHY the WORKPLACE?

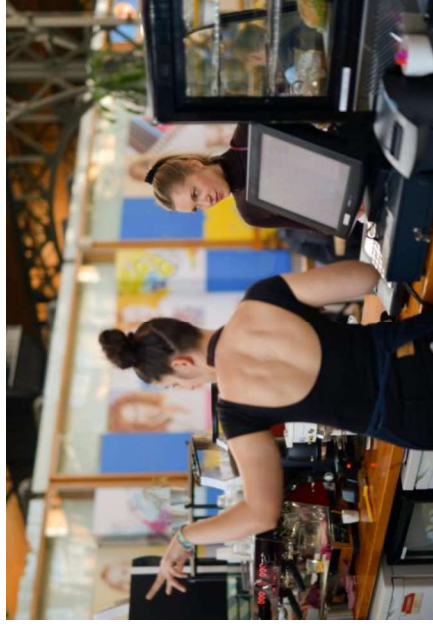
Motor vehicle crashes are the leading cause of work-related deaths in the U.S., accounting for **38.2%** of all work-related deaths in 2024.

United States Labor Force

- 24 million people employed in 1900



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- 163,640 million people employed as of November 2025

Ohio Crash Severity Data

Select County
[All]

Select FIPS
[All]

Statewide Crash Statistics

Crashes by Severity and Year

Full Year
 Year-to-Date <= [04/06]

	2023	2024	2025	2026
Fatal	1,150	1,077	1,033	179
Serious Injury Suspected	6,059	6,148	5,957	1,065
Minor Injury Suspected	32,670	32,822	33,398	7,022
Injury Possible	25,170	24,446	24,609	5,764
Property Damage Only	187,574	186,602	199,535	48,249
Grand Total	252,623	251,095	264,532	62,279
Fatalities	1,242	1,157	1,115	199
Unbelted Fatalities	472	482	416	88
Serious Injuries	7,492	7,466	7,261	1,293
Unbelted Serious Injuries	2,161	1,959	1,846	374

Crashes by Month and Year



Crashes by Variable

Alcohol-Related	29,742
Bicycle-Related	4,098
Commercial At-Fault	30,833
Commercial-Related	54,171
Distractions-Related	27,761
Drug-Related	8,524
Juvenile-Related	51,087
Mature-Related	292,158
Motorcycle-Related	11,839
OVI-Related	34,463
Pedestrian-Related	8,452
Speed-Related	93,023
Unbelted-Related	157,666
Youth-Related	253,892



Data Source: OOS Electronic Crash System Design and Layout: OS-P Statistical Analysis Unit Ohio State Highway Patrol
Data Updated: Monday, April 6, 2026

Additional crash statistics can be found on OSTATS:
<https://crashreport.ohio.gov/ostats.aspx>



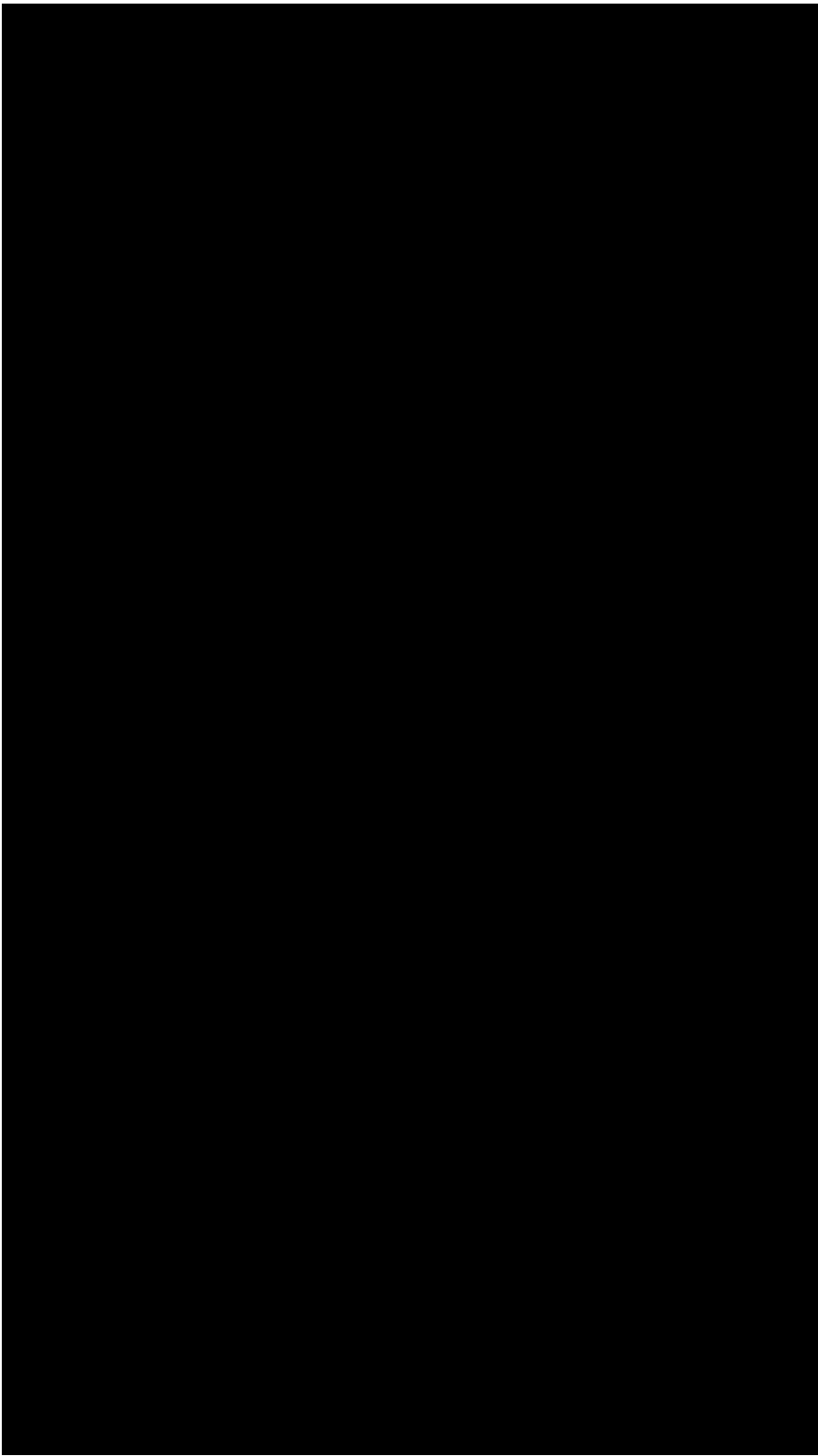
Let's look at Franklin & Delaware County 2025

- 107 Fatal Crashes
- 118 people died
- 45 people unseat belted

State-wide=1,033 FC
1,115=deaths*

*That is 3 people everyday





What are the costs to employers?



\$16,500



\$74,000



DRIVER BEHAVIOR HAS A DIRECT EFFECT ON EMPLOYER CRASH COSTS



SPEEDING

\$9.8

BILLION



DISTRACTED
DRIVING

\$18.8

BILLION



ALCOHOL

\$8

BILLION



NOT WEARING
SEAT BELT

\$7.4

BILLION

SEE TABLES 9, 8, 7 and 5 IN THE COST OF MOTOR VEHICLE CRASHES TO EMPLOYERS—2019™

What are the costs to employers?

#1 - Why is the employer liable in cases where a crash occurred in a company vehicle and/or on work time?

Employers can never be 100% protected in the event of a lawsuit.

However, if employers can show they implemented driving safety policies, educated employees, monitored compliance, and enforced the policy, they will be in a more defensible position than if they had not followed these practices

#2 - Other than court judgments, what other costs do you think employers incur?

*Days away from work – lost productivity
*Health, life, and disability insurance premiums
*Sick leave, which can be especially disruptive when the employee performs a specialized business function

*Workers' Compensation contributions
*Crash-related legal expense
*Vehicle property damage
*Liability insurance

*Recruiting and training costs to replace an employee
*Employers absorb costs from fatal and non-fatal crashes that occur on and off the-job.
*Family members of employees who are in a crash also affect the employer's costs.
*What happens to employees while they are not at work can have an impact on business operations and finances.

*Some employers may be one lawsuit away from having to close their business.

Key Benefits of Trainings for Employers

Reduced Workplace Incidents

Improved Employee Safety

Enhanced Productivity



Lowered Absenteeism

Positive Employee Morale

Mitigated Liability

How Employee Engagement Supports Safer Driving

- Empowers employees
- Strengthens buy-in
- Creates shared responsibility
- Encourages proactive behaviors
- Builds habits that extend beyond the workplace



Effective Employer Policies

Pocket Policy Card Hands-Free

The following pocket policy card is a useful reminder of your company's policy. It can be copied and laminated for distribution to employees. You may customize the card with your company logo and contact information. We have stored this card with your vehicle log or data recorder. The card below has sample language that coordinates with the sample policies in this kit. If your organization's policy differs from our samples, make sure your pocket card reflects the language in your policy.

<Insert Company Letterhead or Logo>
Safe Driving Policy
 <Insert Effective Date>
 Motor vehicle crashes are a leading cause of death and injury for working adults. An <insert valuable asset> – we are committed to making a safe work environment for you. As part of this commitment, we have established and actively enforce safe driving policies to support the safety and well-being of everyone who represents <insert Company Name> on the road.

1. Seat Belt Use
 Ohio law requires all drivers and front-seat passengers to wear seat belts. All <insert Company Name> employees must wear seat belts in all seating positions when:

- Driving a company-owned, leased, or rented vehicle
- Operating a personal vehicle for work-related purposes
- Riding as a passenger in any vehicle used for work purposes

Employees are **strongly encouraged** to always wear seat belts off the job and promote seat belt use among passengers.

2. Mobile Device Use While Driving
 To reduce distraction-related crashes:

- All use of mobile devices while driving is prohibited by this policy, including hands-free features (e.g., Bluetooth, speakerphone)
- Texting, dialing, reading messages, or handling a device while driving is not allowed
- Employees must safety pull over and stop the vehicle before using any electronic device, except in an emergency

3. Driving Under the Influence
 Employees may not operate any vehicle under the influence of:

- Alcohol
- Cannabis or THC-containing products
- Illegal drugs
- Prescription or over-the-counter medication that may impair driving ability

Impairment at any level is unacceptable and unsafe.

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Dear Staff,
 Starting <insert date>, our company will adopt a new policy that prohibits the use of cell phones, whether handheld or hands-free, while driving for work. This applies any time you are driving a vehicle on behalf of the company.
 This change is about safety. Driving requires your full attention, and using a phone, even with voice commands or Bluetooth, creates distractions that increase the risk of a crash. Our goal is to help ensure that everyone reaches their destination safely.
 We understand this may be an adjustment. Many of us are used to staying connected while on the road. But no call, text, or app is worth the potential cost of a serious crash. Staying focused while driving protects you, your passengers, and everyone else on the road.

- Here is what to expect next:**
- A copy of the full policy will be sent to you this week
 - We will include phone-down policy cards in our vehicles
 - A tip sheet with practical ways to avoid phone use behind the wheel

If you have questions or need help adjusting to the new policy, please contact <insert contact name> at <insert email> or <insert phone>.
Sincerely,
 <Company Name or Leadership Team>

Cell phone and driving policy
 Employees may not use cell phones or hands-free voice recognition while operating a motor vehicle. This includes, but is not limited to:

- Reading or responding to emails and text messages
- Accessing phone apps on the Internet
- Using voice features for calling, texting, navigation directions, changing music

In an emergency, drive to a safe location, pull over and put the vehicle in park before calling to report an emergency.

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Safe driving suggestions

- Put cell phones on vibrate or silent mode, turn the device off or turn phone on driving in park if a call must be made or received, or make adjustments to your navigation/GPS, or other apps so you are unavailable to answer calls or return messages while driving.
- Inform clients, associates and business partners that you are unavailable to answer calls or return messages while driving.

Safe driving suggestions

- Put cell phones on vibrate or silent mode, turn the device off or turn phone on driving in park if a call must be made or received, or make adjustments to your navigation/GPS, or other apps so you are unavailable to answer calls or return messages while driving.
- Modify your optional routing to include message while driving.
- Inform clients, associates and business partners of company policy to explain why calls may not be returned immediately.

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Key Behavior Topics for Workplace Training



Types of Distraction



VISUAL

TAKING EYES OFF THE ROAD



MANUAL

TAKING HANDS OFF THE WHEEL



COGNITIVE

TAKING MIND OFF DRIVING



Seat Belts as Occupant Protection

Seat Belts:

- 1) Contact the body at the strongest points
- 2) Protect the head/neck/spine in a crash
- 3) Spread crash forces over wider area of body
- 4) Prevent ejection from the vehicle during a crash
- 5) Help you to “ride down” a crash



BUCKLE UP!

Employer Driver Safety Education Program Goals:

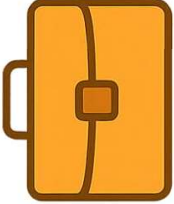
- **Train and educate the business community** to address and promote safe driving behaviors among employees and their families.
- **Increase awareness** regarding the dangers of crashes and contributing factors such as distractions, speeding, seat-belt usage and impairment.
- Encourage Ohio employers to enact strong **policies** and recognize the consequences of risky driving behaviors as well financial losses.
- **Increase partnerships** with traditional and non-traditional partners within the strategic priority areas identified by Ohio Traffic Safety Office to elevate traffic safety as a priority.



Collaborative Partnerships for Safer Roads



State & local
highway safety
offices



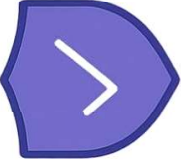
Employers &
industry partners



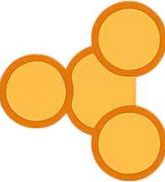
Healthcare &
wellness partners



Associations



Insurance providers
& risk consultants



Community
coalitions &
taskforces

How do we deliver?



DATA-DRIVEN
APPROACH



STRATEGIC
PARTNERSHIPS



TRAINING



TOOLS &
RESOURCES



EMPLOYER
RECOGNITION

Success Stories



Tools and Resources for Stakeholders



Newsletters
View monthly newsletters created to enhance employer traffic safety and bring awareness to ongoing preventive driving safety measures throughout Ohio.

Traffic Tabloids
Share this monthly free resource in the company common areas and on your intranet site.

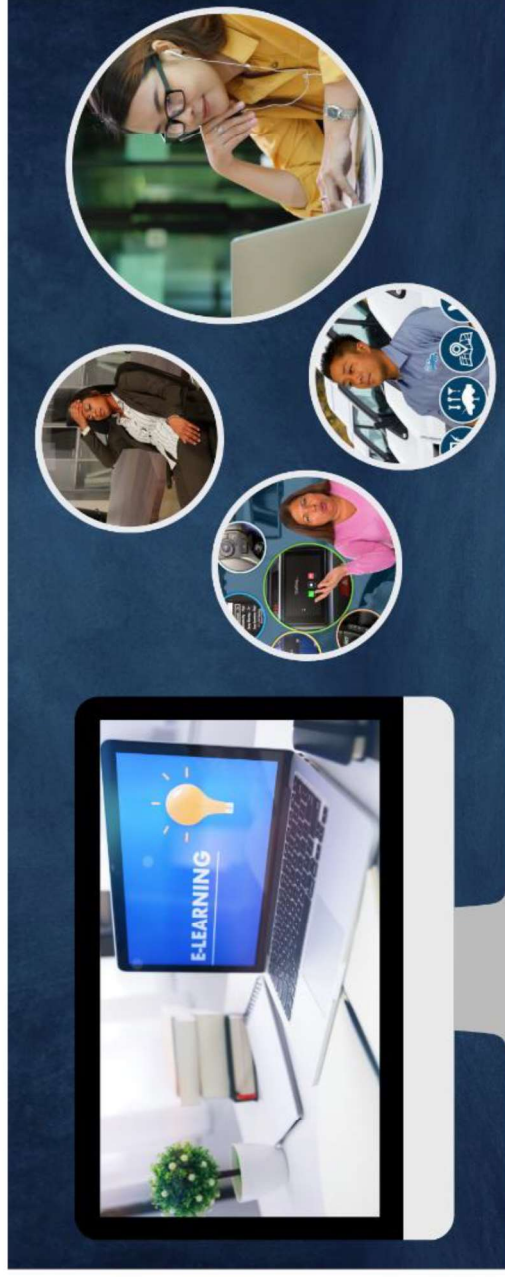
Safe Driving Toolkit
Get your organization's Distracted Driving and Occupant Protection resources here. Including: The Issue, Implementing Policies, Social Media Graphics, Posters, Safety Huddles, and more.

Observance Calendar
Each month our observance calendar will point out upcoming webinars and trainings, along with the national traffic safety campaigns. Let this help guide you with monthly traffic safety topics.

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Learning Management System



Learning Portal • Our Driving Concern

Welcome to the ODC Learning Portal! Use this page or the Course Catalog to browse our offerings.

training.ourdrivingconcern.org

Bringing It All Together



CRASHES
aren't
~~Accidents~~

What Can You Do to Help?

Connect me with your HR or Safety Manager

Consider the WIT or Our Driving Concern as a training component for your next training session

Take advantage of the resources we have on our website

Submit an application for recognition so that your place of employment can be highlighted for the great work they do related to traffic safety



Tell Us What You Think



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