Our Driving Concern

Employer Traffic Safety Program



Implementation Guide

Our Driving Concern
an nsc program
TEXAS

Save a Life™
Texas Department of Transportation

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Introduction



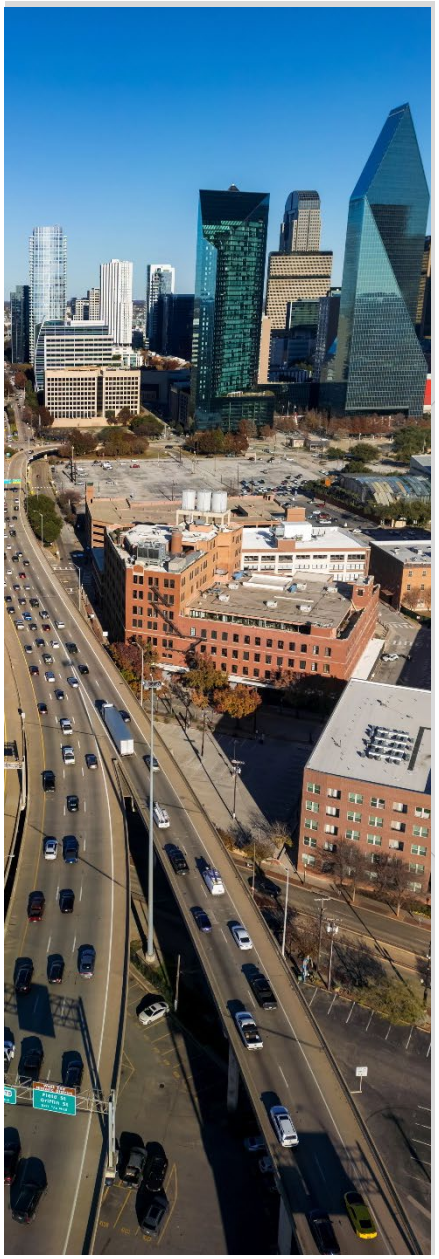
Our Driving Concern (ODC)

Our Driving Concern is a program of the National Safety Council that provides employers with resources and tools to help reduce traffic crashes involving their employees.

Program Overview

Our Driving Concern representatives work with employers, state and local government officials, associations and occupational health and safety leaders to raise awareness of transportation safety risks and reduce serious crash injuries and fatalities. Whether crashes occur on or off the job, involve your employees, their family members or residents in the communities where they live and work, the heartache is felt.

The workplace is an important area for prevention outreach. The impact of traffic safety reaches beyond the individual worker and can result in losses in work time and productivity and increases in employer costs for insurance premiums. **Our Driving Concern** leaders rely on evidence-based strategies to help employers build a culture of traffic safety and reduce risky behaviors like distracted and impaired driving. To its partners, the program offers free education, training and resources. The goal is to save money and save lives.



About This Guide

Our Driving Concern offers this practical implementation guide designed for employers that want to launch or strengthen a traffic-safety program quickly and credibly.

The program is built around free education, training and resources, with a focus on reducing risky driving behaviors like distracted and impaired driving.



"Good drivers are good for business! Your business depends on your drivers and the decisions they make on the road every day."

Importance of Driver Safety Prevention

Crashes open the door to increased costs and liability.

In the U.S., employers spend billions on crash-related costs every year, including property damage and medical care expenses.

The calculable costs of motor vehicle crashes are wage and productivity losses, medical expenses, administrative expenses, motor vehicle damage and employers' uninsured costs. The costs of all these items for each death (not each fatal crash) injury (not each injury crash) and per-damaged-vehicle are shown in the following table.

Average Economic Costs by Injury Severity or Crash, 2018

Death (K)	$1,659,000
Disabling (A)	$96,200
Evident (B)	$27,800
Possible (C)	$22,800
No injury observed (O)	$12,200
Property damage only (cost per vehicle)	$4,500

Estimates are the costs by severity of injuries as defined in sections 2.3.4 through 2.3.6 of the *Manual on Classification of Motor Vehicle Traffic Accidents (7th Edition)* ANSI Standard D16.1-2007.

Notes

- ✓ **Driving is risky business**; more than 90% of crashes involve human error. (NSC Injury Facts)
- ✓ **Safety should lead.** A comprehensive driver policy is important.

"Injuries resulting from roadway incidents involving motorized land vehicles are the leading cause of work-related deaths and the ninth-leading cause of non-fatal injury involving days away from work."

Why should YOU care?

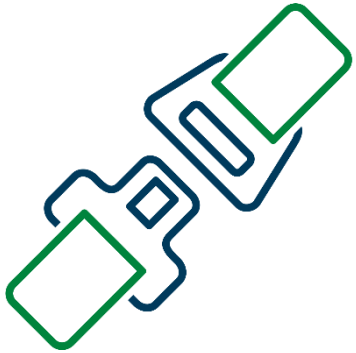
Did you know...



At 55 MPH, taking your eyes off the road for **5 seconds** is like driving the length of a **football field** blind.



About **one in three** traffic fatalities involve an impaired driver. Plan ahead. Drive sober.



Wearing a seat belt in the front seat reduces your risk of fatal injury by about **45%**.

EDUCATION SAVES LIVES

Employers are taking action to make Texas roads safer. Join the work happening now.

Participating organizations that used Our Driving Concern resources report...

- ✓ increased employee safety engagement
- ✓ reductions in workers' compensation claims
- ✓ across-the-board cost savings

Starting Point

When an organization begins or enhances a driving safety program, it is important to know a baseline of “where they are at” to quantify what they expect to accomplish.



If you are an organization’s leader, ask yourself…

- ☐ Are you tracking data now? If not, how will you start?
- ☐ Do you use telematics to track crashes and injuries?
- ☐ Do you track the changes in your insurance premiums? Is there a correlation to crashes or risky driver behavior?
- ☐ How do you currently file an incident report?
- ☐ What is your company’s baseline for improving driver safety?
- ☐ What will you do after the driving safety campaign is over to compare? Will you track data? Quiz or test driving?

You have goals.

Our Driving Concern has resources to help you meet these goals—based on your workplace’s unique requirements.

Our Driving Concern creates and shares **100% free resources** to make **Texas a safer place to drive**. These free tools and training can be used to complement your current health and safety program.

The Our Driving Concern team can work alongside ***your team*** to tailor free safety solutions. Our Driving Concern resources are **for everyone**—employers large and small—all industries.

Intended Audience

- ✓ ***This implementation guide is for leadership and decision makers in all types of workplaces…***

  Including **employers** responsible for setting expectations and allocating resources; **safety leaders** who shape and oversee safety programs; **supervisors and managers** who influence daily behaviors on the job; **fleet managers** who oversee vehicles and drivers on the road; and **HR and training teams** who design onboarding and ongoing development.

- ✓ Together, these leaders can use the guide to align policies, training and accountability around Our Driving Concern program resources so that every trip taken is as safe and well-managed as any other critical business activity.



Employers



Safety Leaders



Supervisors and Managers



Fleet Mangers



HR and Training Teams

"We all spend nearly half our waking hours at work or traveling to work. Employer-based outreach can make a big difference in reducing travel risk and improving safety. And it's a win-win-win for the employer and everybody else that travels."

Goals of the ODC Program



Reduce vehicle crashes and injuries



Strengthen workplace safety culture



Improve driver awareness and decision-making



Promote consistent safety communication and engagement

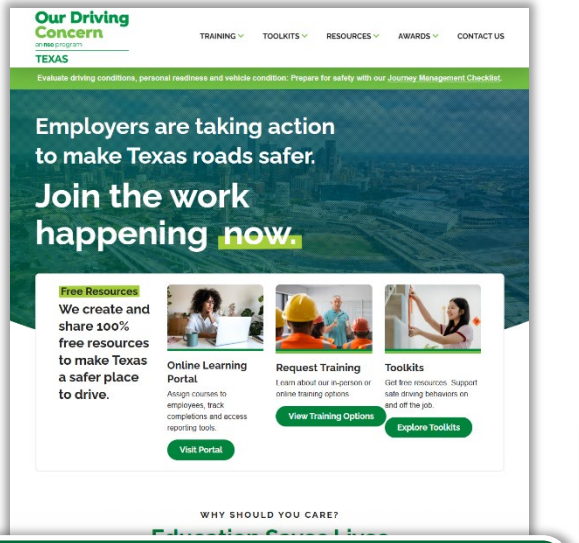
ODC Resources Overview

Our Driving Concern's free content is ready to use—turnkey in nature—and flexible enough to meet employee training needs.

Our Driving Concern's resources include the following types:

- ✓ Communication and Awareness Resources
- ✓ Training and Learning Resources
- ✓ Supervisor and Team Engagement Resources
- ✓ Policies, Procedures and Operational Tools

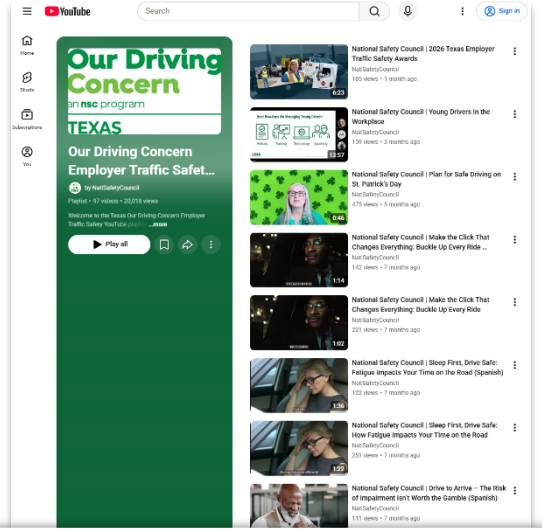
Our Driving Concern resources can typically be accessed one of three ways:



tx.ourdrivingconcern.org
MAIN WEBSITE



training.ourdrivingconcern.org
LEARNING MANAGEMENT SYSTEM



Our Driving Concern/Texas
EMPLOYER TRAFFIC SAFETY PLAYLIST

Where and How to Use ODC Resources



Internal Employee Communication

Share or post resources through:

- ✓ Company-wide emails
- ✓ Internal newsletters
- ✓ Intranet or employee communication platform
- ✓ App or messaging system



External Digital and/or Visual Communication/Campaigns

Use resources as discussion starters or displays for seasonal or organizational safety campaigns:

- ✓ Digital signage systems
- ✓ Company events or safety fairs
- ✓ Reception areas and visitor spaces



Common Area Communication or Display

Reinforce safety messaging by using resources on walls, doors, monitors or televisions in high-visibility areas:

- ✓ Breakrooms/Lounges
- ✓ Cafeterias
- ✓ Entryways and lobbies
- ✓ Conference rooms
- ✓ Restrooms
- ✓ Vehicle staging, loading or dispatch areas



Meetings

Use resources as discussion starters during:

- ✓ Safety meetings
- ✓ Team meetings
- ✓ Huddles
- ✓ Toolbox talks
- ✓ Driver Check-ins
- ✓ Pre-shift briefings



Supervisor Coaching Support

Encourage one-on-one discussions based on resource content:

- ✓ As discussion starters during Supervisor Check-ins
- ✓ To provide supervisors with talking points and examples for coaching conversations
- ✓ Provide quick-reference visuals that simplify key safety expectations

Where and How to Use ODC Resources (continued)



Training

Use resources as part of:

- ✓ Self-Paced Employee Learning
- ✓ Onboarding and New Hire Training
- ✓ Annual or Recurring Safety Training
- ✓ Training Reinforcement Tool
- ✓ Standard Completion Expectations
- ✓ Targeted Risk-Based Training



Training Reinforcement

- ✓ Pair different types of resources together (e.g., assign an online learning topic and place corresponding posters in common areas) to reinforce a topic
- ✓ Reinforce recently completed training topics with follow-up visual messaging:



Workplace Awareness Campaigns

Use resources to reinforce current safety initiatives and campaigns and align with monthly or seasonal safety topics such as:

- ✓ Distracted driving
- ✓ Seat belt use
- ✓ Speed management
- ✓ Fatigue prevention
- ✓ Workplace impairment awareness

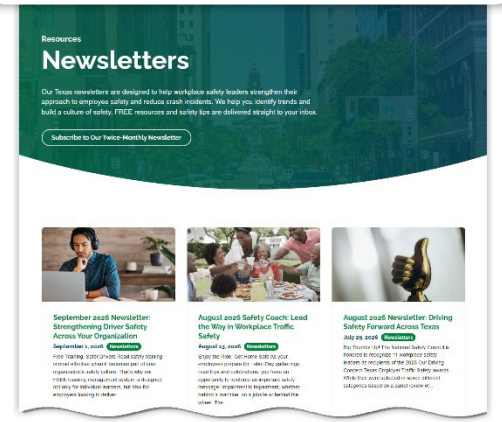
Communication and Awareness Resources

ODC offers a lot of great free tools and resources! Find out more about these communication and awareness resources.

ODC Toolkits



ODC Electronic Newsletters



ODC YouTube Playlist



Monthly Traffic Tabloids





ODC Toolkits contain great free resources to promote safe driving behaviors—many available with English and Spanish versions.

There are two ways to access the Toolkits on the ODC website:

- ✓ Viewing all Toolkit resources on the **Explore Toolkits** link—and then search by type *(see #1 and #2)*
- ✓ Viewing each Toolkit by **campaign type** from the dropdown Toolkits menu bar *(see #3)*



How to Use ODC Communication and Awareness Resources

Consider using the listed ODC resources in the following applications.

Recommended Common Uses	Electronic Newsletter	Monthly Traffic Tabloid	Posters and Infographics	Driver Safety Videos	Silent Looping Driver Safety Video
Internal Employee Communication (e.g., email, newsletters, intranet or employee communication platforms, app or messaging systems)	✓		✓	✓	✓
Meetings (e.g., Safety meetings, Team meetings, Huddles, Toolbox talks, Driver Check-ins)	✓	✓	✓	✓	✓
Supervisor Coaching Support	✓		✓		
Digital and/or Visual Communication/Campaigns	✓		✓	✓	✓
Common Area Communication/Display	✓	✓	✓		✓
Training			✓	✓	
Targeted Risk-Based Campaigns	✓		✓	✓	

Electronic Newsletters: Usage Specifics



The **ODC Electronic Newsletter** is designed to provide employers and safety leaders with ready-to-use driver safety content that can easily be integrated into existing communication and safety initiatives. Organizations can customize and distribute newsletters to reinforce safe driving behaviors, increase awareness of driving risks and support a strong safety culture.

- ✓ Align newsletters with monthly or seasonal safety topics
- ✓ Pair newsletters as training reinforcement with online modules, webinars or driver behavior training
- ✓ Incorporate quizzes, polls, or discussion prompts tied to newsletter topics and recognize teams or employees demonstrating safe driving behaviors

Notes

Best Practices for Employers:

- ✓ Customize messaging to reflect organizational policies and driving risks
- ✓ Include leadership support or safety messages from management
- ✓ Keep communication concise, practical and action-oriented
- ✓ Reinforce key messages across multiple communication channels for greater impact
- ✓ Track engagement and feedback to identify future training needs

Suggested Distribution Frequency

Include in:

- ✓ Monthly distribution is recommended to maintain consistent engagement
  - Quarterly summaries may be used for organizations with broader communication cycles
- ✓ Weekly or monthly safety updates

Link: Electronic Newsletters

Monthly Traffic Tabloid: Usage Specifics



The **ODC Monthly Traffic Tabloid** is a free, ready-to-use driver safety communication resource designed to keep roadway safety visible and consistent across the organization. Traffic Tabloids provide timely, easy-to-read safety messaging that can be shared widely to reinforce safe driving behaviors and support ongoing safety awareness.

- ✓ Keeps driver safety communication fresh, relevant and aligned with current risks and seasonal driving conditions thanks to the Traffic Tabloid monthly delivery
- ✓ Pair Traffic Tabloids as training reinforcement with online modules, webinars or driver behavior training
- ✓ Incorporate quizzes, polls, or discussion prompts tied to Traffic Tabloid topics and recognize teams or employees demonstrating safe driving behaviors

Notes

Best Practices for Employers:

- ✓ Use both physical posting and digital distribution to reach all employees—including field and remote staff
- ✓ Reinforce key messages across multiple communication channels for greater impact

Suggested Distribution Frequency

Include in:

- ✓ Monthly distribution is recommended to maintain consistent engagement

Link: Traffic Tabloids

Posters and Infographics: Usage Specifics



ODC **posters** and **infographics** provide visual, easy-to-understand safety messaging that helps reinforce safe driving behaviors and maintain awareness of key driver safety topics throughout the workplace. These resources are designed to support ongoing communication efforts and strengthen organizational safety culture through consistent visual reminders.

- ✓ Display posters and infographics to reinforce current safety initiatives and campaigns
- ✓ Align visuals with monthly or seasonal safety topics such as distracted driving, seat belt use, speed management, impairment awareness, etc.
- ✓ Pair visuals as training reinforcement with online modules, webinars or driver behavior training
- ✓ Reinforce recently completed training topics with follow-up visual messaging
- ✓ Use infographics as a quick reference to simplify key safety expectations during support coaching conversations with employees and drivers

Notes

Suggested Placement Strategy to maximize visibility and effectiveness:

- ✓ Place materials where employees naturally pause or gather
- ✓ Use both printed and digital formats when possible
- ✓ Ensure posters are easy to read from a distance

Suggested Rotation Schedule

Rotate locations periodically to maintain attention and engagement. Regular rotation helps prevent message fatigue and keeps safety communication fresh.

- ✓ Monthly rotation is recommended to align with organizational safety priority topics
  - Feature seasonal driving hazards when applicable
  - Alternate between behavior-focused and policy-focused messaging
- ✓ Increase frequency during focused safety campaigns or high-risk seasons

Link: Posters and Infographics

Driver Safety Videos: Usage Specifics



The **ODC Driver Safety Videos** are short, focused safety messages designed to quickly reinforce safe driving behaviors and increase awareness of common roadway risks. These brief videos provide flexible, easy-to-share content that organizations can use to support ongoing driver safety communication and employee engagement efforts.

The videos are designed to deliver concise, actionable safety reminders that can be incorporated into a variety of workplace communication and training activities without requiring significant time commitment.

- ✓ Reinforce key safety messages in a brief and engaging format
- ✓ Align videos with monthly or seasonal safety topics and other safety initiatives and campaigns
- ✓ Begin meetings or training sessions with a short video to introduce or reinforce a safety topic
- ✓ Pair videos to reinforce messaging with posters and infographics, safety huddles, newsletters, coaching cards or as training reinforcement

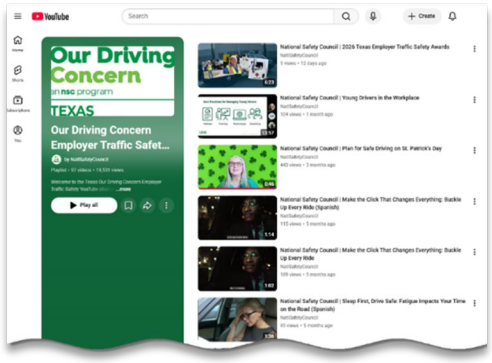
Notes

Best Practices for Employers:

- ✓ Align videos with
  - Seasonal driving hazards
  - Organizational safety initiatives
  - National safety awareness campaigns
  - Identified crash trends or recurring risks

Suggested Distribution Frequency

- ✓ Share one video per week or month to maintain regular driver safety engagement
- ✓ Rotate topics to address a variety of roadway risks throughout the year



Link: ODC YouTube Playlist

Build Safe Driving Habits—Silent Looping Video: Usage Specifics



The **ODC Build Safe Driving Habits—Silent Looping Video** provides continuous visual safety messaging that reinforces key driver safety behaviors in a simple, engaging and low-disruption format.

The video is designed to increase awareness, support ongoing safety communication efforts and keep driver safety top of mind throughout the workday.

- ✓ Reinforces key safety messages in a brief and engaging format
- ✓ Keeps safety top of mind in key areas prior to trips
- ✓ Promotes a commitment to safety for employees and visitors

Notes

Best Practices for Employers:

- ✓ Download and display the video in areas where drivers check in, pick up assignments or prepare for travel
  - Reinforce safe driving expectations prior to trips
- ✓ Use videos in reception areas, waiting rooms and visitor spaces to:
  - Promote organizational commitment to safety
  - Share driver safety expectations with employees and visitors
  - Create a visible safety culture environment

Suggested Distribution Frequency

- ✓ Continuous daily looping in high-traffic areas is encouraged
- ✓ Increase visibility during:
  - Safety campaigns
  - High-risk travel seasons
  - Organizational safety initiatives

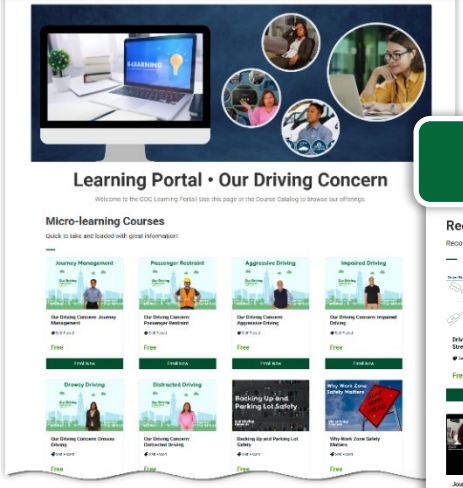
Link: Build Safe Driving Habits

Training and Learning Resources

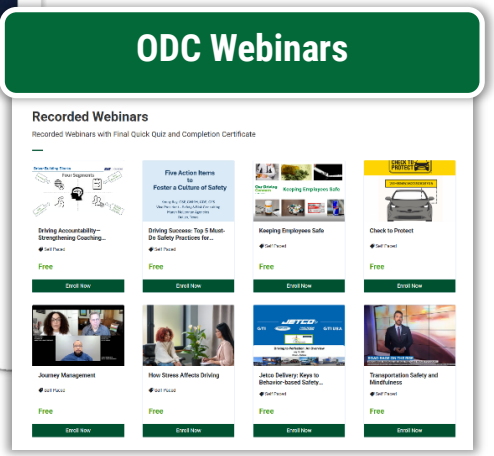
ODC offers a lot of great free online courses and webinars, as well as instructor-led/virtual trainings by request.

Self-Paced and Online

ODC Online Courses



ODC Webinars



- ✓ ODC's learning management system (LMS) is designed to make it easy for users to access and complete online traffic safety training courses.
- ✓ The system is simple to navigate—users can choose from a variety of FREE mobile-friendly courses.
- ✓ Supervisors and managers, using the group training delivery function, can assign courses to employees, track completions and access reporting tools.

Instructor-Led: Virtual or In-Person

ODC Driver Behavior Training



ODC Workplace Impairment Training



- ✓ Led by an ODC Program Manager, these in-person and virtual trainings provide flexibility for organizations with multiple locations, remote teams or varying operational schedules.
- ✓ This education is grant-funded by the Texas Department of Transportation. There is NO CHARGE to participants.

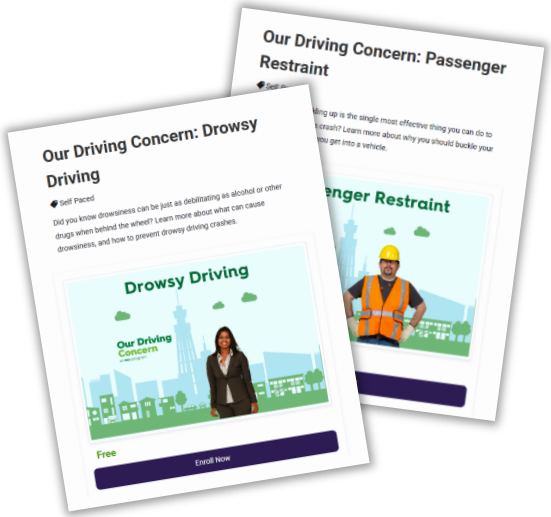
How to Use ODC Training and Learning Resources

Consider using the listed ODC training and learning resources in the following applications.

Recommended Common Uses	 Online Courses LMS	 Webinars	 Driver Behavior Training	 Workplace Impairment Training
Self-Paced On-Line Learning Available on the ODC Learning Management System (LMS) platform	✓	✓		
In-Person Training			✓	✓
Instructor-Led Virtual Training	✓	✓	✓	✓
Onboarding and New Hire Training	✓			
Annual or Recurring Safety Training	✓	✓	✓	
Targeted Risk-Based Training	✓			
Training Reinforcement Tool	✓			
Supplemental Training Resource		✓		
Leadership and Supervisor Team Development or Training		✓	✓	✓

Self-Paced Online Learning: Usage Specifics





The **ODC Self-Paced Online Learning** modules provide structured, educational opportunities to help employees build and reinforce safe driving behaviors and workplace impairment awareness. These modules are designed to be flexible, trackable and easy to integrate into existing learning management systems (LMS).

- ✓ Support both onboarding and ongoing refresher training requirements
- ✓ Use in conjunction with other resources as a training reinforcement tool (e.g., newsletters, posters, infographics, safety huddles, driver coaching conversations, webinars and live training sessions)
- ✓ Ensure all new drivers receive consistent baseline training on:
  - Distracted driving
  - Fatigue awareness
  - Seat belt use
  - Speed management
  - Workplace impairment

Notes

Best Practices for Employers:

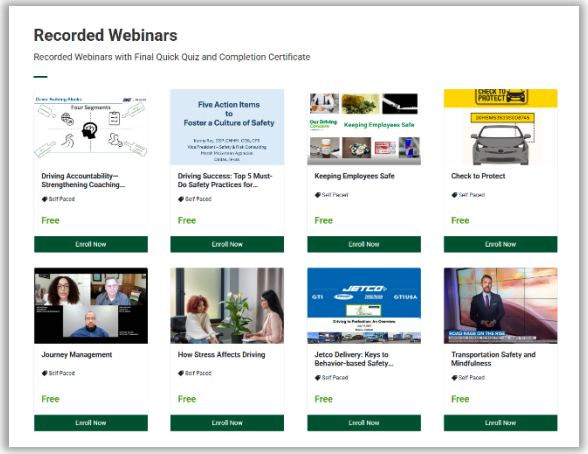
- ✓ Assign to ALL employees and supervisors—especially those who operate vehicles as part of their job
- ✓ Include as part of the new employee orientation process
- ✓ Standard Completion Expectations
  - Assign clear due dates (commonly 7–30 days depending on module complexity)
  - Provide employees with adequate time to complete training during work hours
  - Communicate expectations clearly
  - Provide reminders before due dates
  - Follow up on overdue completions

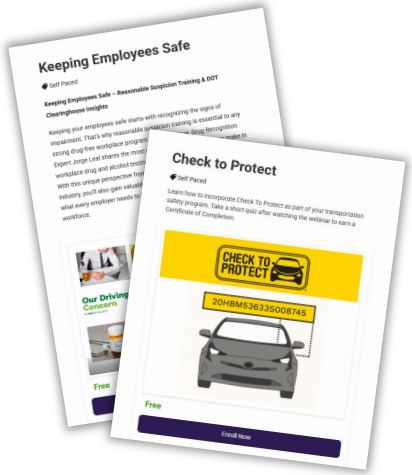
Suggested Frequency Varies

- ✓ Allow learners to complete training on-demand within set deadlines
- ✓ Assign modules on a recurring schedule (e.g., annually or semi-annually)
- ✓ Assign modules on an as-needed basis to:
  - Reinforce evolving safety priorities and policy updates
  - Address incidents, seasonal driving risks, change in job role or exposure level, etc.

Link: Online Training Resources

Webinars: Usage Specifics





The **ODC Webinars** provide flexible, topic-specific virtual learning opportunities that help organizations reinforce driver safety awareness, address emerging risks and support continuous employee education. Webinars are an effective tool for organizations with diverse schedules, locations and operational needs. Some webinars are offered live only while others are recorded for learners to view later on the ODC LMS platform.

Use webinars as:

- ✓ A support for both leadership development and employee-wide driver safety education.
- ✓ Ongoing driver safety education to provide focused learning on key driver safety topics and reinforce company safety priorities and expectations
- ✓ Supplement training resources to online or in-person training, safety huddles, coaching conversations and safety campaigns
- ✓ To strengthen coaching skills, safety leadership, employee engagement and risk reduction strategies

Notes

Best Practices for Employers:

- ✓ Ongoing driver safety education
- ✓ Supplemental training resource
- ✓ Leadership and supervisor development

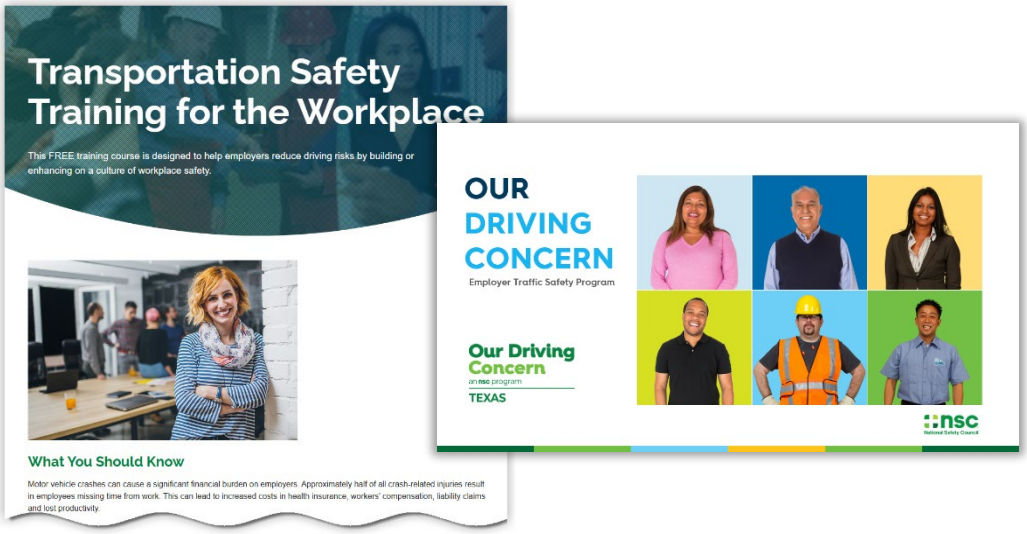
Suggested Frequency Varies

- ✓ Rotate assigning webinars to address a variety of roadway risks throughout the year
- ✓ Assign modules on an as-needed basis to:
  - Reinforce evolving safety priorities and policy updates
  - Address incidents, seasonal driving risks, change in job role or exposure level, etc.

Link: Online Recorded Webinars

Link: Upcoming Live Webinars

Driver Behavior Training: Usage Specifics



The **ODC Instructor-Led Driver Behavior Training** is a comprehensive 3.5-hour instructor-led training curriculum delivered by an ODC Program Manager. The training is designed to help organizations strengthen driver safety knowledge, improve employee decision-making behind the wheel and reduce driving-related risks through interactive learning and practical application.

The training can be delivered either in person or virtually, providing flexibility for organizations with multiple locations, remote teams or varying operational schedules.

Notes

Best Practices for Employers:

- ✓ In-Person Training
  - Instructor-led classroom format facilitated by the ODC Program Manager
  - Supports group discussion, interactive activities, scenario-based learning and team engagement
- ✓ Virtual Training
  - Live virtual instruction delivered by the ODC Program Manager
  - Ideal for remote employees, multi-site organizations, flexible scheduling needs
  - Provides consistent training delivery across locations

Suggested Frequency Varies

- ✓ Assign training on a recurring schedule (e.g., annually or semi-annually)
- ✓ Assign training on an as-needed basis to:
  - Reinforce evolving safety priorities and policy updates
  - Address incidents, seasonal driving risks, change in job role or exposure level, etc.

Link: Training Resources

Workplace Impairment Training: Usage Specifics



The **ODC Workplace Impairment Training** is a comprehensive 3.5-hour instructor-led training curriculum delivered by an ODC Program Manager.

The training can be delivered either in person or virtually, providing flexibility for organizations with multiple locations, remote teams or varying operational schedules.

- ✓ Increases awareness of workplace impairment risks related to driving, strengthens supervisor response practices, reinforces organizational policies and supports safer decision-making behind the wheel
- ✓ Focuses on how impairment can impact driver behavior, judgment, reaction time and overall roadway safety
- ✓ Provides supervisors, managers, HR professionals and safety leaders with guidance on:
  - Recognizing potential impairment indicators that may affect safe driving
  - Responding appropriately and consistently to driving-related concerns
  - Reinforcing driver safety expectations and policies
  - Supporting employee and roadway safety

Notes

Best Practices for Employers:

- ✓ In-Person Training
  - Instructor-led classroom format facilitated by the ODC Program Manager
  - Supports group discussion, interactive activities, scenario-based learning and team engagement
- ✓ Virtual Training
  - Live virtual instruction delivered by the ODC Program Manager
  - Ideal for remote employees, multi-site organizations, flexible scheduling needs
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- ✓ Assign training on a recurring schedule (e.g., annually or semi-annually)
- ✓ Assign training on an as-needed basis to:
  - Reinforce evolving safety priorities and policy updates
  - Address incidents, seasonal driving risks, change in job role or exposure level, etc.

Link: Training Resources

Role of the ODC Program Manager in Facilitating In-Person and Virtual-Led Training

An ODC Program Manager facilitates the training and provides:

- ✓ Subject matter expertise on workplace impairment and driver safety best practices
- ✓ Interactive instruction and guided discussion
- ✓ Real-world driving scenarios and case study examples
- ✓ Opportunities for participant engagement and questions
- ✓ Support for aligning training with organizational driver safety policies and initiatives

The Program Manager may also assist organizations with:

- ✓ Identifying driving-related safety concerns and risks
- ✓ Reinforcing prevention-focused driver safety culture strategies
- ✓ Supporting supervisor confidence and consistency in responding to concerns involving employees who drive
- ✓ Recommending additional ODC driver safety resources and tools







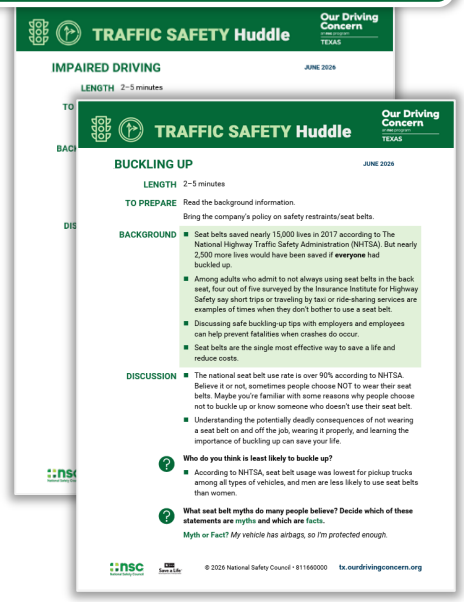
Supervisor and Team Engagement Resources

ODC offers a lot of useful, free supervisor and team engagement resources—available within the ODC Toolkits and also as standalone resources.

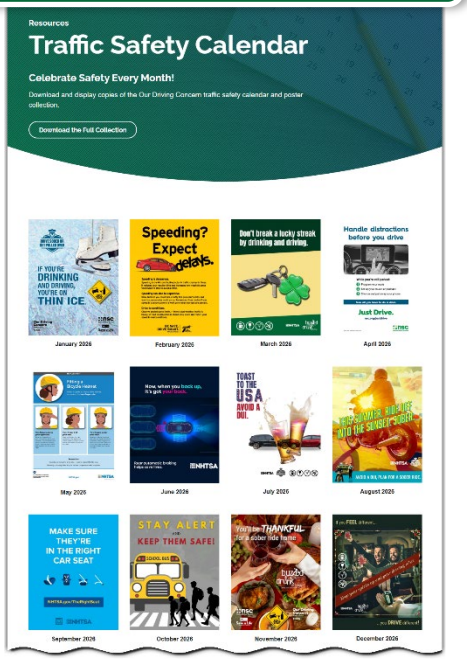
ODC Safety Coach Cards



ODC Traffic Safety Huddles



ODC Traffic Safety Calendar



How to Use ODC Supervisor and Team Engagement Resources

Consider using the listed ODC supervisor and team engagement resources in the following applications.

Recommended Common Uses	Safety Coach Cards	Traffic Safety Huddles	Traffic Safety Calendar
Supervisor Coaching Conversations Use during one-on-one coaching sessions, informal safety discussions, driver check-ins, post incident follow-ups	✓	✓	
Discussion Starters Use as quick discussion starters during toolbox talks, safety huddles, team meetings, pre-shift briefings	✓	✓	✓
Driver Engagement Activities Incorporate into safety stand-downs, driver-appreciation events, safety contests or quizzes, team building activities	✓	✓	✓
Recurring Safety Discussions and Training Reinforcement Rotate topics regularly during daily, weekly or monthly safety discussions to support safety focus, key concepts or awareness campaign	✓	✓	✓
Peer-to-Peer Discussions Team members use with coworkers to build shared accountability and safety awareness	✓		
Long-Term Evaluation and Planning Guide Use as a guide when planning annual activities, evaluating annual goals, assessing driver safety initiatives, etc.			✓

Safety Coach Cards: Usage Specifics



The **ODC Safety Coach Cards** are portable, business-sized discussion tools designed to support ongoing driver safety conversations and reinforce safe driving behaviors in a quick, practical and engaging format. Each card contains a driver safety question or scenario on the front and the corresponding answer or discussion guidance on the back.

The cards are designed to help supervisors, managers and safety leaders facilitate short safety conversations that:

- ✓ Promote awareness
- ✓ Reinforce best practices
- ✓ Encourage employee engagement around driver safety topics
- ✓ Encourage employee participation and group discussion
- ✓ Reinforce safe driving expectations in a conversational format
- ✓ Encourage discussion of real-world examples and experiences
- ✓ Guide consistent messaging across supervisors and departments
- ✓ Support new supervisors with ready-to-use coaching prompts

Notes

Best Practices for Employers:

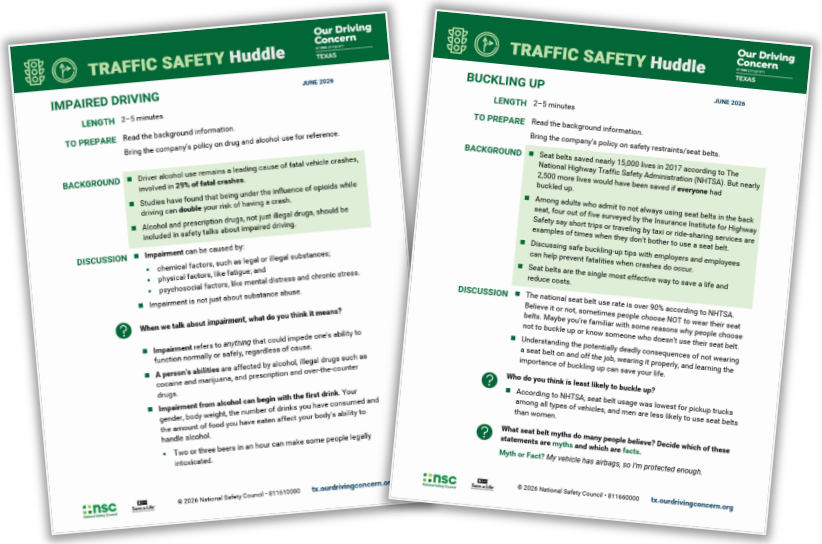
- ✓ Include as discussion starters and training reinforcement company-wide
- ✓ Ask employees to answer the question before reviewing the back of the card

Suggested Frequency Varies

- ✓ Daily or Weekly Safety Discussions
  - Select one card per shift, week or meeting to maintain ongoing engagement
  - Rotate topics regularly to support a variety of safety focus areas

Link: ODC Safety Coach Cards

Traffic Safety Huddles: Usage Specifics



The **ODC Traffic Safety Huddles** are pre-made, ready-to-use 2–5-minute driver safety discussions designed to help organizations reinforce safe driving behaviors through brief, consistent team conversations. These short discussion guides provide supervisors and safety leaders with an easy way to integrate driver safety messaging into existing meetings and daily operations.

- ✓ Designed to promote regular engagement, strengthen safety awareness and keep driver safety top of mind without requiring extensive preparation time.
- ✓ Reinforce driver safety expectations in a quick and consistent format.
- ✓ Provide supervisors and managers with ready-to-use materials that require minimal preparation that support consistent messaging across departments and locations.
- ✓ Short format allows organizations to integrate driver safety discussions into existing operational meetings without significant disruption.

Notes

Best Practices for Employers:

- ✓ Maintain regular driver safety communication throughout the year
- ✓ Reinforce key concepts introduced through training, online modules, webinars, newsletters and posters
- ✓ Suggested 2–5 Minute Discussion Format:
  1. Introduction of the safety topic
  2. Brief discussion or scenario review
  3. Employee participation or reflection question
  4. Key takeaway or action reminder

Suggested Frequency Varies

- ✓ Weekly—for organizations seeking ongoing, high-frequency safety engagement
- ✓ Monthly—for organizations with broader communication cycles or limited meeting schedules; align with monthly safety themes
- ✓ Flexible use— Align topics with seasonal driving hazards, organizational safety initiatives, incident trends and high-risk travel periods

Link: ODC Traffic Safety Huddles

Traffic Safety Calendar: Usage Specifics





The **ODC Traffic Safety Calendar** provides employers with a flexible framework for integrating ODC resources throughout the year.

Organizations can adjust the frequency and timing of activities to fit needs.

Following the calendar structure to introduce safety topics can help:

- ✓ Maintain regular visibility of driver safety messaging and reinforce key behaviors throughout the year.
- ✓ Reinforce organizational safety priorities and maintain employee engagement through recurring learning opportunities.
- ✓ Provide structured learning opportunities that reinforce safe driving expectations and organizational policies.
- ✓ Evaluate program effectiveness, identify improvement opportunities and support long-term sustainability of driver safety efforts.

Notes

Best Practices for Employers:

- ✓ Align activities with organizational safety goals and operational risks
- ✓ Coordinate communication and training efforts across departments
- ✓ Use a variety of ODC resources throughout the year to maintain engagement
- ✓ Reinforce key messages consistently through multiple channels and touchpoints
- ✓ Track participation and outcomes to support continuous improvement efforts

Suggested Frequency Varies

- ✓ Organizations can adjust the frequency and timing of activities based on operational needs, workforce size, seasonal driving hazards, travel demands, driving exposure or safety priorities
- ✓ Monthly, quarterly, semi-annually and annual schedules

(See next page for suggested schedules.)

Link: ODC Traffic Safety Calendar

Traffic Safety Calendar—Suggested Schedule

MONTHLY ACTIVITIES



Recommended for ongoing awareness, communication and reinforcement of safe driving behaviors.

Examples may include:

- ✓ Distribution of driver safety newsletters or communication materials
- ✓ Short safety huddles or toolbox talks
- ✓ Rotation of posters, infographics, or video messaging
- ✓ Sharing Traffic Tabloid resources
- ✓ Supervisor-led driver safety discussions and coaching reminders

SEMI-ANNUAL ACTIVITIES



Recommended for more comprehensive training and organizational reinforcement.

Examples may include:

- ✓ Driver behavior training sessions
- ✓ Workplace impairment training
- ✓ Refresher training for supervisors and managers
- ✓ Journey management or defensive driving reviews
- ✓ Evaluation of driver safety procedures and communication efforts

QUARTERLY ACTIVITIES



Recommended for deeper engagement, refresher learning and recognition efforts.

Examples may include:

- ✓ Webinar participation for employees, supervisors or safety professionals
- ✓ Coaching refreshers or focused safety discussions
- ✓ Driver safety campaigns or seasonal safety initiatives
- ✓ Employee or team recognition activities
- ✓ Review of crash trends, near misses, or safety observations

ANNUAL ACTIVITIES



Recommended for long-term evaluation, planning and continuous improvement.

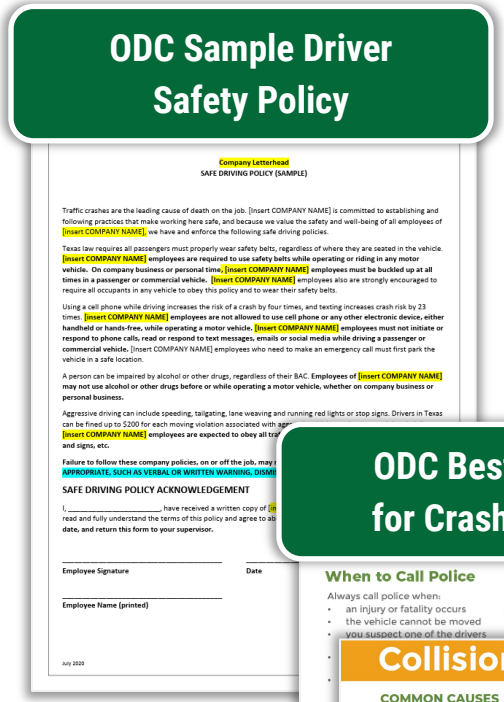
Examples may include:

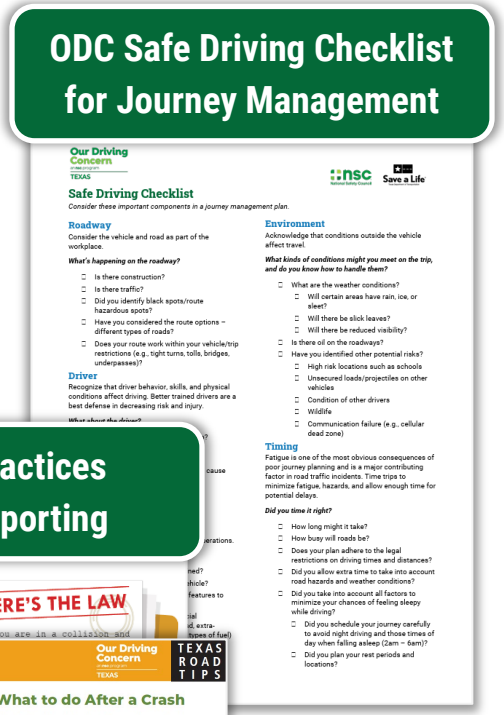
- ✓ Review and update of driver safety policies and procedures
- ✓ Program evaluation and assessment of driver safety initiatives
- ✓ Recognition awards and best practice sharing
- ✓ Review of crash, incident and training data
- ✓ Goal setting and planning for the upcoming year

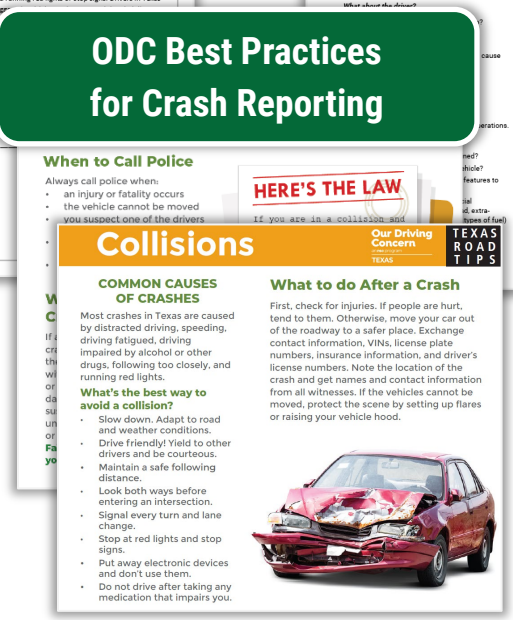
Policies, Procedures and Operational Tools

ODC offers free policies, procedures and operational tools! View the tools via the ODC website's **RESOURCES** tab dropdown—under **TRAFFIC SAFETY SUPPORT CENTER**.









For more about the employer submission-based ODC Driver Safety Award recognition program visit the **AWARDS** tab on the ODC website's menu bar.



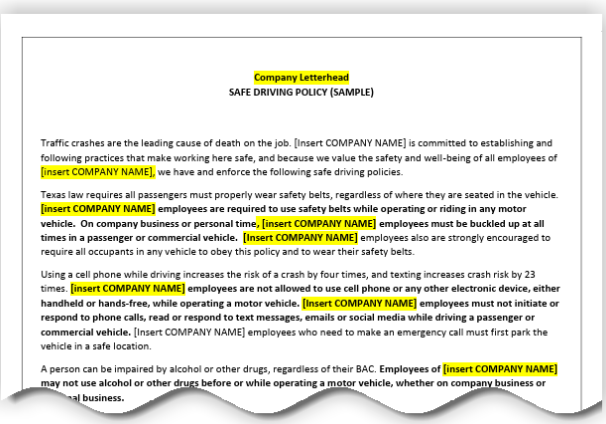


How to Use ODC Policies, Procedures and Operational Tools

Consider using the listed ODC policies, procedures and operational tools in the following applications.

Recommended Common Uses	Sample Driver Safety Policy	Safe Driving Checklist	Best Practices for Crash Reporting	Driver Safety Award Recognition Program
Policy Development or Enhancement	✓			
Policy Communication Guidance	✓			
Pre-Trip Driver Preparation and Driver Safety		✓	✓	
Daily Fleet and Vehicle Operations		✓	✓	
New Driver and Employee Orientation		✓	✓	
Employer and Driver Training			✓	
Supervisor and Management Guidance			✓	
Incident Review and Prevention Efforts			✓	
Validate Driver Safety Efforts and ROI on Safety Investments				✓

Sample Driver Safety Policy: Usage Specifics



Company Letterhead

SAFE DRIVING POLICY (SAMPLE)

Traffic crashes are the leading cause of death on the job. [Insert COMPANY NAME] is committed to establishing and following practices that make working here safe, and because we value the safety and well-being of all employees of [insert COMPANY NAME], we have and enforce the following safe driving policies.

Texas law requires all passengers must properly wear safety belts, regardless of where they are seated in the vehicle. **[insert COMPANY NAME] employees are required to use safety belts while operating or riding in any motor vehicle. On company business or personal time, [insert COMPANY NAME] employees must be buckled up at all times in a passenger or commercial vehicle. [Insert COMPANY NAME]** employees also are strongly encouraged to require all occupants in any vehicle to obey this policy and to wear their safety belts.

Using a cell phone while driving increases the risk of a crash by four times, and texting increases crash risk by 23 times. **[insert COMPANY NAME] employees are not allowed to use cell phone or any other electronic device, either handheld or hands-free, while operating a motor vehicle. [Insert COMPANY NAME] employees must not initiate or respond to phone calls, read or respond to text messages, emails or social media while driving a passenger or commercial vehicle.** [Insert COMPANY NAME] employees who need to make an emergency call must first park the vehicle in a safe location.

A person can be impaired by alcohol or other drugs, regardless of their BAC. **Employees of [insert COMPANY NAME] may not use alcohol or other drugs before or while operating a motor vehicle, whether on company business or** [illegible] **business.**



The **ODC Sample Driver Safety Policy** is provided as a starting point for organizations to establish or strengthen their driver safety expectations and procedures. The sample policy is designed to help employers communicate safe driving expectations, support accountability and promote a consistent approach to roadway safety across the organization.

The policy template can be adapted to meet the specific operational needs, vehicle exposures and safety priorities of individual organizations.

- ✓ Use the sample policy as a framework for creating or updating organizational driver safety policies
- ✓ Adapt language to align with: organizational operations, vehicle types and exposures, existing safety programs and legal and regulatory requirements

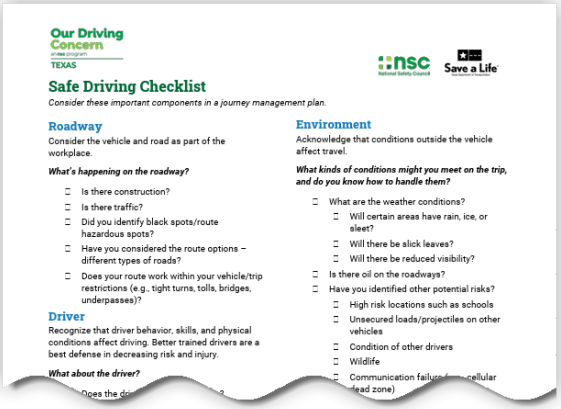
Notes

Best Practices for Employers:

- ✓ Organizations are encouraged to tailor the sample policy to reflect:
  - Organizational size and structure
  - Driving exposure and risk levels
  - Vehicle usage expectations
  - Industry-specific operations
  - Existing safety policies and procedures
  - State or local regulatory requirements
- ✓ Additional customization considerations:
  - Company vehicle and personal vehicle use
  - Distracted driving expectations
  - Journey management requirements
  - Supervisor response procedures
  - Reporting and documentation processes
- ✓ Organizations should:
  - Clearly communicate policy expectations to all employees who drive for work
  - Ensure supervisors/managers understand their role in reinforcing the policy
  - Include policy review during onboarding and recurring safety training
  - Make the policy easily accessible to employees
  - Reinforce expectations through ongoing communication and coaching

Link: Sample Driving Policy

Safe Driving Checklist for Journey Management: Usage Specifics



Our Driving Concern
TEXAS

nsc Save a Life

Safe Driving Checklist

Consider these important components in a journey management plan.

Roadway

Consider the vehicle and road as part of the workplace.

What's happening on the roadway?

- ☐ Is there construction?
- ☐ Is there traffic?
- ☐ Did you identify black spots/route hazardous spots?
- ☐ Have you considered the route options – different types of roads?
- ☐ Does your route work within your vehicle/trip restrictions (e.g., tight turns, tolls, bridges, underpasses)?

Driver

Recognize that driver behavior, skills, and physical conditions affect driving. Better trained drivers are a best defense in decreasing risk and injury.

What about the driver?

Environment

Acknowledge that conditions outside the vehicle affect travel.

What kinds of conditions might you meet on the trip, and do you know how to handle them?

- ☐ What are the weather conditions?
  - ☐ Will certain areas have rain, ice, or sleet?
  - ☐ Will there be slick leaves?
  - ☐ Will there be reduced visibility?
- ☐ Is there oil on the roadways?
- ☐ Have you identified other potential risks?
  - ☐ High risk locations such as schools
  - ☐ Unsecured loads/projectiles on other vehicles
  - ☐ Condition of other drivers
  - ☐ Wildlife
  - ☐ Communication failure (e.g., cellular dead zone)

The **ODC Safe Driving Checklist for Journey Management** is a practical tool designed to help employees and organizations reduce roadway risks through effective trip planning and driver preparedness. The checklist supports safer driving decisions before a trip begins by encouraging employees to evaluate driving conditions, personal readiness, route considerations and vehicle condition.

The checklist can be used as part of broader driver safety, fleet safety and journey management programs to promote proactive risk reduction and safe travel practices.

- ✓ Encourage checklist use before regular work-related travel or fleet operations as part of a routine
- ✓ Increase checklist use during severe weather events, long-distance travel, night driving, seasonal travel periods, emergency response or high-demand operations
- ✓ Provide the checklist: in vehicles, through mobile devices or apps, as printed handouts and/or through intranet

Notes

Recommended Uses:

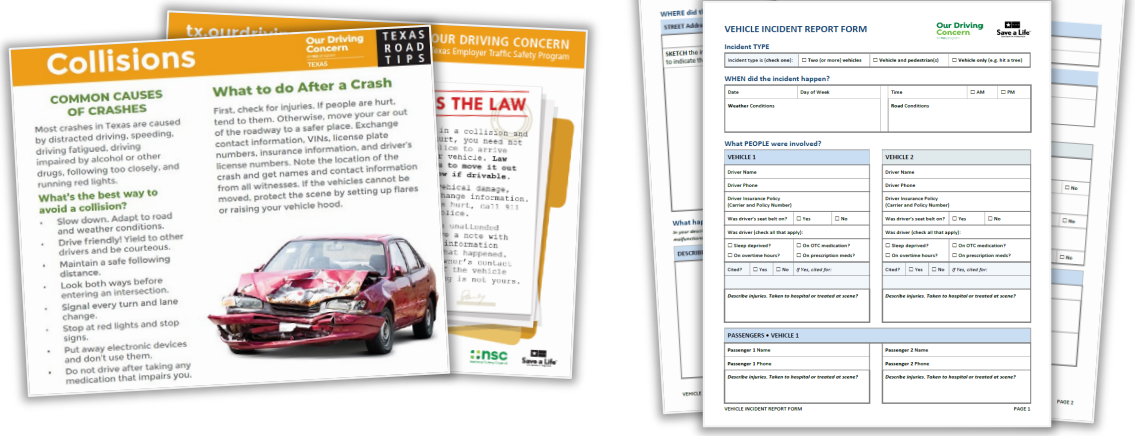
- ✓ Pre-Trip Driver Preparation
  - Encourage employees to complete the checklist before: work-related travel, long-distance trips, high-risk driving conditions, travel during severe weather or peak traffic periods
- ✓ Daily Fleet and Vehicle Operations
  - Incorporate the checklist into: fleet operations, dispatch procedures, driver departure routines and for journey management protocols
- ✓ New Driver and Employee Orientation
  - Introduce the checklist during onboarding for employees with driving responsibilities
  - Establish expectations around trip preparation and safe travel planning

Suggested Implementation Strategies

- ✓ Daily or Routine Use
- ✓ High-Risk Travel Situations
- ✓ Digital or Printed Distribution

Link: Safe Driving Checklist

Best Practices for Crash Reporting: Usage Specifics



The **ODC Best Practices for Crash Reporting** provides organizations with guidance and practical recommendations for responding to, documenting, reviewing and learning from vehicle crashes and driving-related incidents. The resource is designed to help organizations establish consistent reporting procedures, support timely response efforts and use incident information to strengthen driver safety programs and reduce future risk.

- ✓ The guidance can support organizations in creating a more proactive and prevention-focused approach to roadway safety.
- ✓ Educate employees on what to do immediately following a crash, required reporting procedures, documentation expectations, safety and communication priorities
- ✓ Use crash reporting information to:
  - Identify trends and recurring risks
  - Improve training and communication efforts
  - Support corrective action planning
  - Reinforce organizational learning and prevention strategies

Notes

Recommended Uses:

- ✓ Integrate crash reporting guidance into:
  - Fleet safety programs
  - Journey management procedures
  - Driver training initiatives
- ✓ Help supervisors and managers:
  - Respond consistently to incidents, conduct appropriate follow-up, reinforce accountability and support, identify opportunities for coaching and prevention
- ✓ Employee and Driver Training
- ✓ New Driver and Employee Orientation

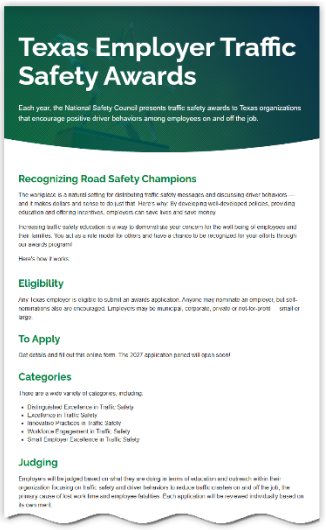
Suggested Implementation Strategies

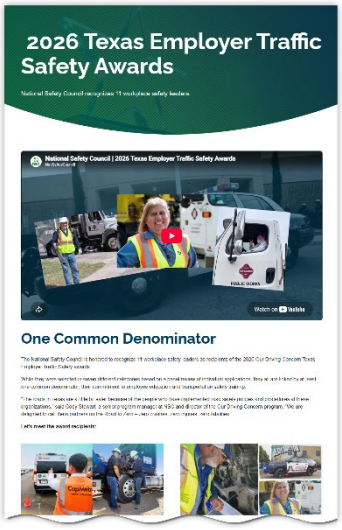
- ✓ Policy and Procedure Integration
  - Align crash reporting guidance with driver safety policies, fleet procedures, incident management processes and journey management protocols

Link: Best Practices—Crash Reporting

Link: Vehicle Incident Report Form

Driver Safety Recognition Award Program: Usage Specifics





The **ODC Driver Safety Recognition Award Program** provides employers with an opportunity to formally showcase how they are building and sustaining a strong driver safety culture. Organizations are recognized based on documented practices, program maturity and demonstrated commitment to reducing driving risk.

Submitting the award application is not just a recognition exercise—it also serves as a structured way to demonstrate value, measure impact and validate ROI from driver safety initiatives.

Be sure to take a look back at the past recipients of the Texas Employer Traffic Safety Awards on the Awards Archive. The awards detail how these organizations successfully advanced their safe driving programs. The recipients offer a lot of great tips and strategies on how to utilize ODC resources as well.

Notes

Benefits of Award Recognition Program:

- ✓ Validates organizational driver safety efforts
- ✓ Demonstrates measurable ROI on safety investments
- ✓ Strengthens leadership alignment and accountability
- ✓ Identifies program gaps and improvement opportunities
- ✓ Enhances employee engagement and pride
- ✓ Provides benchmarking against industry leaders
- ✓ Supports internal communication and executive reporting
- ✓ Reinforces a prevention-focused safety culture
- ✓ Enhances credibility and reputation with external recognition

Link: Driver Safety Recognition Awards

Link: Awards Archive

WHY apply for the Driver Safety Recognition Award?

Validates organizational driver safety efforts

The submission process allows employers to clearly document what they are doing across policies, training, communication and coaching. This helps to ensure that driver safety is not a standalone activity, but an integrated, intentional program.



Identifies program gaps and improvement opportunities

The award criteria naturally prompt organizations to assess:

- ✓ Where programs are strong and consistent
- ✓ Where gaps exist in communication, training, or enforcement
- ✓ Opportunities to expand or improve existing initiatives

Even if an organization does not win, the submission process itself becomes a diagnostic tool.



Demonstrates measurable ROI on safety investments

The application process helps organizations connect initiatives to outcomes such as:

- ✓ Reduced crash frequency and severity
- ✓ Lower vehicle-related costs (repairs, downtime, insurance impact)
- ✓ Reduced lost time incidents and operational disruption
- ✓ Improved compliance with safety expectations and training completion
- ✓ This provides leadership with a clearer picture of return on safety investment

Strengthens leadership alignment and accountability

Preparing the submission requires coordination across safety, operations, HR and leadership teams. This process often strengthens internal alignment around priorities, expectations and ownership of driver safety outcomes.

Enhances employee engagement and pride

Being recognized externally for driver safety efforts increases employee pride and reinforces the message that safe driving is valued and visible. This can improve participation in training, coaching and safety initiatives.



Supports internal communication and executive reporting

Award submissions can be repurposed internally to:

- ✓ Report safety program effectiveness to executives
- ✓ Support budget justification for safety initiatives
- ✓ Communicate progress across business units
- ✓ Reinforce the value of ongoing safety investments

Provides benchmarking against industry leaders

The program allows organizations to compare their efforts against leading practices from other companies. This helps safety leaders understand how their programs align with or exceed industry norms.



Enhances credibility and reputation with external recognition

Receiving recognition from a structured driver safety program helps organizations:

- ✓ Strengthen their reputation with clients and partners
- ✓ Demonstrate due diligence in managing road risk
- ✓ Support ESG, compliance and corporate responsibility narratives

Reinforces a prevention-focused safety culture

By highlighting proactive efforts, not just incident response, the award program reinforces a shift toward prevention, continuous improvement and shared accountability for driver safety.



Implementation Framework

The **ODC Implementation Framework** provides a structured, phased approach for organizations to successfully launch, embed and sustain driver safety initiatives. This framework helps employers move from planning to long-term culture change by aligning communication, training, coaching and measurement into a coordinated system.

Phase 1: Planning and Readiness

This phase focuses on establishing direction and preparing the organization for successful rollout.

How employers use this phase:

- ✓ Define organizational driver safety goals (e.g., reduce crashes, improve compliance, strengthen safety culture)
- ✓ Assign implementation leads or cross-functional owners (safety, HR, operations, fleet, leadership)
- ✓ Conduct a baseline assessment of current driver safety practices and risks
- ✓ Select priority ODC resources based on organizational needs and risk profile

Outcome:

Clear priorities, leadership alignment and a defined starting point for implementation.





Phase 2: Communication and Launch

This phase introduces the program and builds awareness across the organization.

How employers use this phase:

- ✓ Announce the ODC initiative organization-wide using multiple communication channels
- ✓ Share a clear implementation timeline so employees know what to expect
- ✓ Introduce available ODC resources (training, newsletters, huddles, videos, etc.)
- ✓ Establish leadership expectations for participation and support

Outcome:

Organization-wide awareness and early engagement from employees and supervisors.

Phase 3: Training and Engagement

This phase activates learning and begins embedding safe driving behaviors into daily operations.

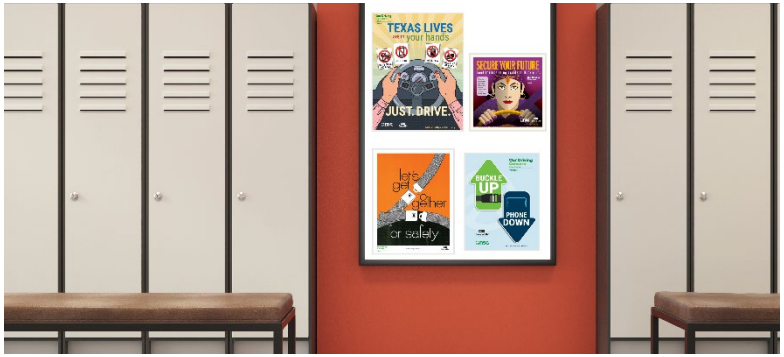
How employers use this phase:

- ✓ Assign driver safety training modules to employees
- ✓ Schedule other learning opportunities for employees and safety leaders
- ✓ Begin supervisor coaching using tools such as discussion prompts, coaching cards and structured conversations
- ✓ Reinforce key messages through supporting materials such as posters, videos, newsletters and other communication tools

Outcome:

Active participation in training and increased engagement in driver safety behaviors.





Phase 4: Reinforcement and Monitoring

This phase focuses on sustaining momentum and ensuring consistent application of safety practices.

How employers use this phase:

- ✓ Rotate posters, infographics and video messaging in key locations
- ✓ Continue distributing monthly newsletters and safety communications
- ✓ Monitor training completion rates and participation levels
- ✓ Conduct ongoing supervisor coaching and follow-up discussions

Outcome:

Reinforced messaging, sustained engagement and improved consistency in safe driving behaviors.

Phase 5: Evaluation and Sustainability

This phase ensures continuous improvement and long-term program success.

How employers use this phase:

- ✓ Review of crash, incident and near-miss trends to assess impact
- ✓ Gather employee and supervisor feedback on resources and effectiveness
- ✓ Evaluate participation and engagement metrics across all ODC tools
- ✓ Update resources, training plans and communication strategies annually

Outcome:

Data-driven improvements and long-term integration of driver safety into organizational culture.





Roles and Responsibilities



Leadership

- ✓ Champion safety culture
- ✓ Allocate resources
- ✓ Review implementation progress



Safety Teams

- ✓ Coordinate implementation
- ✓ Track metrics and participation
- ✓ Maintain communication efforts



Supervisors and Managers

- ✓ Conduct coaching conversations
- ✓ Lead safety huddles
- ✓ Reinforce policies and expectations



Employees/Drivers

- ✓ Participate in training
- ✓ Follow safe driving practices
- ✓ Report incidents and concerns

Metrics and Evaluation

Measuring participation, engagement and safety outcomes helps employers evaluate the effectiveness of their driver safety initiatives and identify opportunities for continuous improvement.

Organizations can use a combination of training, operational and engagement metrics to assess progress and guide future planning.



Training Completion Rates

Organizations may track:

- ✓ Completion of LMS modules and assigned training
- ✓ Participation in webinars and instructor-led sessions
- ✓ Completion of refresher or recurring training activities

Purpose:

Helps determine whether employees and supervisors are receiving and completing required driver safety education.

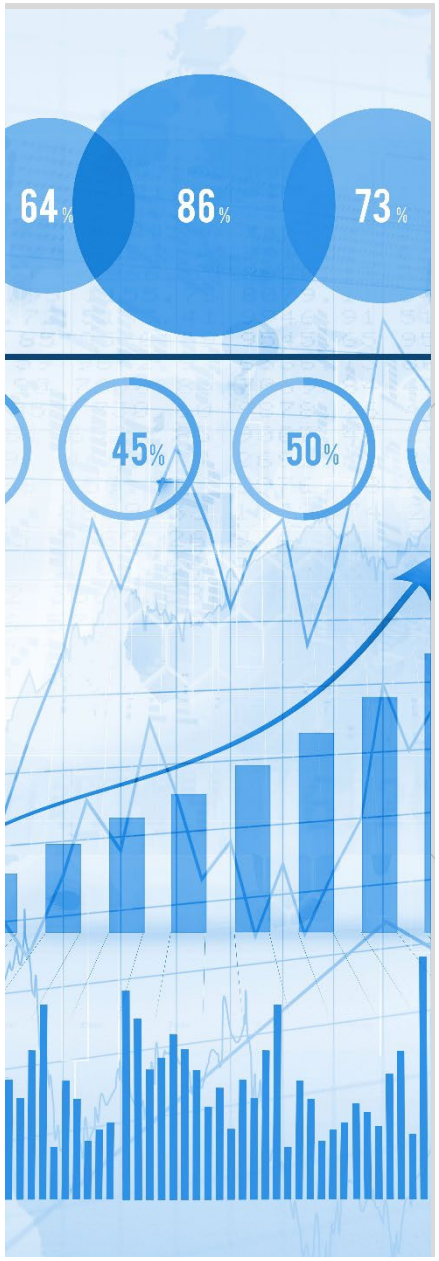
Crash Frequency and Severity

Organizations may review:

- ✓ Total number of vehicle crashes or incidents
- ✓ Preventable versus non-preventable incidents
- ✓ Severity trends, including injuries, property damage, or operational impact
- ✓ Cost-related impacts associated with crashes

Purpose:

Helps evaluate the overall effectiveness of driver safety efforts and identify recurring risk areas.





Near-Miss Reporting Trends

Organizations may monitor:

- ✓ Frequency of near-miss reporting
- ✓ Common contributing factors or driving behaviors
- ✓ Trends by location, department, or driving exposure

Purpose:

Encourages proactive identification of roadway risks before incidents occur and supports prevention-focused safety improvements.

Supervisor Coaching Completion

Organizations may track:

- ✓ Frequency of supervisor-led coaching conversations
- ✓ Completion of safety huddles or toolbox talks
- ✓ Use of coaching cards or discussion tools
- ✓ Follow-up activities after incidents or observations

Purpose:

Reinforces leadership accountability and ensures driver safety messaging is consistently supported at the supervisory level.

Employee Participation Levels

Organizations may measure:

- ✓ Attendance at safety meetings, webinars, or training sessions
- ✓ Participation in safety campaigns and recognition programs
- ✓ Engagement with newsletters, videos and communication tools

Purpose:

Helps assess employee involvement and visibility of driver safety initiatives across the organization.

Employee Feedback and Engagement

Organizations may gather:

- ✓ Employee feedback through surveys or discussions
- ✓ Suggestions for improving driver safety initiatives
- ✓ Perceptions of organizational safety culture and communication effectiveness

Purpose:

Helps identify what resources and strategies are most effective while encouraging employee involvement in continuous improvement efforts.

Testimonials and Reviews
from Learners

"Loaded with great information and a very great refresher course."

—Yolanda A
Distracted Driving online course

"The crash video was jarring. And the tips for what to do at the scene of a crash were useful!"

—Paige E
Aggressive Driving online course

"The course covers important areas for drivers to take precautions against driving while impaired."

—Aidan H
Impaired Driving online course

"Very educational. I learned and have a better idea on pre-trip preparation."

—Michelle D
Journey Management online course

